



ALAMJAD GROUP
MARKETING & DISTRIBUTION

**ALAmjad MEDICAL GROUP
FOR MARKETING & DISTRIBUTION**

**HEAD OFFICE:
Iraq - Baghdad**

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For more information you can visit our Website:

www.alamjadpharm.com





ALAMJAD GROUP
MARKETING & DISTRIBUTION

Alamjad Scientific Bureau

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Introduction

Company History

Since its 1999 establishment in the city of Baghdad , (AIAMJAD GROUP) has transformed from one of the renowned private pharmaceutical wholesale firms to the fastest growing pharmaceutical distributors, offering top notch promotion and logistics services across the entire country.

Alamjad Medical Group was a result of a number of strong companies merging together to form this alliance. The Group has grown to have a proud team of around 75 people ranging from partners, managers and employees.

We also pride our self on the diversity of the team that extend to different regions, religious beliefs, ethnic backgrounds, academic levels and managerial positions.

The business focuses on the distribution and marketing of supplement, cosmetic, medical demices, pharmaceutical and medical products within the private and government sectors. This is achieved by having a wide spread network of medical and sales representatives. To meet the market's requirements the business has created solid long-term relationships with leading global pharmaceutical companies.

By cooperating with our different international partners (Europe, America, Asia and Africa) as well our two national companies in Iraq, our business has an annual growth which is projected to reach approximately \$12 million a year

Strategy

Vision statement

Our vision is to be Iraq's leading Pharmaceutical Company and the preferred partner in Iraq and the Middle East to market and distribute pharmaceutical and medical products. We aim to meet the patients' need in Iraq and the Middle East through constant expansion of our production, and building strong long-term relationships between reputable global pharmaceutical companies and our valued customers.



Mission statement

Our mission is to put the patient at the heart of everything we do, catering for all their healthcare and wellbeing needs and so to become the provider of choice both for our patients and manufacturer partners. All across Iraq and the Middle East we will be the most efficient and accessible company that will provide first class service in production, marketing and distribution of pharmaceutical and medical products to our customers and this can only be achieved through the hard work of our dedicated passionate team of people.

Values

As a company by ensuring our values are central to what we do, we PREDICT to please our patients and partners.

Partnership

- We work as partners to achieve what is beneficial for our patients and our businesses

Respect

- We work and respect people from all backgrounds, races, religions and beliefs.

Educate

- We help educate doctors, pharmacists and patients through conferences, training days and educational material

Dedicate

- We work tirelessly with agility to meet the ever changing healthcare needs

Innovate

- We are always looking to innovate to improve patient health and achieve the best outcomes

Care

- We care for our people and our patients what drives us to overcome any obstacles

Trust

- We believe through trust and respect, integrity is maintained



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Business goals & objectives

At Al Amjad Medical Group we are actively seeking to partner up with leading global pharmaceutical and medical equipment manufacturers to market and distribute their products to the Iraqi and Middle Eastern markets.

Our Strengths

- Strong, experienced and established presence in the Iraqi market already
- Partnerships with 6 national and international manufacturers
- Around \$12 million annual sales
- A solid team of more than 75 staff members
- More than 32 medical and sales representatives
- Distribution channel that covers all of the Iraqi market
- Approved highly regulated premises, equipment and processes
- The Group is comprised of 1 medical scientific bureaus, a 2 international companies and partnerships with a number of pharmacies
- Our customer base is comprised of 150 medical wholesalers and 400 pharmacies



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Business summary

Al amjad Medical Group is a local agent for many global companies, below is a short summary of our businesses with our partners from the different companies and manufacturers:

- Roth Pharma (A German company), through strong business ties we have reached about €5million annually.
- RIVA Pharma (an Egyptian company), we will reach \$2million annually.
- Shengguang medical instrument, the annual target is \$600,000.
- M&A (an English company) \$ 200,000.
- Manchester pharma (an English company) \$ 200,000.



