Press release

**The Adam Hall Group looks back on successful APAC partner meeting in Bali**

**Neu-Anspach – 16 October 2024 – The Adam Hall Group looks back on a successful meeting with its Asia-Pacific (APAC) partners in Bali. From 8 to 10 October, the event technology manufacturer headquartered in Neu-Anspach, Germany, invited nearly 60 distributors from the APAC region to the Indigo Hotel Bali Seminyak. The team presented the latest products from brands such as Cameo, LD Systems, Gravity, Palmer, and many more on site and rounded off the programme with a diverse range of hands-on and workshop offers.**

The Adam Hall Group has been continuously expanding its distribution network in the APAC region for several years now. Reference projects such as the League of Legends World Championship in Seoul, South Korea, or The Voice Thailand are proof of the ongoing market expansion of the brands Cameo, LD Systems, Gravity, Palmer & Co. To ensure that the various sales departments in the region stay informed of the latest and collaborate on tailored sales and customer strategies for each country and region, the Adam Hall Group team headed by COO Markus Jahnel, Global Business Development Manager Alessio Foti, and Global Marketing Director Kati Eismann offered a rich programme to the participants at the partner meeting in Bali.

Aside from presenting new products including an outlook of future highlights, the focus was placed on a broad array of workshops, which covered everything from marketing topics to the ordering process and shipping to product certification issues. Prizes were also awarded to Sales departments with the best sales performances in variety of areas. The multi-day event was topped off by a laid-back evening with an al fresco dinner with drinks and live music.

"The APAC partner meeting in Bali was a complete success. There’s nothing quite like engaging in conversation and exchanging ideas in person on site. Although the APAC region, like many other regions around the world, is facing major challenges due to current geopolitical developments and obstacles to market entry as a result of tariffs and regulations, we are looking positively into the future and seeing each other again in 2026 at the latest – namely in Thailand!” says Markus Jahnel, COO of the Adam Hall Group states.

#AdamHallGroup #Distribution #EventTech #ExperienceEventTechnology

**Further information:**

[adamhall.com](http://www.adamhall.com/)

**About the Adam Hall Group**

The Adam Hall Group is a leading German manufacturer and distribution company, providing event technology solutions to business customers worldwide. Its target groups include retailers, B2B dealers, live event and rental companies, broadcast studios and AV and system integrators in both the private and public sector, as well as industrial flight case manufacturers. The company offers a wide range of professional audio and lighting technology as well as stage accessories and flight case hardware under its own brands LD Systems®, Cameo®, Gravity®, Defender®, Palmer® and Adam Hall®.

Founded in 1975, the Adam Hall Group has developed into a collection of modern, innovative event technology companies. This includes the logistics park with 14,000 square metres of warehouse space at its corporate headquarters near Frankfurt am Main, Germany. Through its focus on value and service orientation, the Adam Hall Group has been presented with a number of international awards for innovative product developments and pioneering product design from prestigious institutions such as “Red Dot”, “German Design Award” and “iF Industrie Forum Design”. In collaboration with the design agency “Studio F.A. Porsche”, LD Systems® shows the future of pro audio design with the iconic MAUI® P900 column speaker and was recently honoured with the coveted “German Design Award”.

Further information about the Adam Hall Group is available on the internet at [www.adamhall.com](https://www.adamhall.com/de-de).