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PTW continues expansion with new branch office in Russia

The dosimetry specialist PTW Freiburg GmbH (PTW) has announced the opening of a branch office in Moscow to grow its business on the radiotherapy and diagnostic imaging markets in Russia, Central Asia and the Caucasus region. The new branch office PTW Dosimetrija RUS officially started operations in October 2021.

The decision to open an office in Russia reflects the increasing customer demand for local support in this territory. The newly established branch office will help PTW to build long-lasting customer relationships within the region and to reach out to the healthcare markets.

“The medical device market is one of the fastest growing industries in Russia and offers huge potential for technically advanced and high-quality medical technology”, says Dr. Tobias Schüle, managing director of PTW. “Establishing PTW RUS is an investment into future growth. It is highly appreciated by our partners and customers in this region, who see it as a clear sign of confidence and long-term commitment. PTW Dosimetrija RUS will help us to respond much faster to their specific needs.”

Dace Purina, who holds a Master’s degree in Medical Physics from Riga Technical University, has been appointed general manager of PTW Dosimetrija RUS. Dace began her career as a medical physicist in various clinics before she moved to VARIAN Hungary as a sales representative for the CIS states. “I am delighted to welcome Dace in our team”, adds Tobias Schüle. “Her vast clinical and industry experience as well as her deep understanding of the local markets and their requirements will play a vital role in strengthening our market position as a leading supplier of high-tech dosimetry solutions within the entire region.”

PTW Dosimetrija RUS will closely cooperate with local service partners to provide nationwide product support and after-sale services.

Following the establishment of a branch office in the Netherlands last year, the foundation of PTW Dosimetrija RUS is the next milestone to expand PTW’s business in strategically important markets.

PRESS RELEASE



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 eleven international subsidiaries and 400 employees worldwide. For more information visit <https://www.ptwdosimetry.com>.

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