Al Amjad Group companies and their partnerships

Sama Baghdad Company

The second expansion of Al Sama Medical Group was Sama Baghdad Company located in Jordan (Amman / Alcardns street / Abu Arshad building / fifth floor)

This company specializes in field trading and transportation of human and veterinary drugs and medical equipment products.

We consider this company to be the first step to open many markets in the Middle East as we look to expand.

Al Amjad Scientific Bureau

- Established in 2009; as ALSAMA Scientific Bureau then develop to ALAMJAD MEDICAL GROUP
- Distributor of the following global pharmaceutical companies
 - Pharma Roth, which is a German based company
 - Legosan AB which is a Swedish based company
- The allocated number of professional medical representatives is 55 who are responsible for marketing.
- Established distribution channel to all the regions in Iraq (middle, west, north and south).
- Distributor Storage facilities:
 - Controlled Storage facility for cold chain products (2-8c), the size of the facility exceeds 200 m²
 - Standard storage facility at ambient room temperature, the size of facility exceeds 1000 m².



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- Distributor's own delivery fleet of 8 temperature-monitored vehicles that is ready to transport orders to customers to any region of Iraq.
- The bureau comprises of 6 employees at Management level and 18 employees as medical and/or sales representatives.

Pharmacies:

Due to the Iraqi law of the Ministry of health, which prevents pharmacy chains being established, the Group has acquired or gone into partnerships with many pharmacies under different names in Iraq. The locations of these pharmacies are dispersed throughout Iraq.

An example of the pharmacies in the capital Baghdad:

- Ali Mohammed
- Alrashqa
- Zinab
- Basim
- Alharthea
- WaredAlysameen

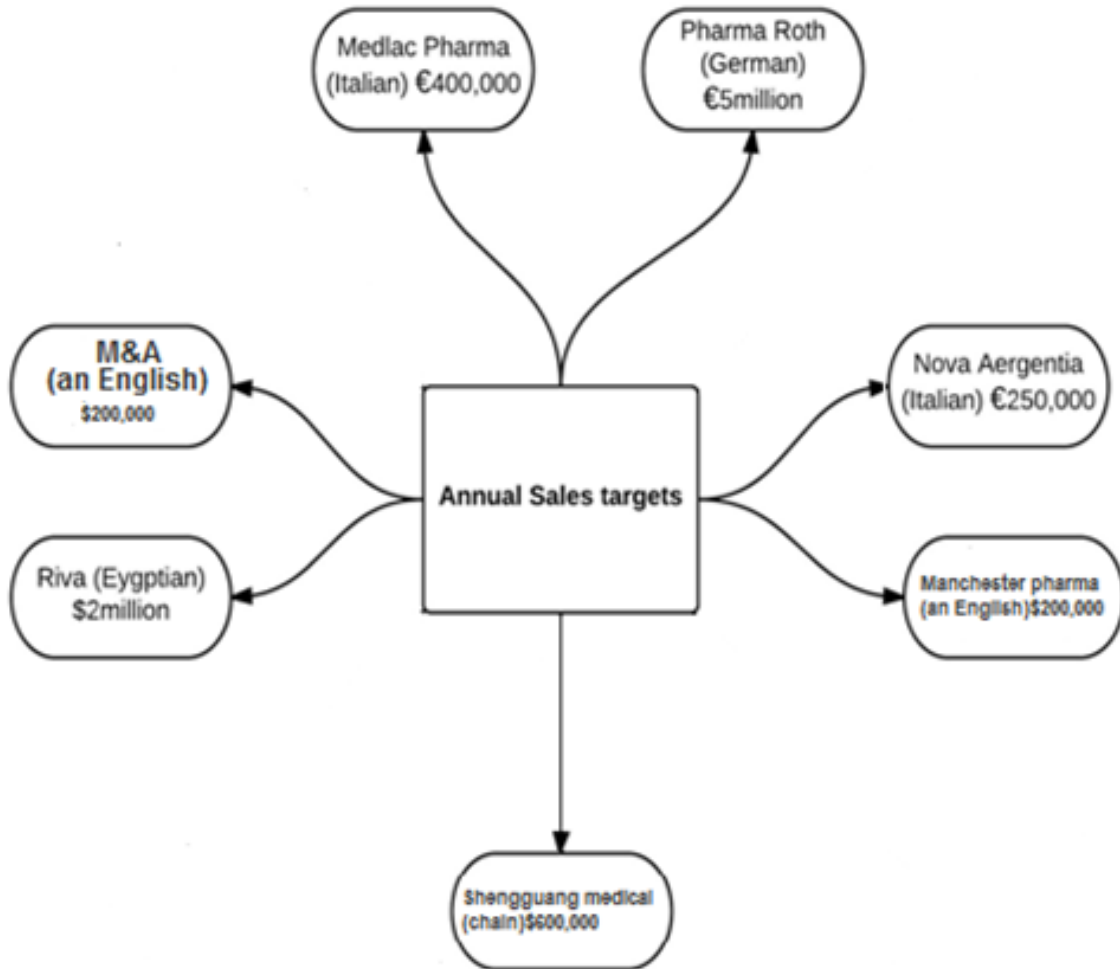
And those outside Baghdad:

