



Pioneers in health care .. and BEYOND

Since 1963



His Highness Sheikh
Nawaf Al-Ahmad Al-Jaber Al-Sabah
The Crown Prince



His Highness Sheikh
Sabah Al-Ahmad Al-Jaber Al-Sabah
The Amir Of Kuwait



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Message from the Chairman



Message from the Chairman

Since SAFWAN's inception by the late Hani J. AL-Qaddumi in 1963 over four decades ago, the company's efforts have been crowned with great successes that culminated in acquiring new distribution rights in 1967 from some of the most renowned companies in the pharmaceutical quality products, differentiated medical equipment, healthcare products, dermo-cosmetics and consumer goods. Most importantly, we had the opportunity to fulfill an important part of our vision to expand regionally since 2003 into the Iraqi market with ambitious plans to branch out further.

SAFWAN has also broadened its business to encompass the ownership and management of a large number of pharmacies, currently twelve pharmacies in different strategically situated locations in the State of Kuwait, and this number is expected to double up by the year 2010.

The eminent trust SAFWAN has gained from its ever-growing customer and principal base has led us to incorporate SAFWAN from a limited liability entity to a closed shareholding company.

In 2005, SAFWAN was placed as the 1st company of its category to be enlisted on the Kuwait Stock Exchange.

Last but not least, our mission and vision are not only executed with a strict commitment to achieving an ongoing and growing profitable return to our shareholders investment, but also simultaneously creating a healthy organizational culture characterized by family values that will realize our mission and vision, and provide excellent customer and principal services and a rewarding work environment for the employees and the company.



Vision & Mission Statements



Vision Statement

The Company will continue to establish itself as a leading performer in the services we deliver, projects we execute, marketing, distribution and execution of all the brands we trade in, with ongoing quality improvement and global benchmarking of excellence, in terms of sustained growth in revenue and profits - characterized by values of integrity, entrepreneurial team spirit, recognition and celebration.

Mission Statement

To consistently pursue distinct paths to generate market-beating levels in terms of profitability, growth, out-performance and regional positioning for the future and to establish and nurture cultures that emphasize biased dedication and undivided commitment to all constituencies of the business: customers, shareholders, and employees with hands-on and value-driven management, and communication of the core values and purpose.

Corporate Culture

SAFWAN Trading & Contracting Company has come a long way since its inception in 1963 and finds itself proudly privileged on being able to have introduced many of the 'firsts' of the pharmaceutical quality products within the country and other parts of the region - and has lately ventured, branched out and established cross-border businesses in Iraq, with ambitious plans to expand further.

While continuing to partner with its customers, the Company has consistently maintained a reputable character, establishing itself prudently and proactively as a formidable business corporation. Today SAFWAN Company occupies the leading position in the acquisition and distribution of a diversified brand portfolio of the finest and latest in the pharmaceutical products and differentiated medical equipment technology, delivered proficiently and with entrepreneurial spirit.

By associating ourselves with the most renowned principals and manufacturers in this industry, the company continues to develop and expand - always looking for new challenges that will enhance staff productivity, improve efficiencies and accuracy, reduce costs and raise profitability to all stakeholders. The Company prides itself on being able to offer versatile and innovative solutions and alternatives to many of the problems encountered by the healthcare professionals.

We adhere to moral and ethical business standards, and practise professionalism in dealing with the customers, suppliers and competitors, and are always committed to work within the parameters of honesty, discipline and integrity as we exert our collective efforts for yielding fair return on investment.

Simultaneously, the Company has always maintained an open-door policy with its employees, encouraging job satisfaction, with individual fulfillment and through personal growth and broader awareness.

Finally, to our compeers in this venture, kudos, more power and success.

Pharma Department

Over 40 years of operating in a highly competitive marketplace, we have become a leading, versatile and dynamic player in the pharmaceutical business.

SAFWAN's Pharma Department has worked hard to become a world-class provider of value-added services to the industry's top multinational organizations (partners).

We have got a solid portfolio of proven services, ranging from full-scale logistics and supply chain management, to warehousing, product registration, tender bidding and leading-edge IT.

Our major principals include **Pfizer, Merck-Serono, Novo Nordisk, Alcon, Pierre Fabre, Nature Made, Galderma, Sandoz, Dar Al-Dawa, Himalaya, and Riyadh Pharma.**

As a team of seasoned professionals and internationally trained staff, we are constantly exploring new avenues in hope of identifying complementary products that we are able to promote successfully.

Pharma Department is also responsible for direct sales and marketing, dermo cosmetic, consumer products, product registration and a chain of retail pharmacies. Accordingly, the Pharma Department is committed to meeting sale forecasts and full budgeting in order to succeed in expanding market share for our principals.

Our dedication and commitment to excellence help shape and convey our clients' valuable propositions. Our culture is built around integrity, teamwork, empowerment and open communication.

SAFWAN works hard to become an integral part in the development and nurturing of our clients' business from the ground up. We pride ourselves on our professionalism and devotion to success...

Registration Division

The Registration Division is the backbone of the company, specialized in registering pharmaceutical, herbal, veterinary, food supplements, vaccines, medical devices, unclassified products, dermo-cosmetics, cosmetics, etc.

Having highly qualified and experienced dedicated staff, the Registration Division is expanding thus securing maximum number of registration of newly acquired products to meet day-to-day needs of SAFWAN's Principals.

