



## **Crown Prince Philippe of Belgium officially opens Agfa (ASEAN) Sdn Bhd as regional operational headquarters for ASEAN**

**Agfa ASEAN Sdn Bhd is established as a “center of excellence” to support the sales and implementation of Agfa's new digital solutions for the graphics and healthcare industry.**

Kuala Lumpur, Malaysia – 26 February 2002 – This afternoon Crown Prince Philippe of Belgium, accompanied by HE A. Neyts, Minister of State for Foreign Trade officially opened the premises of the new ASEAN regional headquarters of Agfa, one of the world's leading imaging companies.

In his welcome address, Peter Buytaert, Managing Director of Agfa (ASEAN) Sdn Bhd, highlighted that operational cost efficiency, availability of good human resources and local market potential were the main drivers to establish the ASEAN office in Kuala Lumpur. He added that the OHQ (Operational Headquarter) recognition by the Malaysian Government also benefited the recruitment of expatriate management and specialists required to transfer know-how to the local organization. “In particular, Agfa ASEAN Sdn Bhd is established as a “center of excellence” to support the sales and implementation of our new digital solutions for Graphics (Computer-to-Plate) and Healthcare (PACS). We especially look forward to the opportunity to become a long-term partner with the Malaysian Healthcare providers in bringing our leading IMPAX Healthcare Informatics Solutions here.” He also highlighted success stories among which the implementation of digital solutions at some of Malaysia's leading newspapers and the partnership between Identis (National ID card technology) and IRIS (a Malaysian MSC Company), utilizing Agfa base materials.

Mr. Andre Bergen, Vice Chairman of the Agfa-Gevaert Group, confirmed in his overview of Agfa's operations in Asia-Pacific, the strong interest to invest and grow in the region.

The ASEAN center of excellence, is designed for Agfa's local partners and key account customers as a "knowledge and support hub", while creating an intelligence and marketing gateway to a market with 0.5 billion people for the leading Belgian export group.

After the official opening ceremony, the Crown Prince received a short tour of the premises, including the Graphics digital pre-press exhibit room. He then participated in a live demo of the new IMPAX WEB 1000 solution connecting the regional office with Sunway Medical Center in Subang, Malaysia.

The powerful WEB1000 web server enables physicians and clinicians to view patient information and images remotely, in their homes or in their offices via LAN, WAN or WWW. It is especially designed for PACS customers seeking economical image and report distribution to referring clinicians and those needing teleradiology solutions.

### **About Agfa**

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The Agfa-Gevaert Group is one of the world's leading imaging companies. Agfa develops, manufactures and markets analogue and digital systems, intended mainly for the Graphics Industry, Healthcare, Non-Destructive Testing, Micrography, Cinefilm and Photography.

Agfa's Headquarters are in Mortsels, Belgium. The Company is active in 40 countries and has 120 agents throughout the world. Together they achieved a turnover of 5.26 billion Euros in 2000.

***For further information, please contact :***

Agfa (ASEAN) Sdn Bhd  
Felicia Chan  
PR & Press relations  
email: felicia.chan.fc@sg.agfa.com

or Agfa-Gevaert NV  
Johan Jacobs  
Agfa Corporate Press Office  
email: johan.jacobs.jj@belgium.agfa.com