- Alsaha
- Alazam
- IbnAlhaithm
- Faisal



Sales Targets

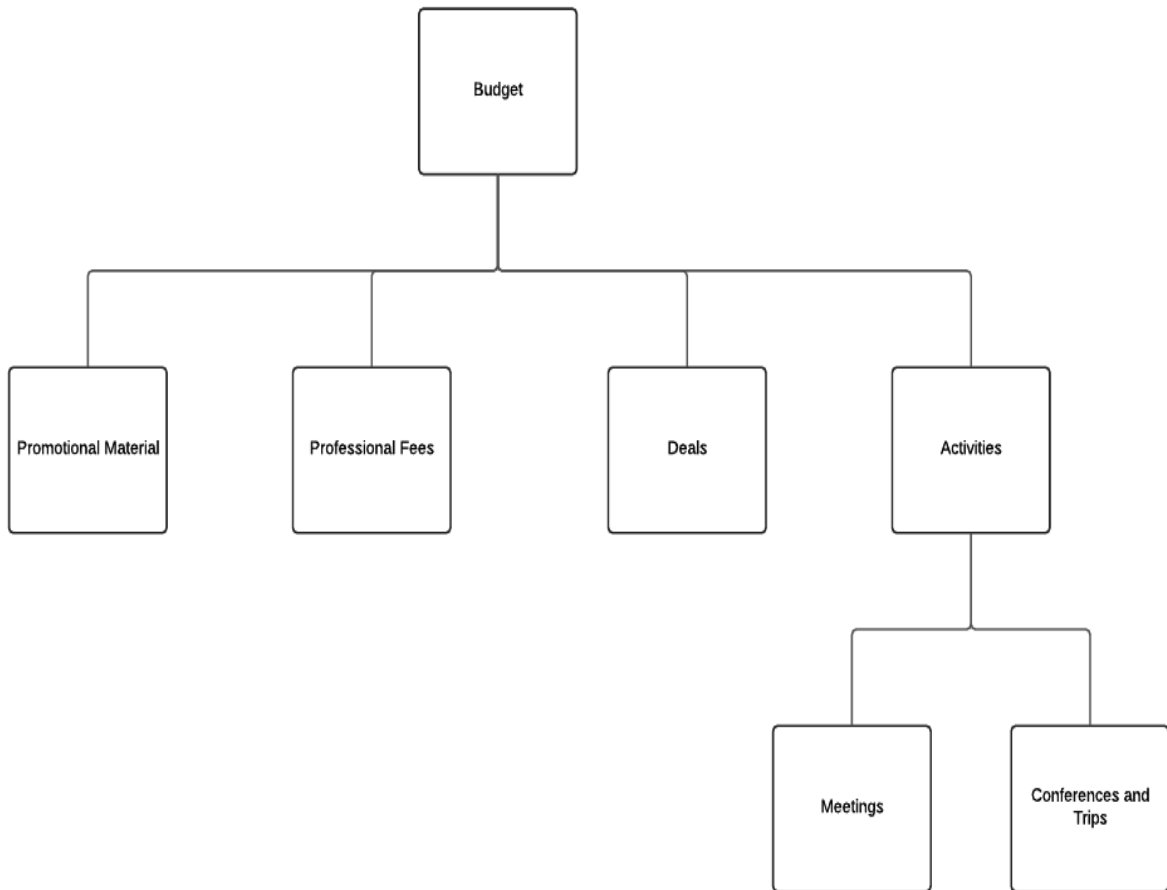
