

## **HEYER MEDICAL establishes Riyadh, KSA office**

In order to strengthen our international presence and to better serve our growing list of customers and installations in the Kingdom of Saudi Arabia, HEYER Medical AG established its own office in Riyadh, KSA.

The ability to provide our customers with fast and direct access to product and technical support is part of our customer service orientation and in response to the increased potential and activity in this market.

Our new office will be in charge of assisting/supporting our clients in:

- Service and maintenance of the Heyer product portfolio
- Technical training of distributor staff
- Assisting distributors with the installation of Heyer units in hospitals
- Training of hospital personnel in the use of Heyer units
- Assist distributors in meeting technical tender specifications
- Assist partners in sales activities

Being located in Riyadh will allow our team to serve/respond to our customers within a short time frame. If needed travels can be arranged on a day's notice since they are active in the same time zone as most customers they will support.

As in the past, our business development will be handled from our Bad Ems team, represented by our General Manager International Mr. Torsten Kullmann ([tkullmann@heyermmedical.de](mailto:tkullmann@heyermmedical.de)).

Our Riyadh office is available under:

- **Mr. Ziad Suboh**  
Marketing Executive Manager KSA  
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This arrangement will provide our customers with the assistance and expertise that they need, as well as support our aim for growing our market share in this region.

We thank you for your patronage and assure you of our attention.



Klaus D. Schickhaus  
President / CEO  
Bad Ems, November 2017