

## PASO CONTINUES ITS GROWTH BY STRENGTHENING ITS INTERNATIONAL PRESENCE

### HASNA NAHDI WILL JOIN THE TEAM AS EXPORT MANAGER



PASO, the illustrious Milan based company, has appointed **Hasna Nahdi** as Export Manager: she will join the sales team, together with **Roberto Megazzini** Sales Manager and **Marco Morimanda** Export Manager, in order to deliver more coverage and a dedicated as well as specific support to International markets. Hasna is a well-known and highly respected figure within the International audio industry, comments **Antonio Faccioni**, PASO Chief Executive Officer, “the right person with the right markets knowledge and ideas, in line with the process of renovation and growth of PASO.

PASO, a company which claims, with well-justified pride, its identity as an Italian manufacturing company, in spite of all difficulties, decided to invest a lot in order to continue courageously to manufacture in Italy, against the common choices of outsourcing. **Now we need to continue its growth expanding in international markets”.**

He argues: *“Hasna is working in the audio field more than two decades. Her arrival in PASO represents a sort of reunion, as she started in PASO her carrier in the audio industry, in particular in 100 V world, where, for more than one decade, she was in charge of International Customer Care and Support. Then for twelve years she was Export Area Manager in Proel Group, in charge of Middle East, Africa & Caucasian countries. Her visibility and good reputation within Audio Industry were well established when she was appointed as Export Area Manager of Turbosound. I know Hasna since so many years and I’ve also had the opportunity of watching her from afar as she has continued to excel in often challenging situations. She’s a true professional who will strengthen our international presence and will raise to new heights our already excellent level of customer support. I’m very pleased to welcome back her to the PASO family”.*

Hasna is equally enthusiastic: *“I am first of all very pleased and proud to join my wonderful PASO team. I am very aware to have now a great challenge as well as a great opportunity to continue learning and growing and above all I am self - conscious to join - I rather prefer to say “to come BACK home” within PASO, the historical company, established since 1973, that designs, develops, makes and markets its own products and this thanks also to the commitment and professional skills of its great human resources capital”.*

Hasna adds: *“I am so glad and in hurry to meet both historical as well as actual PASO partners and distributors, in order to continue gaining more markets shares and responding successfully to the nowadays international markets challenges”.*