Our Monthly sales exceed \$2million





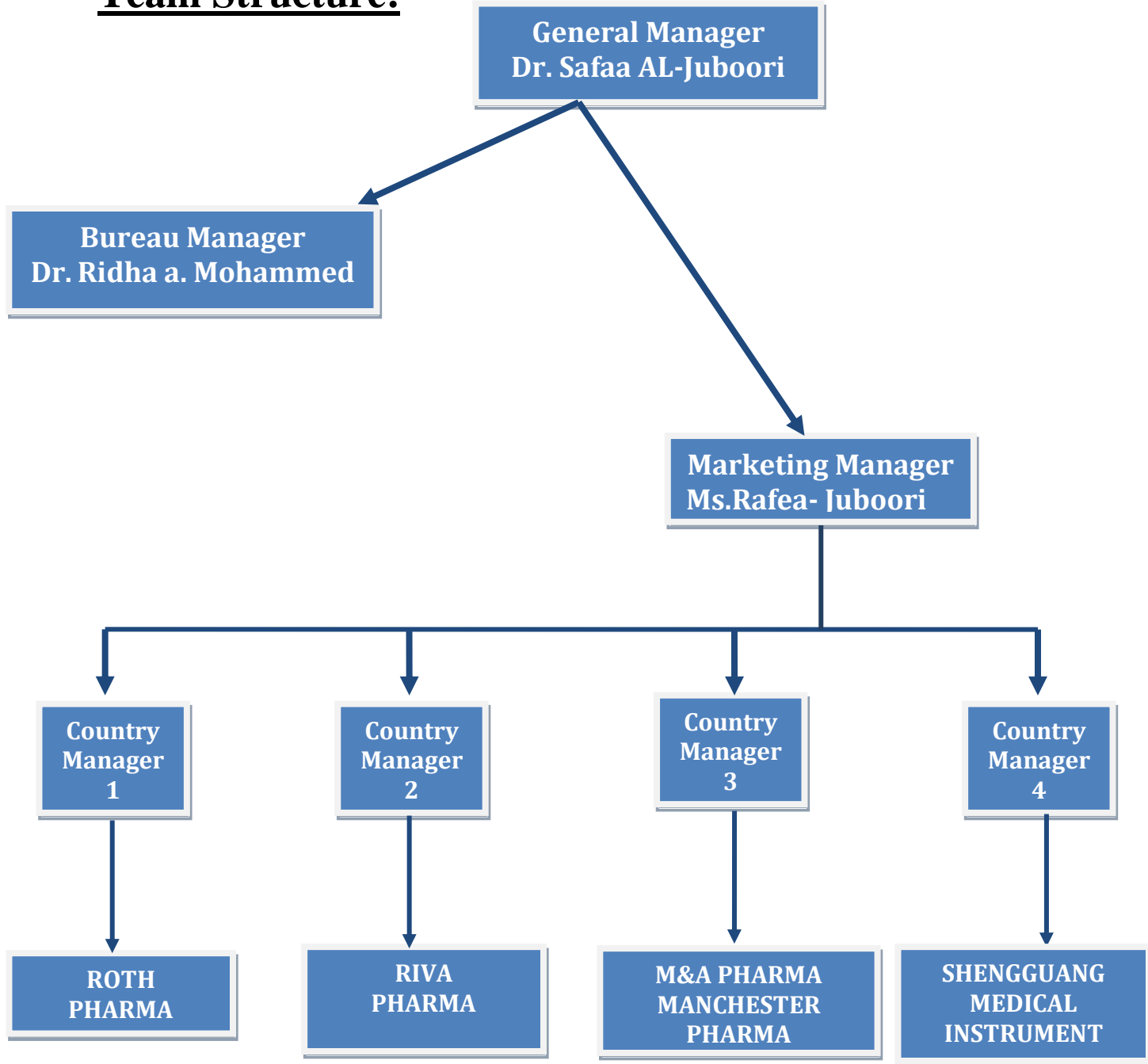
BUDGET

