Audio-Technica Middle East



Audio-Technica has announced a significant expansion of its operations in the Middle East's GCC region with the formation of Audio-Technica Middle East. The picture above shows Akhil Raphael (Sales Director Commercial Audio, Audio-Technica Middle East), John Dodson (Managing Director, Audio-Technica Middle East) and Stephan Grawe (Managing Director, Audio-Technica EMEA Sales Division).

Headed up by longstanding Audio-Technica associate John Dodson, the new office based in Dubai will also see the arrival of several new staff with wide experience in the territory. The team will be built around Sales Director, Commercial Audio, ME Akhil Raphael, who joined Audio-Technica in 2024. Commenting on the launch, Dodson said, "Establishing a dedicated Audio-Technica presence in the GCC is a major milestone for the brand. This region has shown tremendous growth and potential and having a local team allows us to support our partners and customers more closely than ever before."

The formation of Audio-Technica Middle East will strengthen the company's commitment to delivering exemplary service to commercial audio customers and end-users in what are increasingly important markets for the brand. Dodson added, "I'm really excited to be working with the expanded Audio-Technica team at such an important time. Announcements will be made about the appointment of new

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wholesale partners over the coming weeks and we are looking forward to working closely with our friends in the region.” Product advice, design input and after-sales support for projects across key markets including education, broadcast, hospitality, studio and live event sectors will be available to customers directly from Audio-Technica Middle East and their partners.

Stephan Grawe, Managing Director Audio-Technica EMEA Sales Division also commented on the announcement, “Audio-Technica Middle East marks a decisive step forward for us in the region. With the establishment of a dedicated local organisation and a dedicated and passionate team, customers and partners in the GCC will be supported at an entirely new level.”

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