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

Press Release

**Genelec joins forces with Broadcast Professional to strengthen APAC distribution network**

**Singapore, October 2023……**[Genelec](https://www.genelec.com/) – the world leader in professional loudspeaker solutions – has further strengthened its distribution network in the APAC region through the appointment of [Broadcast Professional Pte Ltd](http://www.broadcastpro.com.sg/) 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 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.”

For more information visit [www.genelec.com](http://www.genelec.com) and [www.broadcastpro.com.sg](http://www.broadcastpro.com.sg)

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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. 45 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.*

**For press information, please contact:**

Howard Jones, Genelec

T: +44 (0)7825 570085

E: howard.jones@genelec.com

***About Broadcast Professional Pte Ltd***

*Founded in 1983, Broadcast Professional Pte Ltd is a leader in broadcast and streaming, immersive visual experiences, interactive content, and consultancy services. Known for an unwavering dedication to innovation and commitment to delivering high-quality content, the company is a trusted Broadcast Partner across diverse industries in Singapore, Malaysia and the Region.*

**For press information, please contact:**

Dina Menon, Group Marketing Communications Manager

E: dina\_menon@broadcastpro.com.sg

W: [www.broadcastpro.com.sg](http://www.broadcastpro.com.sg/)

LinkedIn - [www.linkedin.com/company/broadcast-professional-pte-ltd/](https://www.linkedin.com/company/broadcast-professional-pte-ltd/)

Facebook - [www.facebook.com/BROADCASTPROSG](http://www.facebook.com/BROADCASTPROSG)

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