Genelec strengthens MEA Distribution Network



L-R: Amras Muhammed, Clifford Pereira, Dwaine Schreuder, Clifford Pereira, Justin Acres

Genelec has significantly strengthened its distribution network in the MEA region through the signing of two new distribution agreements. Johannesburg-based ApexPro are handling the distribution of Genelec's Pro and AV loudspeaker ranges across Southern Africa, while Dubai-based Sound Reference will be servicing the Home Audio market throughout the GCC group of countries. Both appointments signal Genelec's commitment to what has become an increasingly important region in the global loudspeaker market.

ApexPro is part of South Africa's well-established Prosound Group of companies, which over the last fifty years has established a close affiliation with clients in the professional broadcast, music production and Pro-AV verticals. The distribution agreement covers the Southern African region – comprising South Africa, Botswana, Mozambique, Namibia and Zimbabwe – and with satellite offices in Durban, Cape Town and Gaborone, ApexPro will focus on the distribution of Genelec Professional loudspeakers via the dealer channel, while AV Worx – part of the same Prosound Group – will provide value-added distribution by concentrating on supplying Genelec Professional and AV solutions to system integrators working in audio-visual production, music production, AV applications plus education and research.

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Founded in Dubai in 2021 by Muhammed Amras, Sound Reference will be supplying Genelec loudspeaker systems to the Home Audio market across the GCC nations: Saudi Arabia, Kuwait, the United Arab Emirates, Qatar, Bahrain and Oman. Supported by General Manager Suresh Thadani – who himself has over 25 years of audio distribution experience – Sound Reference will be working with a network of dealers across the region, while supporting sales in the UAE via its impressive Genelec Experience Centre in Dubai.

"Genelec is the standard by which all other loudspeakers are judged by professionals in the global audio industry," comments ApexPro director Mark Malherbe. "Ensuring reliable and supported access to Genelec's class-leading products is an essential part of delivering on our commitment to provide world-class technology and solutions to our growing pro audio industry in Southern Africa. We're confident that our extensive network of broadcast and production professionals, AV integrators and end users in the entertainment, commercial and education markets will embrace all that Genelec has to offer in the years ahead."

Sound Reference's Muhammed Amras adds: "We have a very close relationship with Farooq Pasha, who's company – Audio Video People – has had great success as a Genelec Home Audio dealer in Bangalore, India. Working with Audio Video People, we recognised the opportunities that representing Genelec in the GCC region would create – it's a fast developing market, and the booming tourism industry is generating significant demand for high quality loudspeaker solutions in the Home Audio and AV segments."

Genelec International Sales Director Ole Jensen concludes: "We can see the growth potential that the MEA region represents, and we're extremely excited about working with ApexPro and Sound Reference, both of whom have high levels of experience and professionalism. It also showcases the fact that Genelec's strong studio & broadcast customer base is now being supported by a growing number of discerning customers in the AV and Home Audio markets. This really underscores the fact that exceptional sounding, sustainable, aesthetically beautiful loudspeaker solutions are in demand everywhere – whatever the application."

www.genelec.com
www.apexpro.co.za
www.soundreference.ae

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