

Renkus-Heinz appoints distributor for the Chinese market



Shanghai, China, August 2024 — Renkus-Heinz has announced a new distribution partnership to strengthen its presence in North East Asia. Shanghai You Shi Wei Xin – a leading distributor of professional audio and video products in Shanghai – will serve as the brand’s exclusive distributor, bringing Renkus-Heinz’s entire portfolio of audio solutions to the Chinese market.

"We are very proud to be the sole agent of Renkus-Heinz in China," says Shanghai You Shi Wei Xin’s Vice President, Stevie Ng. "We will put our customers first and fully leverage our local advantages to bring Renkus-Heinz's superior audio products and services to our region."

Driven by a passion for cutting-edge technology and unmatched customer service, Shanghai You Shi Wei Xin offers a comprehensive portfolio of solutions that allow businesses, institutions, and creative professionals to elevate their audio-

visual experiences. Boasting over 100 employees nationwide, the company offers cutting-edge system solutions to meet the evolving needs of sectors such as

government, enterprise, hospitality and education.

“Our collaboration with Renkus-Heinz is a perfect fit for Shanghai You Shi Wei Xin, as both companies share a deep commitment to innovation and service excellence,” furthers the Vice President. “We are impressed by Renkus-Heinz’s dedication to growth and expansion. Together, we are confident that this partnership will set a new benchmark for tailored solutions for the installed sound market in China, exceeding the expectations of our valued clients.”

Karan Kathuria, sales and business development director at Renkus-Heinz, adds: “China, Hong-Kong and Macau are very important markets where end customers embrace the most advanced technologies when it comes to professional audio. Renkus-Heinz strives towards aligning its sound solutions with these customer expectations via advanced technologies like beam steering.

“For us to deliver premium sound solutions across diverse applications, an established and customer-centric channel is imperative. We are thrilled to partner with Shanghai You Shi Wei Xin, who consistently deliver the best customer solutions in the region. Their sales, technical support, marketing and post-sales service are the perfect support for our own customer-centric approach.”

The agreement is in immediate effect, and Shanghai You Shi Wei Xin have already celebrated the new partnership with Renkus-Heinz by showcasing the brand’s diverse solutions at two regional tradeshows.

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