AudioLink MEA

FOR AUDIO BRANDS · REPRESENTATION PACK 2026

Sales power in the Middle East and Asia.

Representation on the ground, from Doha – for high-end audio brands that want to grow in the region without the fixed cost of a full-time sales team.

MARKETS

Gulf · India · Southeast Asia · East Asia

BASED IN

Doha, Qatar

THE MODEL

Less than a salary. Paid mostly on results.

Many audio companies want more sales power in new regions – **but not the fixed cost of a full-time sales resource.** AudioLink MEA links manufacturers with distributors and dealers across the Middle East and Asia, at a fraction of the cost and risk.

YOUR OWN SALES MANAGER	AUDIOLINK MEA
Full salary and employment costs	Small retainer plus commission
Months of recruiting first	Starts now, with a network
Usually one market	Gulf, India and Southeast Asia
Cost stays if sales don't come	Most of the cost follows sales

Bronze

New to the region

Silver

Selling, want to grow

Gold

Strong, want to expand

WHAT I DO FOR A BRAND

Hands-on.
On the ground.

Represent your brand

Your products and company in defined territories, with the care your brand deserves.

Build the network

Find, sign and manage distributors and dealers who fit your positioning.

Sell actively

Targeted outreach and market development – not waiting for orders.

Report honestly

Regular reporting and market intelligence, so you can decide with facts.

Show up

Trade shows, demos, dealer training and local promotion.

Open new markets

Plan the entry, build the pipeline and grow it for the long term.

HOW IT WORKS · FOUR STEPS, NO SURPRISES

01

Look at the fit

We go through your range, prices and markets. I tell you honestly where it can sell – and where it can't.

02

Find partners

I approach the right distributors and dealers and negotiate the terms with them.

03

Launch properly

Dealer training, demos, shows and events – I handle the work on the ground.

04

Keep growing

I follow up on orders, visit partners and report back on every market.



YOUR REPRESENTATIVE

I've been on the brand side.

I'm Michael Pedersen. I know what a manufacturer needs from a partner abroad – **because I used to be the one asking.** Thirty-five years in international sales, the last fifteen in audio.

2021 – 2025	**Sales & Marketing Director, Audio Group Denmark** · launched new brands, opened more than 15 new markets
2010 – 2020	**Director of Sales & Marketing, DALI** · managed the global distributor network, export share from 50% to 80%, Asia-Pacific office in Kuala Lumpur
EDUCATION	**MBA, International Business Economics** · Aalborg University

> "It is still the sales process – working with customers and partners, building relationships and developing business and markets – that motivates me."
>
> MICHAEL PEDERSEN

TRACK RECORD

The brands I already represent.



SINCE 2025 · MIDDLE EAST, SOUTH AND SOUTHEAST ASIA

CANVAS HiFi

Official distribution in Dubai with Symphony, including demos at the Symphony Experience Center.



SINCE MARCH 2026 · ASIA

SV-Audio

First Asian distributor signed – Audio Force in Thailand – and launched at BIAV Show 2026 in Bangkok.



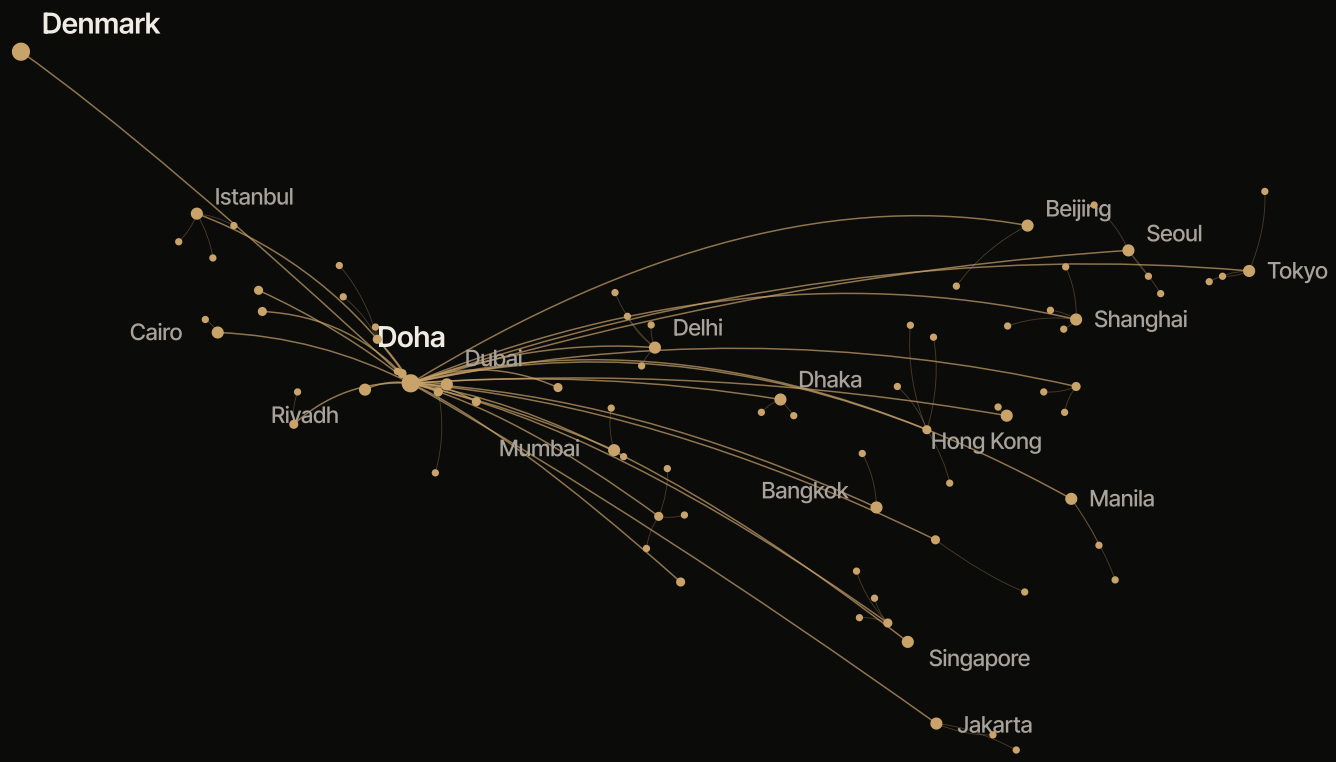
SINCE MAY 2026 · ASIA AND THE MIDDLE EAST

ZenSati

Working with established distributors and introducing the brand to new markets and partners.

WHERE I WORK

Based in Doha. Close to every market.



Middle East

The Gulf, Levant, Egypt and Turkey

South Asia

India, Pakistan, Sri Lanka, Bangladesh

Southeast Asia

Thailand, Vietnam, Malaysia, Singapore, Indonesia, Philippines

East Asia

China, Hong Kong, Taiwan, South Korea, Japan







ASK FOR A PROPOSAL

Represent your brand.

Tell me about your products and the markets you have in mind. I answer every message myself.

AUDIOLINK-MEA.COM/FOR-BRANDS

EMAIL	mpedersen0606@gmail.com
WHATSAPP	+45 20 29 24 19
QATAR	+974 7742 5867
WEB	audiolink-mea.com
BASED IN	Doha, Qatar

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