May 2023



**\*\*\*FOR IMMEDIATE RELEASE\*\*\***

Press Release

**Genelec strengthens MEA distribution network**

**with new appointments**

**Iisalmi, Finland, May 2023…**Genelec has significantly strengthened its distribution network in the MEA region through the signing of two new distribution agreements. Johannesburg-based [ApexPro](http://www.apexpro.co.za/) are handling the distribution of Genelec’s Pro and AV loudspeaker ranges across Southern Africa, while Dubai-based [Sound Reference](http://www.soundreference.ae/) 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](https://prosound.co.za/) 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](https://avworx.africa/) – 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.

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.”

For more information please visit:

[www.genelec.com](http://www.genelec.com)

[www.apexpro.co.za](http://www.apexpro.co.za)

[www.soundreference.ae](http://www.soundreference.ae)

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***About Genelec***

*Since the founding of Genelec in 1978, professional audio monitoring has been at the core of the business. An unrivalled commitment to research and development has resulted in a number of industry firsts and established Genelec as the industry leader in active monitors. Over 40 years later Genelec monitoring products remain true to the original philosophy, offering reliability, neutral sound reproduction regardless of size, as well as the ability to adapt to the acoustic conditions of the listening environment. Genelec customers receive paramount support in the field, from acoustical advice and calibration services to technical service and long product life span. Buying a Genelec product is a secure long-term investment in outstanding and reliable audio monitoring.*

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