**Bose Professional Celebrates Global Expansion with Tokyo Office Grand Opening**

**FRAMINGHAM, Mass. – July 1, 2024 –** [Bose Professional,](https://www.boseprofessional.com/?utm_campaign=fy25%20press%20releases&utm_medium=owned_pr&utm_source=press%20release&utm_term=awareness&utm_content=tokyo%20office%20grand%20opening&utm_geography=global) 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 Tokyo, Japan, marking a major milestone in the company’s continuing international expansion.

Located in the Tamachi neighborhood of Tokyo, conveniently accessible by multiple major transportation lines, the new 270m2 office combines sleek, modern business spaces and meeting rooms with a 130m2 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 Japan team was honored to host an Opening Ceremony on May 20, 2024, attended by CEO John Maier, Vice President of International Sales Hans Vereecken, Director of Sales, Japan, Kazuhiro Terada, as well as esteemed guests, industry leaders, and valued partners including representatives from Nomura Real Estate Development Co., Ltd., USEN, ITOKI, and M&H. The event featured speeches with Maier serving as guest of honor, a ribbon cutting ceremony, and concluding with a traditional [Kagami-Biraki](https://en.sake-times.com/learn/sake-101-kagami-biraki) sake toast to commemorate the occasion.

“We are very pleased to have successfully opened the Bose Professional Japan office and Experience Center, " said Terada. "We would like to take this opportunity to express our sincere gratitude to all of you for your kindness and support. With the establishment of our independent company and the opening of our office, all of us at Bose Professional will continue to strive for further development of our business and to meet the needs of our customers.”

In 2024 Bose Professional has opened new offices and Experience Centers in Singapore; Beijing, Shenzen, and Shanghai, China; Osaka, Japan, and plans to open seven more offices in 2024, in locations including Dubai, UAE, Paris and London. The company also plans to open a new Bose Professional global headquarters and Experience Center early next year in Hopkinton, Massachusetts.

"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 Japan, and around the world have accomplished by achieving these 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/en-us?utm_campaign=fy25%20press%20releases&utm_medium=owned_pr&utm_source=press%20release&utm_term=awareness&utm_content=hybrid%20sales%20press%20release&utm_geography=global).

**About Bose Professional**

Founded on the belief that innovation begins with exploration, [Bose Professional](https://www.boseprofessional.com/?utm_campaign=fy25%20press%20releases&utm_medium=owned_pr&utm_source=press%20release&utm_term=awareness&utm_content=tokyo%20office%20grand%20opening&utm_geography=global) 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.