

Transasia's subsidiary ERBA Diagnostics Mannheim GmbH fortifies its presence in the Middle East

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Transasia's wholly owned subsidiary- ERBA Diagnostics Mannheim GmbH, headquartered in Germany is recognized as a leading player in the In-vitro diagnostic segment. Over the years, ERBA Diagnostics Mannheim GmbH has carved a niche in offering quality healthcare, globally through its various subsidiaries and expanding network in more than 90 countries.

Rashed Al Makhawi healthcare, a division of Rashed Al Makhawi Enterprises of Dubai, has been the exclusive distributor of the ERBA group for the past eight years. Recently, Rashed Al Makhawi Healthcare brought together the eminent pathologists of UAE who interacted with the team from ERBA Diagnostics Mannheim GmbH at Dubai.

The luncheon began with a series of informative presentations by the team from ERBA Mannheim representing their offices in Germany, USA and India. Mr Suresh Vazirani, Chairman of Transasia/ ERBA Group stated that, "We are excited to introduce ERBA Group's portfolio to this market. We have had a very successful relationship with Rashed Al Makhawi Healthcare and look forward to watching this grow as we increase our product portfolio. The ERBA Group's steady expansion is an opportunity to make all our global products available so as to bring the latest to healthcare facilities in this region."

On this occasion ERBA Diagnostics Mannheim GmbH, presented Rashed Al Makhawi Healthcare with a prestigious award for 'The Most Promising Distributor.' On receiving this award, Rashed Al Makhawi Healthcare reiterated its commitment to build ERBA as a stronger brand and market the product extensively in the Middle East.

The invitees also got an opportunity to see the latest products which were on display in the product walk-through section including the DS360 - an HbA1c Analyzer using HPLC technique. The displayed product range drew much attention from the invitees and finally translated into many orders.