Our budget is distributed as shown below





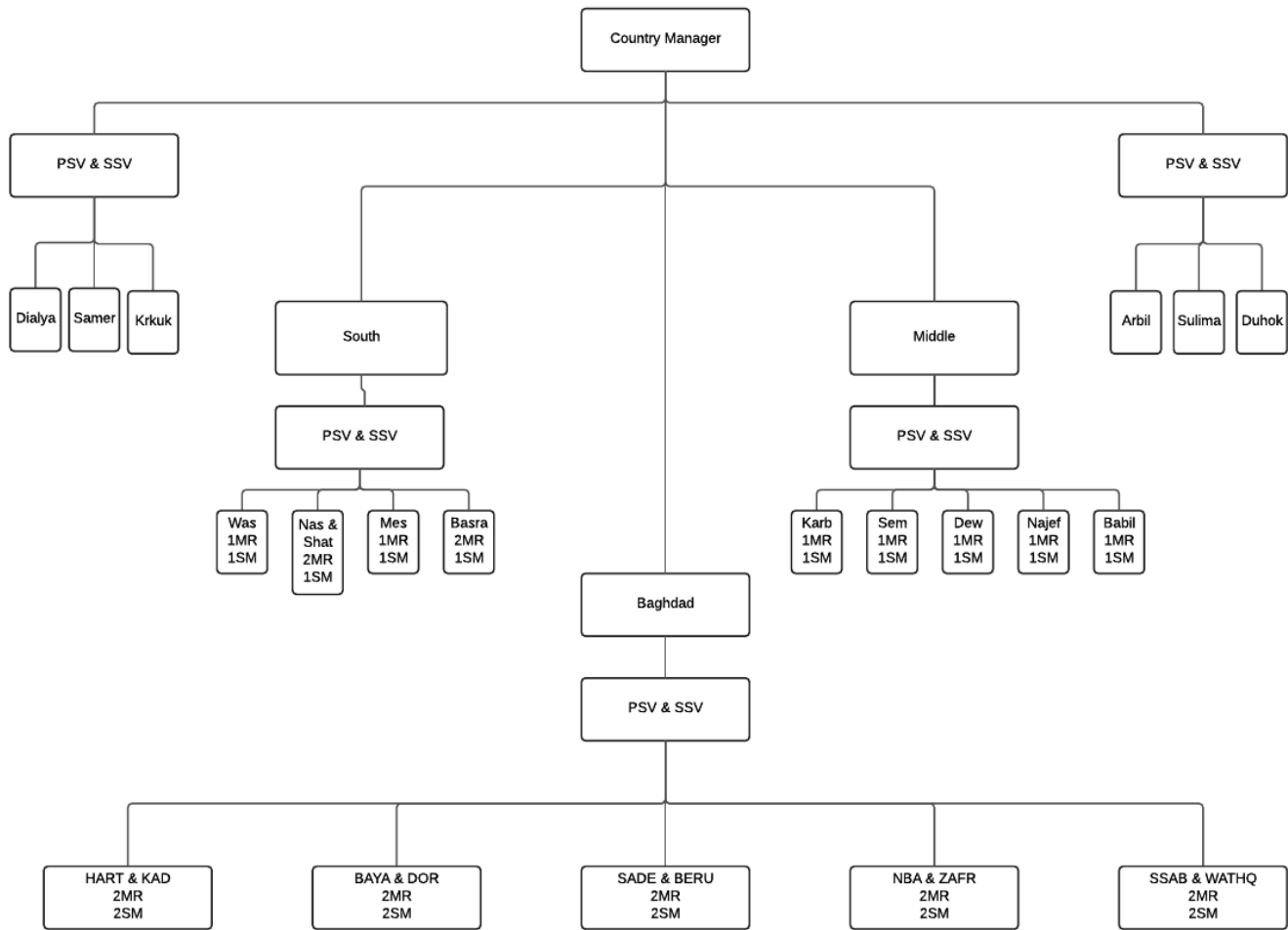
Team Structure:





