FaitalPRO in Beijing Press release: Palm Expo 2011

Ideal platform for the Orient

FaitalPRO, on the market for over 50 years, is the division dedicated to the production of professional loudspeakers of the renowned Milan based company, Faital S.p.A.

These days, FaitalPRO announces its participation at the Beijing Palm Show 2011, Beijing, from May 26th to 29th, 2011.

Keeping to the company philosophy, FaitalPRO consistently presides at all of the most important professional audio events, exactly what this worldwide trade exhibition represents.

Furthermore, if trade shows are usually “a door to the market”, the Expo in Beijing is considered a fundamental occasion for meeting manufacturers, distributors and clients on the huge Asian market, especially the Chinese one.

The Palm Expo 2011 is in fact a show dedicated to audio video and lighting technologies for entertainment, where specific products for the professional world are on display.

The Palm Expo is the most important gathering in south-east Asia, which involves visitors coming from the entire oriental market, boasting 1,200 exhibitors from 35 countries: it is a true launch pad to the Chinese market.

FaitalPRO will be present for all 4 days of the event with sales staff at its own exhibition booth inside the over 85,000 square meters of the expo area.

This is the fourth consecutive year at this event, which demonstrates the desire to meet acquired and potential clients, particularly OEM manufacturers, buyers and main players in these areas.

Flavio Naggi, Overseas Sales Manager declares: “The Asian and Chinese market is really very dynamic and FaitalPRO already has a company headquartered in Hong Kong -Faital Asia- created to follow and serve Asian clients, considering the excellent stock capabilities that allow us to take care of product distribution quickly and promptly. This way, we are better able to serve the whole South

East Asian region. Furthermore, we are looking for a new distributor for the Chinese territory."

The privileged position of the Faital Asia, Hong Kong office already allows a very practical and streamlined distribution of products across the entire orient; while the search for a new local distributor, expressly for the Chinese territory, is aimed at improving and optimizing the direct presence of FaitalPRO in this vast and expanding market.

The products on show are taken from many ranges of the Professional Series, Five Hundred Series, High Performance Series, Fe Series, Compression Driver Series and High Frequency Horn Series.