

## Closer to the customer

In recognition of the growing importance of the Asia/Pacific Region and in order to better serve our customers in this Region, we have established

### **HEYER Medical Asia/Pacific Marketing & Technical Support Office**

Suite 9.07, 9th Floor, MWE Plaza  
8, Lebuh Farquhar  
10200 Penang, Malaysia

The formation of this office will enhance communication and support to our present and future customers. The regional responsibility will include all of the Asia/Pacific area, with the exception of P.R. China, where we have already our subsidiary in Beijing. Located in central SEA, the new office will eliminate or markedly reduce time difference presently existing with our Head Quarters in Germany.

Mr. Hans P. Brenner, an experienced executive in the Asia/Pacific Region, will head the new office supported by a team of marketing and technical experts.

Due to its central location in SEA, we can provide assistance and, if required can be „on hand“ within hours. Competently staffed, the key functions will include:

- Dealer/distributor management
- Sales support to distributors/OEM partners
- Training of sales & hospital staff
- Organisation / participation in regional exhibitions/events
- Technical support, service/maintenance, on-site installations

The management team consist of:

Mr. Hans P. Brenner, Director,  
[hbrenner@heyermmedical.de](mailto:hbrenner@heyermmedical.de)

Ms. Tham Yoke Ching, Business Development Manager  
[YokeChing.Tham@heyermmedical.de](mailto:YokeChing.Tham@heyermmedical.de)

Mr. Ooi, Technical Services  
[Hanhooi.Ooi@heyermmedical.de](mailto:Hanhooi.Ooi@heyermmedical.de)

The Penang team will be fully responsible for all aspects of our marketing and technical support activities in the area, all communications will be handled from there. Bad Ems will continue to provide guidance and support in Production, Research & Development, Regulatory affairs, Financial matters.

Order processing and shipment will be as in the past directly from our HQ in Germany to you in the respective country.

The Asia-Pacific Region is the fastest growing market in the world. The opening of our office is a reflection of this importance and a commitment to present and future customers.

For further information please contact:

Klaus D. Schickhaus  
President / CEO  
HEYER Medical AG  
[kschickhaus@heyermmedical.de](mailto:kschickhaus@heyermmedical.de)