IRAQ TEAM STRUCTURE

This is the breakup of the management structure in Iraq





Storage and Transportation

Storage Facilities

The Group ensures the storage facility is at the international standard required. All the products are stored in our facility until dispatch.

The main features of facility is detailed below:

1. The facility provides an area to store medicinal products which maintains the product's integrity from temperature, humidity and other contaminants. The storage area is large enough for large quantities to be stored with each line stored has enough room without getting mixed up.
2. Lighting and ventilation is also controlled to allow our employees to undergo their duties under suitable conditions and also to protect the products stored.
3. The storage area is maintained at ambient room temperature
4. All medicines are stored in accordance with their label conditions in mind. Fast moving items are stored so that they are easily accessible.
5. A system is in place to quantify all the products in the store, a monthly stock check is performed to determine the stock actually available vs the stock that is meant to be in stock.
6. The expiry dates of products are noted and short dated stock is placed to be released first. Any out of date products are taken off the saleable stock and destroyed to ensure they do not get sold by mistake.
7. A specialized cold room is maintained at temperatures between 2-8c. This cold room is used to store cold chain products to ensure the products integrity. This room's size is in excess of 100 m²
8. The facility has suitable trained and qualified members of staff on Good Distribution practice. They are provided with initial and continuous training to ensure they have up to date with best practice principles. They have a clear reporting line to supervisors and managers to ensure the duties performed are within their capability. They have clear job profiles that entails their duties and responsibilities.



Transportation

The Group uses the international standard in the transportation of products to our customers. The Group has a dedicated departure area that protects the products integrity before it is loaded onto the vehicles. The products are loaded in the departure area onto the temperature-controlled vehicles. The products integrity is our main concern. Our vehicles are equipped to protect the products from external damaging factors such as contamination, the heat and sunlight etc. The vehicles are equipped with temperature and humidity recording data loggers that sound an alarm both inside and outside the vehicle if there is an excursion to notify the driver during loading/unloading and transportation. The data loggers record the whole journey and any excursion is investigated.

The vehicles are designed in a way that allows them to be cleaned thoroughly, and to allow water to be drained easily during the cleaning process. The Vehicles contains enough space to be cleaned without movement being restricted, and permits the loading and unloading of products. In addition the vehicles have adequate lighting to allow for safe working.

The transfer of vaccines and hormones is performed in the chilled boxes by the manufacturer's instructions and in accordance with the standards approved by the Iraqi Ministry of Health. The chilled boxes keep the products within temperature range for 6 hours after the engine is shutdown. The whole process is controlled by continuous temperature monitoring and recording equipment.



