



FOR IMMEDIATE RELEASE

Auxein Expands Its Horizons with Entry into the Egyptian Market

Cairo, Egypt, October 16, 2024 – Auxein Medical, a leader in innovative orthopedic and arthroscopy solutions, is excited to announce its strategic entry into the Egyptian market. This bold expansion marks a pivotal moment in the company's global growth journey, aimed at forging local partnerships, creating job opportunities, and fueling economic progress in the region. **Egypt's orthopedic device market is projected to grow significantly, with expected revenues of \$100.7 million in 2024 and \$166.5 million by 2029.**

The Egyptian market is highly competitive and price-sensitive, with a strong preference for lower-cost alternatives. Auxein is committed to offering world-class orthopedic and arthroscopy solutions at the most competitive prices, advancing medical technology to improve patient outcomes worldwide. The company delivers excellence through cutting-edge research, superior manufacturing, and a deep understanding of healthcare needs.

"We view our entry into the Egyptian market as a transformative opportunity that extends beyond mere business growth. This strategic move will strengthen our dealer network, enabling us to better serve the unique needs of healthcare providers and patients in the region. By fostering collaboration with local stakeholders, we aim to **cultivate innovative solutions that enhance the quality of care and empower healthcare professionals. Our commitment to Egypt reflects our belief in the potential of local partnerships to drive meaningful change and improve healthcare services for communities across the country.** We are excited to work closely with local entities to ensure that our contributions align with the region's healthcare goals and aspirations. Through DAIS (Division of Auxein Institute For Surgeons), Auxein is dedicated to advancing knowledge in Orthopedics—covering trauma, spine, and sports medicine—leveraging over 700 case studies and offering comprehensive insights and hands-on training for medical professionals," said **Mr. Rahul Luthra, Vice President - Global Sales & Marketing.**

Auxein is passionate about advancing medical technology, focusing on delivering state-of-the-art orthopedic and arthroscopy solutions that improve patient outcomes worldwide. The company prioritizes excellence through groundbreaking research, high-quality manufacturing, and a profound understanding of healthcare needs. Additionally, Auxein is dedicated to skill enhancement through targeted training programs and partnerships with local educational institutions, while actively engaging with local authorities and industry bodies to accelerate product certification and bolster the growth of the healthcare sector in Egypt.

About Auxein Medical: Auxein is dedicated to advancing medical technology through innovative Orthopedic and Arthroscopy solutions, committed to improving patient outcomes worldwide. We deliver excellence through cutting-edge research, superior manufacturing, and a deep understanding of healthcare needs.

Key Highlights:

- 20+ Million Patients Cared For
- 500+ Worldwide Employees
- Operations in 90+ Countries
- 3000+ Products, 200+ FDA-Approved Products

For more information about Auxein please visit: <https://www.auxein.com/>

For more information about DAIS Academy, please visit: <https://www.dais.academy/>, <https://www.youtube.com/user/Auxeinmedical>

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