

## **HEAD acoustics GmbH establishes subsidiary in China**

### **The medium-sized company from Herzogenrath continues to expand**

Herzogenrath / Shanghai: HEAD acoustics GmbH from Herzogenrath near Aachen has founded a subsidiary in China. The foundation of HEAD acoustics China Co., Ltd. strengthens the global presence and ensures first-hand service for the strategically important Chinese market. Thus, the hidden champion of sound and vibration analysis as well as optimization of voice and audio quality continues on his expansion course and underlines the trend set in the previous years.

"The foundation of our subsidiary in China was the logical consequence of the steadily growing demand for our products and services," says Prof. Dr. Klaus Genuit, founder and shareholder of HEAD acoustics GmbH. "Customer proximity is key if we want to maintain our position as one of the world's leading companies in the field of sound quality as well as voice and audio quality."

Mr. Haifeng (Mike) Gong takes over the management of HEAD acoustics China Co., Ltd., located in the prestigious Shanghai International Ocean Shipping & Finance Center. Mr. Gong has long-standing and cultivated business contacts in China and is an established expert in the industry. He will constantly expand the team, allowing us to operate on a nation-wide basis and to provide all the services across the entire country. After a transitional period, Mr. Gong and his team will be the contact for all questions concerning sales, consulting services, service and support as well as the complete product range of HEAD acoustics.

HEAD acoustics GmbH has been growing continuously for years - both nationally and internationally. Subsidiaries have been established in the UK and South Korea in the past two years alone. Including HEAD acoustics China, the medium-sized company from Herzogenrath is now represented by six subsidiaries worldwide.

### **About HEAD acoustics**

HEAD acoustics GmbH is one of the world's leading companies for integrated acoustic solutions as well as sound and vibration analysis. In the telecom sector, the company enjoys global recognition due to the expertise and pioneering role in the development of hardware and software for the measurement, analysis and optimization of voice and audio quality as well as customer-specific solutions and services. HEAD acoustics' range of services covers sound engineering for technical products, investigation of environmental noise, speech quality engineering as well as consulting, training and support. The medium-sized company from Herzogenrath near Aachen has subsidiaries in the USA, France, Japan, the UK, South Korea and China as well as numerous sales partners worldwide.