AudioLink MEA

DISTRIBUTOR PACK · 2026

Danish high-end audio. For the Middle East and Asia.

Three brands, represented on the ground from Doha – with exclusive territories, dealer training and the marketing material to build a market.

BRANDS

CANVAS HiFi · SV-Audio · ZenSati

BASED IN

Doha, Qatar

FOR DISTRIBUTORS

Built for partners who invest.

Carrying a brand is a long-term commitment. **Here is what you can count on** when you take on one of the brands I represent.

01

Exclusive territories

Distribution rights are agreed per country or region, so your investment in a brand is protected.

02

Training and demo support

Dealer training, demonstrations, shows and events – I work on the ground with you.

03

Marketing material

Product imagery, catalogues, press and campaign material from the brands, ready for your market.

04

Stable supply

Brands with dependable production and lead times. SV-Audio makes its most critical components in-house.

ONE CONTACT

I represent the brands directly, so you deal with one person who knows the products, the factories and the region.

A SMALL PORTFOLIO

Three brands, chosen on purpose – so every partner gets real time, not a line in a catalogue.

TERMS PER MARKET

Pricing, territory and launch plan are agreed for your market. Ask for terms and I come back with a proposal.



YOUR CONTACT

I've been on the brand side.

I'm Michael Pedersen. **Thirty-five years in international sales** – the last fifteen in audio, with DALI, Raidho/Scansonic and Audio Group Denmark. Now I represent a few Danish brands I believe in, from Doha.

2025 – TODAY	**Founder, AudioLink MEA** · Doha
2021 – 2025	**Sales & Marketing Director, Audio Group Denmark** · opened more than 15 new markets
2010 – 2020	**Director of Sales & Marketing, DALI** · global distributor network, export share from 50% to 80%, Asia-Pacific office in Kuala Lumpur

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



BRAND 01 · INTEGRATED HIFI

CANVAS HiFi.
Real HiFi under the TV.

Not a soundbar. A full-range, high-fidelity speaker system that mounts beneath a flat-screen TV – **designed in Denmark by former engineers from B&O, NAD and Dynaudio.**

PRODUCT	4-channel amplifier, DAC, DSP and room correction, BACCH 3D imaging. VESA mount for TVs from 55″ to 85″. 13 fabric and real-wood fronts
TERRITORY	Middle East · India, Sri Lanka, Bangladesh, Thailand, Vietnam, Malaysia, Singapore, Indonesia
CHANNELS	Specialist HiFi retail, custom installers, design-led interiors
RECOGNITION	Best Tech of IFA 2026 · Editors' Choice in three U.S. categories, 2025 · The HiFi Frame with Samsung, IFA 2025
IN THE REGION	Symphony, Dubai – official distributor, demos at the Symphony Experience Center

"The winner for me is CANVAS." ALEX GEAR & TECH

BRAND 02 · LOUDSPEAKERS

SV-Audio.
Hand-built on Bornholm.

Loudspeakers built in Rønne on the Danish island of Bornholm, voiced for **precise time and phase alignment and natural dynamics.** Every pair is measured, inspected and approved before it leaves.

FRIDA | GRO | ASTRID | FENJA

RANGE	Four models, from the compact two-way FRIDA to the three-way flagship FENJA
SUPPLY	The most critical components are made in-house – a dependable premium brand with stable supply
TERRITORY	Asia
RECOGNITION	Statement in High Fidelity 2025 (FRIDA) · HiFi-Pig, HiFi Huff, HIFISTATEMENT.net · World premiere at High End Vienna 2026
IN THE REGION	Audio Force, Thailand – launched at BIAV Show 2026, Bangkok

"It may even be without competition." HIFISTATEMENT.NET



SV-AUDIO ASTRID



ZENSATI ANGEL

BRAND 03 · CABLES

ZenSati.
Hear the system.

Ultra high-end audio cables made in Denmark by Mark Johansen – a pianist, flautist and guitarist who develops every design with live music as the reference. **Neutral. Fast. Musical.**

RAZZMATAZZ · ZORRO · AUTHENTICA · ANGEL · CHERUB · SERAPHIM · #1 · SILENZIO · #X

RANGE	Interconnects, speaker cables, power cords and complete looms in nine collections
ORIGIN	Made in Helsinge, Denmark
TERRITORY	Parts of Asia and the Middle East
RECOGNITION	HiFi Live magazine · SoundStage! Australia · cable shootout winner, Audio Reference Co, New Zealand

"One of the most exclusive and highest quality brands in the world." HIFI LIVE

PARTNERS AND TERRITORIES

Already on board.
Many markets still open.

DUBAI · UNITED ARAB EMIRATES

Symphony

Official distributor of CANVAS HiFi, with demos at the Symphony Experience Center.

BANGKOK · THAILAND

Audio Force

The first SV-Audio distributor in Asia. Launched the brand at BIAV Show 2026.

YOUR MARKET

Open territories

Distribution rights are still open in many markets across the Middle East and Asia.

Middle East

The Gulf, Levant, Egypt and Turkey

CANVAS HIFI

South Asia

India, Pakistan, Sri Lanka, Bangladesh

CANVAS HIFI · SV-AUDIO

Southeast Asia

Thailand, Vietnam, Malaysia, Singapore, Indonesia, Philippines

CANVAS HIFI · SV-AUDIO

East Asia

China, Hong Kong, Taiwan, South Korea, Japan

SV-AUDIO

ZenSati is available in selected markets across Asia and the Middle East – ask for your country. CANVAS HiFi in South Asia covers India, Sri Lanka and Bangladesh.







REQUEST DISTRIBUTION TERMS

Let's talk.

Tell me about your company, the markets you cover and the brand you are interested in. **I answer every message myself.**

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