



# PRESS-INFORMATION

## JANUARY 2014

The HIGH END SOCIETY would like to announce their new address and new premises.

As of January 1st 2014, the HIGH END SOCIETY is now situated in a new building in Wuppertal-Germany, which was constructed over the course of 2013 and now ready for occupancy.

The newly constructed building is not only the new address for the HIGH END SOCIETY SERVICE Ltd. - the domestic subsidiary of the member society, but also the new address of the HIGH END SOCIETY e.V. as whole syndicate.

The facility offers a modern working environment in an environmentally-friendly building, with a wooden frame construction and function rooms for small conferences and meetings. The new building also meets the spatial and technical requirements to continue to offer cooperation and business partner effective solutions using optimized workflows. Over more than three decades, HIGH END SOCIETY has developed into a creative, faithful and innovative service provider and cooperation partner, as well as being a source of inspiration within the audio sector.

Within the sector, HIGH END SOCIETY is trusted worldwide as a reliable partner who represents the sector's interests. This is how HIGH END SOCIETY has used its services to establish a political and economic basis which makes the association independent and enables development in line with the goals of the association.

Of course, this also means the services of the association for the sector are guaranteed long-term.

Over a period of more than 30 years, the services provided have primarily concerned the organization and running of trade fairs and local events and the production of corresponding print material (catalogues). In addition to this, the HIGH END SOCIETY has built a close-knit network between national and international media over the years, meaning they boast the most extensive range of press and media contacts possible in relation to this topic.

From 1982 up until the end of 2013, a total of 94 exhibitions have been organized and advertised.

This makes HIGH END SOCIETY the world leader in audio sector support.



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**The events were as follows:**

- 32 x HIGH END trade fairs in Germany
- 05 x HIGH END SWISS in Switzerland
- 50 x WORLD OF HIFI roadshows
- 07 x HIGH END ON TOUR roadshows

As well as practical services and formal legal information about the current laws and their implementation – lobbying work in Berlin and Brussels is the keyword here – over the last few years various aspects and requests from member companies have increasingly come to light concerning practical assistance and services from the association during the day-to-day business of the company.

With the HIGH END HOUSE, HIGH END SOCIETY appeals not just to their own member companies, but to all other national and international business partners as well.

Branko Glisovic, managing director of HIGH END SOCIETY Service GmbH:

“We are delighted to be moving into our new offices. Planning the building and implementing these ideas was exciting and interesting, but of course it also placed a strain on resources. The result is not just state-of-the-art, but also an example of sustainable, responsible architecture.”

Kurt Hecker, chairman of HIGH END SOCIETY e.V., also sees the move in a positive light: “I’m very pleased our Society was able to realize the new HIGH END house and to invest into such a real value. The new building will be the base for our prospective business and the successful story.”

With the HIGH END house, the HIGH END SOCIETY places emphasis on “interactive” features in the true sense of the word: lasting values which reach beyond German borders. The building is situated upon the green hills of southern Wuppertal within the suburb of Wuppertal-Elberfeld, situated on the technology park in close proximity to a wide range of technology companies

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Kurt W. Hecker  
Chairman of the Executive Board  
HIGH END SOCIETY e. V.  
Association for High-Quality

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Branko Glisovic  
Managing director  
HIGH END SOCIETY SERVICE GMBH

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## The HIGH END SOCIETY

The HIGH END SOCIETY e.V. is the trade association for high-quality entertainment electronics.

We see ourselves as ambassadors of high fidelity which reproduces sound and images faithfully at the highest possible level. Our aim is to convince people that the enjoyment of good music and first-class images is only possible with high-end quality products.

The association's members are manufacturers and distributors of sophisticated high-end equipment. The HIGH END SOCIETY represents the shared professional interests of its members in relation to social, economic and other facilities.

The association is also corporately linked to other organisations and is involved in legislative forums by participating both at a national level and at the level of the European Union.

The HIGH END SOCIETY has organised the HIGH END special exhibition annually for over 30 years, which has emerged as the world's most important trade fair in the field of high-quality consumer electronics.

In addition, the HIGH END SOCIETY runs further event series in Germany and Europe.

[www.HighEnd2014.de](http://www.HighEnd2014.de)

[www.HighEndSwiss.de](http://www.HighEndSwiss.de)

[www.HighEndonTour.de](http://www.HighEndonTour.de)

You can find a list of the companies in the association at:

[www.highendsociety.de/index.php/verbandmitglieder.html](http://www.highendsociety.de/index.php/verbandmitglieder.html)

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