

Freiburg (GER)/Cairo (EGY), November 3, 2023

Stronger commitment to Africa: PTW opens branch office in Cairo

The dosimetry specialist PTW Freiburg GmbH (PTW) today announced the opening of a branch office in Cairo (Egypt), to strengthen its reach and responsiveness to customer demands in Africa. The new branch office, which will operate under the name PTW Africa, will join forces with PTW France.

PTW has been supplying the African market with high-tech dosimetry solutions since 1975 to help improve patient safety in radiation oncology and imaging. The newly established local presence will allow PTW to extend services to its increasing African customer base and respond faster and more individually to country-specific needs and regulations. PTW is the first dosimetry company to open a branch office on the African continent.

“Africa is one of the most dynamic, fastest-growing markets with a need for technically advanced, high-quality medical technology. Local presence and expertise are a major key to building strong customer relationships in this market,” says Tobias Schüle, Managing Director of PTW. “The establishment of PTW Africa, which serves as a knowledge and service hub for the entire region, was therefore a logical move for us to make. It is an important strategic step for PTW and a clear demonstration of our commitment to what we see as a growth market of the future.”

PTW Africa will be headed by Mohammed Osama Hefny, who brings more than 18 years of experience in the radiation oncology market to his new position, and has a track record of growing and enhancing customer relationships in Egypt. He will be supported by a dedicated professional team of engineers and medical physicists who are focused on excellent customer service.

“We are delighted to have Mohammed Osama on board,” adds Madjid Sharaf, Head of Sales and Business Development for the TIMEA region (Turkey, India, Middle East, Africa). “He is highly respected for his take-charge personality and customer-first attitude, ensuring every customer feels valued and receives the best possible service. With his profound knowledge of the different African healthcare markets and deep understanding of local customer needs, Mohammed Osama is the right person to help us expand our business in this dynamic, strategically relevant region.”

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The new branch office will join forces with PTW France, which will continue to serve the French-speaking African market with its renowned service quality and expertise. PTW Africa will also closely cooperate with existing PTW partners in the region to further extend services and reinforce its network of reference sites. With this expanded sales and service network in place, customers around Africa will benefit from a larger expert team, continent-wide technical support in many languages as well as accessible local education and training opportunities.

PTW Africa is the twelfth PTW branch office worldwide and underlines the dosimetry company's commitment to bringing advanced technologies and top-level support closer to every customer's doorstep.

About PTW:

PTW is a global leader in high-precision dosimetry solutions for radiation therapy, diagnostic radiology and metrology. Founded in 1922, the German company is one of the pioneers in medical radiation measurement, helping advance patient safety in modern radiation medicine. PTW technologies and services enable radiation experts in over 160 countries worldwide to precisely monitor highly complex clinical radiation equipment. The dosimetry company also owns one of the oldest and largest accredited calibration laboratories in the field of ionizing radiation and established THE DOSIMETRY SCHOOL to promote the exchange of knowledge in clinical dosimetry. PTW operates globally with twelve international subsidiaries and more than 450 employees worldwide. For more information visit <https://www.ptwdosimetry.com>.

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