Genelec joins forces with Broadcast Professional



L-R: Gary Goh, Siamäk Naghian

Genelec has further strengthened its distribution network in the APAC region through the appointment of Broadcast Professional Pte Ltd as its new distribution partner for Singapore and Malaysia, with responsibility for Genelec’s entire range of Studio, AV and Home Audio products across the two territories.

Founded in 1983 and currently celebrating its 40th anniversary, Broadcast Professional started life in Singapore as a subsidiary of Studer AG, serving the growing needs of the broadcast and recording industries across the region. Since then, it has widened its services to include broadcast and streaming services, as well as the creation of Immersive Experiences. With a unique combination of people, services and technology, Broadcast Professional is committed to ensuring better outcomes for its customers by speaking the language of the industry.

Genelec International Sales Director Ole Jensen comments: "APAC has been a key strategic market for us for many years, and having already established our own subsidiaries in China and Japan, the partnership with Broadcast Professional is a natural step in building our presence and delivering further growth across the region. With its strong focus on technical excellence and providing an unrivalled customer experience, Broadcast Professional’s values correspond perfectly with our own – and we’re extremely excited about the potential that we can unlock together."

Joseph Ho, Director, Broadcast Professional, shares: "As a company, we’re

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constantly seeking opportunities to expand the range of products and services that we offer our clients. Therefore, when discussing a partnership with Genelec in Singapore and Malaysia, the decision was straightforward – and we look forward to collaborating with Genelec to develop this market."

Gary Goh, Group CEO, Broadcast Professional, adds: "We’re pleased to announce this strategic partnership with Genelec, a company with a long heritage of excellence. This collaboration unlocks the potential of great synergy between our organisations and perfectly aligns with our vision of providing our valued clients with industry leading solutions."

www.genelec.com
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