

Roksan

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Roksan goes for Gold as it hits Indonesia running

At a time when many companies are talking of retrenchment and recession, it is refreshing to see the British hi-fi equipment specialist Roksan Audio powering ahead into new markets. To re-enforce its commitment to its successful markets in South-East Asia and China the Company has formed a marketing subsidiary, "Roksan Asia Pte." which is based in Singapore and which will spearhead the new growth in this developing region.

As part of Roksan's campaign for growth it recently held an impressive two day launch in Jakarta, Indonesia which was attended by over 250 hi-fi dealers, national press and many local celebrities who had the opportunity to see and hear most of Roksan's outstanding high-end audio products. The appointment of the well-respected local company, Music By Design, brings the best of Britain's hi-fi products to this market of nearly 250 million people.

Roksan Managing Director Tufan Hashemi said: "It is widely accepted that the Far East and in particular the ASEAN and the Chinese economies will continue to enjoy significantly higher rates of growth than our own Western economies over the next few years. Yet relatively few British manufacturers have taken steps to position themselves to take full advantage of this growth. We decided that the only way we can give hundred percent support to these important markets is by having both stocks of product and our own people located in the region. With a profound recession now being projected for the

UK and continental Europe it is apparent that the steps we have taken to diversify our markets are likely to prove valuable.”

The past twelve months have been a whirlwind of activity for Roksan with the launch of several new products including the Kandy K2 CD player and Integrated Amplifier; together with a host of new international marketing activities.

To learn more about Roksan go to www.roksan.co.uk

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