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ASIA EDITION

India's TrioTree Technologies expands into Bahrain and Saudi Arabia to strengthen Middle East presence

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Shaped by established client base in Bahrain and the vast potential for healthcare transformation in Saudi Arabia



TrioTree Technologies, a leading healthcare IT solutions provider in India, has announced its expansion into the Bahrain and Saudi Arabian markets, further solidifying its presence in the Middle East.

This expansion follows the company's success in Bahrain and is driven by the growing opportunities in the region, especially in Saudi Arabia, which is experiencing significant healthcare digitalisation efforts. TrioTree's established base in Bahrain, coupled with the opening of an office there, has provided a strategic platform to facilitate this growth and serve as a springboard into Saudi Arabia.

TrioTree's decision to enter the Saudi market was shaped by its established client base in Bahrain and the vast potential for healthcare transformation in Saudi Arabia.

Saudi Arabia, with its rapidly evolving healthcare sector, presents abundant opportunities for digitalisation, and TrioTree aims to leverage its healthcare IT expertise to address the region's specific needs. The Bahrain office, set up in collaboration with the Bahrain Economic Development Board (EDB), will be the company's key operational hub in the region, focusing on sales and providing post-implementation support to healthcare clients.

Looking ahead, TrioTree's growth strategy involves deepening its presence in the Middle East and leveraging its success in Oman, Kuwait, and now Bahrain, to further expand into Saudi Arabia. As hospitals and healthcare systems in the region increasingly embrace digitalisation, TrioTree aims to become a leader in healthcare IT, delivering solutions that enhance operational efficiency, improve patient care, and contribute to the ongoing transformation of healthcare across the Middle East.