

## Further presence in Africa

Endress+Hauser strengthens its position with new location in Egypt

**Endress+Hauser has opened a new sales office in the Egyptian capital city of Cairo. With this move, the company is reinforcing its presence in Egypt to provide even better support to its customers in all major industries. The local market will continue to be developed in close cooperation with long-standing representative Anasia.**

As the second largest economy in Africa, Egypt is considered an emerging market for Endress+Hauser. “With the opening of the office, Endress+Hauser is responding to its steady growth and putting itself in a position to further expand its local offering in engineering and services,” emphasizes Nikolaus Krüger, Chief Sales Officer at the Endress+Hauser Group.

### **Strong partnership**

Endress+Hauser has been working successfully for about 25 years with Anasia, its sales partner in Egypt. This cooperation will be further intensified. The new office will initially concentrate on oil & gas customers. Other branches will continue to be managed by Anasia. “This creates an opportunity for us to target the specific needs of customers in all industries and ensures that all customers receive optimal support,” says Nikolaus Krüger.

Heading up the new sales office is Mohamed Abdellah. “I am very pleased to be returning to my native country after 20 years of working on the Arabian Peninsula,” says the new country manager, who joined Endress+Hauser in 2012. The three-person Cairo-based sales team will receive administrative support from Endress+Hauser International, which is headquartered in Reinach, Switzerland.



**EH\_2022\_Mohamed\_Abdellah.jpg**

Mohamed Abdellah, Country Manager at Endress+Hauser in Egypt.



**EH\_2022\_Nikolaus\_Krüger.jpg**

Nikolaus Krüger, Chief Sales Officer at the Endress+Hauser Group.



**EH\_2022\_oil\_gas.jpg**

Endress+Hauser strengthens customer service in Egypt with a new sales office.

### **The Endress+Hauser Group**

Endress+Hauser is a global leader in measurement and automation technology for process and laboratory applications. The family company, headquartered in Reinach, Switzerland, achieved net sales of approximately 2.6 billion euros in 2020 with a total workforce of more than 14,000.

Endress+Hauser devices, solutions and services are at home in many industries. Customers thus use them to gain valuable knowledge from their applications. This enables them to improve their products, work economically and at the same time protect people and the environment.

Endress+Hauser is a reliable partner worldwide. Its own sales companies in 50 countries as well as representatives in another 70 countries ensure competent support. Production facilities on four continents manufacture quickly and flexibly to the highest quality standards.

Endress+Hauser was founded in 1953 by Georg H Endress and Ludwig Hauser. Ever since, the company has been pushing ahead with the development and use of innovative technologies, now helping to shape the industry's digital transformation. 8,900 patents and applications protect the Group's intellectual property.

For further information, please visit [www.endress.com/media-center](http://www.endress.com/media-center) or [www.endress.com](http://www.endress.com)

### **Contact**

Martin Raab  
Group Media Spokesperson  
Endress+Hauser AG  
Kägenstrasse 2  
4153 Reinach BL  
Switzerland

Email [martin.raab@endress.com](mailto:martin.raab@endress.com)  
Phone +41 61 715 7722  
Fax +41 61 715 2888