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Sonova to open new Innovation Center for Affordable Hearing Solutions in Singapore

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To focus on developing high-quality, cost-efficient products and care models tailored to the diverse needs of Asian markets

Sonova Holding AG, the leading global provider of hearing care solutions, has announced that it is partnering with the Singapore Economic Development Board (EDB) to significantly expand Sonova’s innovation, commercial, and operations footprint in the Asia Pacific region.

This marks an important milestone in Sonova’s renewed strategy to unlock the substantial growth potential across APAC and to further scale Sonova’s industry leadership.

With the establishment of a new Innovation Center for Affordable Hearing Solutions in Singapore, Sonova will focus on developing high-quality, cost-efficient products and care models tailored to the diverse needs of Asian markets.

The centre will serve as a regional hub for product development, engineering, and digital capabilities that expand access to hearing care for millions of people. Sonova will also create its APAC (excluding China) regional headquarters in Singapore, supported by regional functions including commercial leadership, marketing, distribution, and customer service — reinforcing Singapore as Sonova’s strategic gateway to the region.

Through this collaboration, Sonova will focus on three core pillars:

- Developing cost efficient, high quality hearing solutions and care models for Asian markets, supported by capabilities in engineering, digital excellence, and value driven product development.
- Positioning Singapore as Sonova’s commercial and logistics hub to enable faster market activation, stronger country by country execution, and improved service levels.
- Creating skilled roles across engineering, digital, commercial, and operations functions, leveraging Singapore’s strong talent base and innovation ecosystem.