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Iraq Country Profile

Full name: republic of Iraq

Population: 38.2 million (UN, 2017)

Area: 438,317 sq km (169,235 sq miles)

Capital: Baghdad

Life expectancy: 68 years (men), 73 years (women) (UN)

Monetary unit: Iraqi dinar

Main exports: crude oil

Gin per capita: us \$2,640 (World Bank, 2011)

- **Age structure**

0-14 years: 37.6% (male 5,959,562/female 5,751,970) 15-64 years: 59.3% (male 9,355,176/female 9,094,953) 65 years and over: 3% (male 376,700; female 423,295) (2006 EST.)

- **Crude birth rate**

28.19 births/1,000 population (2017 EST.)

- **Crude death rate**

4.73 deaths/1,000 population (July 2017 EST.)

- **Total fertility rate**

3.58 children born/woman (2017 EST.)

- **Population growth rate**

2.345% (2017 EST.).



The highest 10 diseases causing mortality in Iraq are:

- Heart Failure
- Cerebrovascular Disease
- External Forces Causing Death
- Ischemic heart disease
- Renal Failure
- Septicaemia
- Respiratory Distress Syndrome
- Senility
- Diabetes Mellitus
- Malignant Tumour of G.I.T

Source: MOH/Directorate of Planning & Human resource development, 2009.

The highest 10 diseases causing morbidity in Iraq are:

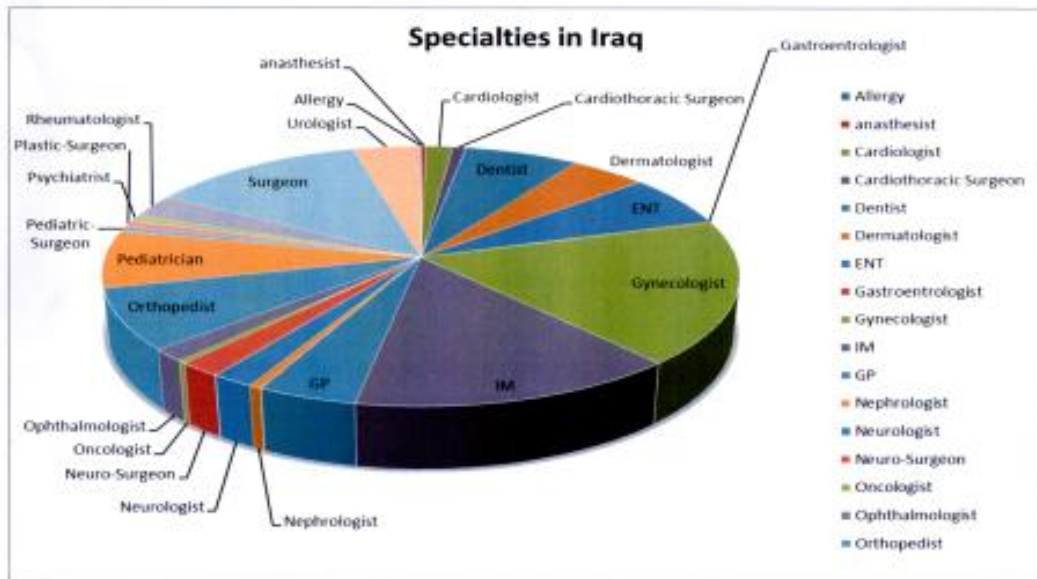
- Gastroenteritis
- Bronchitis
- Pneumonia
- Cardiovascular Disease
- Urinary System Disorders
- Abortion
- Measles
- Hernia
- Respiratory Distress Syndrome
- Diabetes Mellitus

Source: MOH/Directorate of Planning & Human resource development, 2009.



