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KULZER ESTABLISHES REGIONAL HEADQUARTERS IN SAUDI ARABIA

In response to the growing demand for oral care products in the Middle East, Kulzer has established a regional headquarters in Riyadh, Saudi Arabia. The company aims to increase its sales in the region, where the demand for oral care products is growing alongside the population. To mark the occasion, Kulzer held an opening ceremony at the end of April 2025.

Hanau/05.06.2025. Saudi Arabia is a major regional power with a strong economy, and it is expected to become the largest market for dental products in the Middle East. It also exerts significant influence over other Middle Eastern countries, making it the most important country for business activities in the region. In order to meet the wide-ranging demands of Saudi Arabian customers, Kulzer has set up a system that enables it to prioritize government-related business by responding to the Saudi Arabian government's regional headquarters attraction policy.

Through Kulzer Saudi Arabia, the company will supply its high-quality, proven dental products and services to Saudi Arabia and other Middle Eastern countries, where demand for oral care is growing. This will also help to address social issues in the region. Additionally, Kulzer will expand into Africa, a key market in the global strategy.

To mark the opening, the company held a ceremony on 27 April 2025. Approximately 200 people attended the ceremony, including local dental product dealers and key opinion leaders, such as doctors and other experts who influence sales promotion.



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Illustration:



Opening of the new regional headquarters in Riyadh.

*Back row, far left: Clemens Hoess, Chief Finance Officer, Kulzer GmbH
Back row, second from the left: Thomas Puntke, Head of Sales Regions MEA, Kulzer GmbH
Far right: Aboubakr Eliwa, President of Kulzer Saudi Arabia
Third from the right: Dr. Mohamed Shaaban, Country Manager, Kulzer Saudi Arabia
Fourth from the right: Hiromi Hayashida, Managing Executive Officer and Business Sector President, Life & Healthcare Solutions Business Sector, Mitsui Chemicals, Inc.*

(Image: Kulzer)



Lecture held after the opening ceremony.

(Image: Kulzer)



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About Kulzer

As one of the world's leading dental companies, Kulzer has been a reliable partner for dentists and dental technicians for almost 90 years. Whether esthetic or digital dentistry, tooth preservation, prosthetics or periodontology - Kulzer stands for reliable and innovative dental products. With optimal solutions and services, Kulzer supports its customers in restoring patients' dental health in a safe, simple and efficient manner. More than 1,400 employees at 26 locations worldwide work in research, production and marketing to achieve this.

Kulzer is part of the Mitsui Chemicals Group. The Japanese Mitsui Chemicals Inc (MCI) with almost 19,000 employees worldwide has its headquarters in Tokyo. Its innovative and functional chemical products are in demand in the automotive, electronics and packaging industries as well as in environmental protection and the healthcare sector.

Press contact

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