**d&b audiotechnik strengthens Asia Pacific business with new office in Singapore**

**Backnang, Germany 21.03.16.** Loudspeaker system manufacturer d&b audiotechnik is pleased to announce the latest addition to its global network of wholly owned subsidiaries. d&b audiotechnik Asia Pacific Pte Ltd is to open in Singapore and will play a key role in the company’s regional expansion.

Other d&b subsidiaries are: d&b GB, d&b USA, d&b France, d&b Italy, d&b Spain and d&b Japan and the company works closely with a global network of distributors in forty-five countries.

The new Singapore premises will provide facilities and resources for d&b to strengthen its position in the Asia Pacific mobile market and make further inroads into the installation market. The APAC team will focus on supporting d&b Distributors and the company’s growing customer base in the region. They will also roll out the industry leading d&b training program, providing resources and support as well as workshops and seminars.

By the end of 2016 the office will operate as a full service hub for the Asia Pacific region. The hub will enable d&b to deliver a faster service and provide a spare parts service that was previously unavailable to customers in the region.

The entire d&b APAC team, lead by Territory Manager Mike Case, has relocated to Singapore from Europe and will be joined by new recruits from in and around the region.

“With a team located in Singapore, enhanced by local talent, we will be able to provide permanent ‘on the ground’ support, similar to that currently available in Europe, Japan and the U.S.,” explained Case. “The response to the move has been extremely positive and, together with our customers, we’re looking forward to going from strength to strength in the region."

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About d&b audiotechnik: d&b operates internationally in the field of electroacoustics as a manufacturer of loudspeaker systems and electronics for high quality speech and music reproduction or sound reinforcement in public places. d&b is regarded as one of the leading companies in this market on the basis of its technological developments, system integration principles, quality of construction, and standard of service. The company, with a workforce of 360, has branch offices worldwide. The company headquarters are in Backnang near Stuttgart, Germany. Research and development as well as production are accommodated there. [www.dbaudio.com](file:///\\psf\Home\Desktop\new%20templates\www.dbaudio.com)