

## Stage Tec Welcomes Sales Partnership in China



From left to right: Zhang Zhao, Technical Director of Beijing North ACE Digital Technology Co., Ltd; Alexander Nemes, Head of Sales Stage Tec; Zeng Dong, Managing Director of Stagetec Media Technology; Roger Hayler, Technical Director of ACE (International) Co., Ltd.

Stage Tec, the Berlin-based manufacturer of professional audio technology, has been working very successfully with its Chinese sales partner Stagetec Media Technology for many years. Since there is a growing market for Stage Tec products in China, the sales team has decided to enter into a partnership. "With ACE we have found a strong partner who is well networked throughout China. ACE has a lot of experience, has implemented countless projects and represents well-known international manufacturers on the Chinese market," explains Zeng Dong, Managing Director of Stagetec Media Technology. "In addition, ACE's activities in the broadcasting sector complement our activities in the theatre sector very well. Stage Tec will benefit from this partnership".

ACE (Advanced Communication Equipment (International) Company Ltd.) was founded in 1982 in Hong Kong as an engineering office and has been providing audio, video and lighting services ever since. ACE's project portfolio includes broadcasters, broadcasters, theatres, live shows as well as sports stadiums, multifunctional centres, congress and event halls. Another argument for the partnership was that ACE is not only present in all major cities in China, but that it also serves the Hong Kong and Macau markets in addition to the entire Chinese market.

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