

Ziehm Medical opens office in Guangzhou

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Singapore: Ziehm Medical Shanghai (ZMS), daughter company of the German manufacturer of mobile C-arms Ziehm Imaging, has opened a branch office in Guangzhou in China.

This second office in the country will allow ZMS to further increase Ziehm Imaging's brand awareness in the market and serve customers in Southern China with an enhanced product and service offering.

Ziehm Imaging has played a significant role in the rapid development of mobile X-ray technology in recent years.

ZMS has experienced rapid growth in the Chinese market over the last years and has established its brand in the national medical devices market against large competitors like Siemens, GE Healthcare and Philips.

"We are very proud of our success story in the Chinese market over the last years. The opening of a second office in the Southern part of the country will enable us to further increase our footprint in the rapidly developing Chinese C-arm market," says Mr Kevin Tang, CEO, Ziehm Medical Shanghai. "We are convinced that the combination of innovative technology 'made in Germany' and a local sales and service team will enable us to further expand our Chinese customer base in the coming years."