

Bose Professional Celebrates Global Expansion with Dubai Office Grand Opening

New facility marks the tenth international office and Experience Center opened by the company this year

FRAMINGHAM, Mass. – November 15, 2024 – [Bose Professional](#), developer of world-class audio experiences designed to transform any space, recently celebrated the grand opening of a new sales office and Experience Center in Dubai, United Arab Emirates, with industry leaders and partners from the MEA region.

The Dubai office marks the tenth new international business location Bose Professional has opened this year, including new offices and Experience Centers in London, Amsterdam, Frankfurt, Singapore, Beijing, Shenzhen, Shanghai, Osaka, and Tokyo, with plans to open a new Bose Professional global headquarters and Experience Center early next year in Hopkinton, Massachusetts.

Located in the rapidly growing Sharjah district, conveniently accessible from the Dubai International Airport, the new office combines sleek, modern business spaces and meeting rooms with an Experience Center, designed for education and demonstration and featuring Bose Professional's line-up of loudspeakers, power amplifiers, processors, controllers and software.

The entire Bose Professional EMEA team was honored to host an opening ceremony on November 7, 2024, attended by CEO John Maier, Vice President of International Sales Hans Vereecken, Director of Sales, EMEA, Nittin Dargan, as well as esteemed guests, industry leaders, and valued partners. The event featured speeches with Maier serving as guest of honor, a ribbon cutting ceremony, as well as presentations and refreshments.

"The new Bose Professional office and Experience center will serve as Regional Center to demonstrate innovative audio solutions to all our distributors, system integrators and consultants," said Dargan. "The new space further demonstrates our commitment to MEA region. Bose Professional team and our distributors will continue to ensure that our customers get best-in-class products, locally available."

"It's our mission to deliver amazing audio solutions and services to our customers around the globe," said Maier. "I am so proud of what the Bose Professional team here in Dubai, and around the world have accomplished by achieving these operational milestones in our company's history. I can't wait to travel to more offices

and cut more ribbons as we deepen our 50-year legacy of partnerships and continue to grow our global organization.”

For further information on Bose Professional products, visit [BoseProfessional.com](https://www.boseprofessional.com).

About Bose Professional

Founded on the belief that innovation begins with exploration, [Bose Professional](https://www.boseprofessional.com) is dedicated to delivering a variety of solutions for today's diverse environments. The company's spirit of invention is focused on creating systems that are easy to design, install, and operate for performance and commercial applications. These systems can be heard all around the world in hotels, retail stores, restaurants, houses of worship, universities, and more. For more than 50 years, Bose Professional has partnered with AV integrators, system designers, installers and consultants to build unforgettable audio experiences.