

June 5, 2025
Mitsui Chemicals, Inc.

Mitsui Chemicals Group's Kulzer Establishes Regional Headquarters in Saudi Arabia

~ Responding to growing demand for oral care in the Middle East ~

Kulzer GmbH (Hanau, Germany; President & CEO: Chris Holden; "Kulzer"), a wholly owned subsidiary of Mitsui Chemicals, Inc. (Tokyo: 4183; President & CEO: HASHIMOTO Osamu; "Mitsui Chemicals"), has established a regional headquarters in Saudi Arabia (trading as Kulzer Saudi Arabia; Head Office: Riyadh, Kingdom of Saudi Arabia; President: Abou Bakr Eliwa) with the aim of further expanding sales in the Middle East, where demand for oral care is increasing due to population growth. The company held an opening ceremony on April 27, 2025. The ceremony was attended by approximately 200 people, including local dental product dealers and key opinion leaders in the form of doctors and other experts with influence in sales promotion.



Opening ceremony

Back row, far left: Mr. Clemens Hoess, Chief Finance Officer, Kulzer GmbH

Back row, second from the left: Mr. Thomas Puntke, Head of Sales Regions MEA,
Kulzer GmbH

Far right: Mr. Aboubakr Eliwa, President of Kulzer Saudi Arabia

Third from the right: Dr. Mohamed Shaaban, Country Manager, Kulzer Saudi Arabia

Fourth from the right: HAYASHIDA Hiromi, Managing Executive Officer and Business Sector
President, Life & Healthcare Solutions Business Sector,
Mitsui Chemicals, Inc.



Lecture held after the opening ceremony

Trade name	Kulzer Saudi Arabia
Address	6945 At Takhasasi Street, 3364 Al Olaya District, Riyadh, Kingdom of Saudi Arabia
Established	April 2025
Paid-in capital	500,000 riyals (20 million yen*) *40 yen/riyal

Saudi Arabia is a major regional power with a strong economy in the Middle East region, and is expected to become the largest market for dental-related products. It also has a significant influence on other Middle Eastern countries, making it the most important country for activities in the region. To meet the wide range of demand from Saudi Arabian customers, we have established a system that allows us to enter government-related businesses on a priority basis by responding to the Saudi Arabian government's "regional headquarters attraction policy."

With the establishment of Kulzer Saudi Arabia, Kulzer will provide its highly functional, high-quality, and proven dental products and services to Saudi Arabia and other Middle Eastern countries where demand for oral care is growing, and contribute to solving social issues in the Middle East. In addition, Kulzer will also expand into Africa, which is a key market in the Mitsui Chemicals Group's global strategy.

Mitsui Chemicals Group will continue to strengthen its business structure in the Life & Healthcare business, while providing solutions that accurately identify the products and services required in each country, with the aim of becoming a leading global company that contributes to life, health, and prosperous living.

For inquiries about this release, please contact:

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