

## **JAA Systems New Orban Southeast Asia Distributor**



Orban Europe GmbH announces the appointment of JAA Systems as Master Distributor for Southeast Asia effective November 1, 2024. David Day, CEO of Orban, expressed enthusiasm about this collaboration, stating, “We are proud to have JAA Systems expand their reach for the Orban brand beyond Malaysia. With their team’s past success in growing other leading broadcast brands in Southeast Asia, South Korea and Japan, we believe this partnership will significantly contribute to Orban meeting its growth goals.”

David Chan, President of JAA Systems, commented, “We are thrilled to represent the Orban brand in Southeast Asia, South Korea and Japan markets. Our established relationships and deep understanding of the region’s broadcasting needs position us well to introduce Orban’s innovative solutions to new customers.” This partnership marks a significant step in Orban's strategy to enhance its Asia presence and provide superior audio processing solutions to clients across these important markets.

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