


## PRESS CLIPPING SHEET

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### Philips and Children's Cancer Hospital Cairo Collaborate for Cancer Awareness

Royal Philips, a global leader in healthcare technology has signed a Memorandum of Understanding (MoU) with the Children's Cancer Hospital 57357 to bring attention to the rising incidence of cancer in Egypt. Philips will support the national Awareness against Cancer initiative launched by the hospital to encourage early detection of the disease and improve the quality of medical care and services offered for children with cancer in Egypt.

According to the World Health Organization (WHO), the number of Egyptians dying prematurely from non-communicable diseases, such as cancer and heart disease is on the rise. Nearly half of all Egyptians who die from non-communicable diseases succumb to cardiovascular disease, while 14 percent die from cancer. "Our ambition to develop impactful healthcare innovations can only be achieved by working closely with leading clinical partners like the Children's Cancer Hospital 57357," said Mohamed Mostafa, General Manager, Philips Healthcare, North East Africa.