- 100 % of the total population is covered by a public health service, public health insurance or social insurance, or other sickness funds.
 - The percentage of population covered by a private health insurance is unknown but very little percentage.
 - Total private expenditure on pharmaceuticals is US\$ 900 Million 2016 (Estimated)
 - Social security expenditure makes up 0 % of government expenditure on health.
- Source: Ministry Of Health Data, 2015

Iraq Country Profile: The Physicians Specialties Distribution:



Total No. of Physicians is around 15000
2016

Source: Our Market Data



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The Group's other Activities:

International activities:

As a Group we have sponsored many conferences in Europe (Italy, Portugal and Spain)

We have previously participated and are actively participating in numerous exhibitions on a regular basis to ensure we are up to date with the latest market trends (Arab health (UAE), Dophate (UAE), Pharmentic exhibition (Italy), Cosmofarma (Italy), CPHI, etc)

2- National activities:

The Group has ran conferences, training days and programs for the Iraqi Ministry Of Health and a number of hospitals (infertility conference in Sheraton hotel, Kamal Al-Samara'ei Hospital, Al-Karama General Hospital.)

Also we have performed private activities in which we ran a conference in the centre Baghdad on infertility.

Conferences

The Group has Organized many Successful Conferences Round the World, discussing the Medical issues such as the Pharmaceutical industry and healthcare in general. There was a strong attendance and the participants were from a range of large global respectable companies.

In addition we have also attended important conferences held around the world like the last one which was held in Munich –Germany 2014 (Eshre).

Below is a summary of some of our Conferences.



❖ Portugal and Spain

We held conference in the city of Lisbon. The conference included lectures on how to use hormones in operations of ICSI and IVF. Lecturers from Germany and India also gave a lecture on how to use the latest novel laboratory methods.

As well as the conference, the trip included a visit to historic and touristic sites in Portugal. The attendees were treated with a stay in the Dom Pedro hotel **on the same** floor as was used by the former U.S. President Bill Clinton. Then the attendees were taken to Spain as part of the programme, which was thoroughly enjoyed by the attendees.

Overall the conference was very successful and that was shown by the testimony of all the doctors invited.





❖ Prague Conference

A large conference was held in Prague between December 8-14th 2015 which was attended by 40 professional personalities from different medical specialties. The conference focused on Prague Roth Antibiotics, which mentioned the new prospects for the uses of Cephalosporin in general.

The conference was very successful with particular emphasis on the below points:

1. We managed to develop the working relationships between Doctors, Pharmacists and our company.
2. We managed to increase the communication and build bridges between the manufacturers and prescribers to fulfil the both their needs.
3. The best way to prescribing Antibiotics healthy and reducing resistance.
4. Provided clinical knowledge refreshment to the attendees in the Carlin Ray Healthcare Centre.
5. Highlighting and discussing many medical issues by round table discussions.



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❖ **Rome and Venice**

It was the first conference done by the Group, with the support of Pharma Roth (our German partner) and in the presence of its vice president MR. Roth, we managed to give a really good conference with the main topic being focused on, the best practice in the storage of medical products. Our guest lecturer SP. Dr in pharmacology Assel Hanna who elaborated fully on all the different aspects. Finally we all enjoyed what Italy had to offer with tours of Rome, Florence and Venice. It was an incredible conference and a great experience that combined science and tourism.



❖ **Vienna and Prague**

On May 20th 2015 the Group organised a Prague and Vienna conference for 45 doctors mostly specialising in Gynaecology.

3 days were spent in Prague and 4 days in Vienna, it was a highly informative and educational conference. By educating and training the attendee doctors on new aspects of treatment for infertility, we managed to increase the relationship between doctors and our medical and managerial teams.



❖ **Prague and Austria**

On December 25th 2014 the Group held a conference after many requests from our customers and doctors. We invited 25 doctors mostly specializing in Gynaecology. The conference was held in the same place as the year before. We spent 4 days in Prague and 3 days in Vienna, it was very beautiful trip, which provided training to the doctors on new aspects for infertility.

By educating and training the attendee doctors on new aspects of treatment for infertility, we managed to increase the relationship between doctors and our medical and managerial teams.



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