

## Agfa HealthCare Inaugurates New Office in Riyadh, Saudi Arabia



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Increased presence and cutting-edge solutions support local healthcare sector and digitisation plans

- HRH Astrid of Belgium spearheaded the inauguration of the offices, in the presence of other Belgian and Saudi Arabian dignitaries.
- Agfa HealthCare is committed to contributing to the local healthcare sector with cutting-edge solutions and technologies.
- MOH of Saudi Arabia has ambitious healthcare digitisation plans.

Agfa HealthCare has announced the inauguration of its new offices in Riyadh, in the Kingdom of Saudi Arabia, on 16 March 2014. The offices were officially opened with the participation of H.R.H. Astrid of Belgium, and in the presence of dignitaries from Belgium and Saudi Arabia, including high level delegations from the Ministry of Health, H.E. Marc Vinck (Belgian Ambassador to the Kingdom of Saudi Arabia) and Guenther Schreiber (Director of Agfa HealthCare Export Region). Delegates from a number of important Agfa HealthCare partners attended as well, including Advanced Electronics Co. (AEC), Gulf Medical Co. (GMC), and Barco NV.

### Offices ensure greater market presence and closer proximity to customers

The new offices will ensure a greater presence for Agfa HealthCare in the key Middle East market, and will also allow the company to support the Ministry of Health (MOH) of the Kingdom of Saudi Arabia in its ambitious healthcare digitisation plans, with dedicated products and services.

Zyad Benaissa, Managing Director of Agfa HealthCare Solutions Middle East, explains: "Informatics is key to unlocking the development potential of the healthcare sector in the region. Agfa HealthCare has the experience and expertise to support these plans, and our increased presence will bring that know-how even closer to our customers. We are grateful for the tremendous support that we are receiving from the Saudi Government and Belgian Embassy in the Kingdom."

Mustafa Hamdy, General Manager of Agfa HealthCare in Saudi Arabia, adds: "The new offices will further strengthen our presence in the region. They also reflect our dedication to enhancing the support we offer our customers, in order to satisfy and even exceed their needs. We look forward to continuing to provide them with solutions and services for a long time to come."

Source: [Agfa](#)

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