Today, it has strengthened its position by fast track registration for its global principals as well as maintaining the registration of above classified range of products.

Pharma Sales & Marketing Division

The Pharma Sales & Marketing Division is responsible for selling & marketing the products and services of various pharmaceutical companies. This division was established in 2001; now more than 9 well reputed pharmaceutical companies fall under the division. The key success factors of the division are the skilled and experienced field force supported by qualified and experienced management. The Pharma Sales & Marketing Division is dedicated to supply the pharmaceutical market with highly sophisticated quality products as well as expanding into new therapeutic categories.

Some of the main pharmaceutical companies that fall under this division are as follows: -

≡ Sandoz ≡ Himalaya Drug Company ≡ Dar Al Dawa

≡ Nestle ≡ Lab Fumouze ≡ Al Ruwais Medical Equipment

Derma – Cosmetic Division

The Derma-Cosmetic Division offers pharmaceutical skin care products to the Kuwaiti market through pharmacies and hospitals. It drives sales and develops Derma-Cosmetics business through excellent customer service, client development, execution of special events, promotions and achievement of personal selling and service goals.

The Derma-Cosmetic Division represents four pharmaceutical skin care companies covering the needs of dermatologists and pharmacists and offering state-of-the art treatment products:

☞ Pierre Fabre Dermo-Cosmetique – France ☞ Ferrosan – Denmark

☞ QMS Medicosmetic – Germany ☞ Les 3Chenes – France

Retail Pharmacies Division

This Division is a major factor in marketing, selling and distributing SAFWAN's total pharmaceutical products. The Pharma Department recognized the importance of maintaining direct contact with the public early on and adopted a strategy of establishing a Pharmacies Division that tends to selecting key locations to open and manage pharmacies which now total 11 in number, functioning at the main shopping malls around Kuwait. It is envisaged that this number will double up by the year 2010.

≡ Adel Pharmacy ≡ Dina Pharmacy ≡ Seif Pharmacy ≡ Dunia Pharmacy
≡ SAFWAN Pharmacy ≡ SAFWAN Modern Pharmacy ≡ SAFWAN United Pharmacy ≡ SAFWAN Dar
Al-Hikma Pharmacy ≡ Sama SAFWAN Pharmacy ≡ Manarat SAFWAN Pharmacy ≡ SAFWAN Vitamins
& Food Supplements Center

Consumer Food Division

Consumer Food Division started from the bud with one supplier in 1975. Today it has blossomed as well as solidified its position in SAFWAN by maintaining and expanding their agencies for more than 10 Suppliers. It started to handle the products of our pharmaceutical principals that are directly reaching the consumer through the retail market (cooperatives & supermarkets) rather than the medical segments. It ventures to cover individual range of products targeting the day-to-day needs of the consumer.

Encouragement and service to our existing suppliers have motivated them to shift over additional brands to SAFWAN. Our brands carry a hallmark of quality and consistency reaching the hearts of our customers, and have been listed in all the major outlets in Kuwait Market.



Medical Equipment And Supplies Department

Since early on in SAFWAN's history, the Medical Equipment and Supplies Department has been an integral and effective part of our Company. Through the department's vast experience and resources the Company has been able to bring in to the local market quality products and the latest information on emerging new technologies, with prompt delivery to the premises of the customers at highly competitive prices and excellent after-sale support.

We have always been pioneers in the Kuwaiti Market with our leading multinational companies. We represent: **Becton Dickinson, Smith & Nephew, Johnson & Johnson, Kavo, Shimadzu, Datascope, Intersurgical**, to name just a few of our major principals, through which we succeeded to transfer the international expertise of these companies to our local customers by conducting innovative workshops, organizing local conferences and exhibitions, and sponsoring international speakers in diversified fields.

The Medical Equipment and Supplies Department has always maintained golden standards in providing high end medical products and equipment to hospitals and customers. SAFWAN always insists on employing highly skilled and professional multi-racial workforce for its teams. Our extensive expertise and ability to deliver turnkey solutions as a single point of accountability distinguish the technologies we offer.

We believe that satisfied customers are always essential to our success. We always strive to achieve customer satisfaction by understanding their needs and delivering these needs flawlessly. We believe that our partnership with our customers starts after our agreements and that is why we have established a state-of-the-art biomedical workshop to ensure that the gold standards of AFTER SALES and SERVICE POLICIES are maintained at par excellence.

Through our diversified sales force, each division in the department is charged with a challenging task of providing our customers and hospitals with a variety of high-end multitude of medical products.

Homecare Division

SAFWAN Trading & Cont. Co. KSCC has made the life of patients and practitioners easier by bringing the most innovative products in this field. Our products range from blood glucose monitoring systems for home and hospital use by **Lifescan** of **Johnson & Johnson** to **Microlife** blood pressure monitors to help patients manage their health right at hand.

Sterilization and Waste Management Division

SAFWAN Trading & Cont. Co. established this division in 2004 through which the company has succeeded to introduce a new era of Infectious Waste Management in hospitals. We have installed ECODAS machines in the six leading private hospitals in Kuwait, and more to come.

We are also working with the latest technologies in PLASMA sterilization used in CSSD departments.

Hospital Equipment Division

Having on board outstanding companies like **Datascope**, **KLS Martin**, **Schmitz**, **Klimamed** makes this division cover all what is related to hospital furniture. Hospitals that count on our products are all over Kuwait. That is why we went deep in covering all department needs in any modern hospital – from the emergency room to the most critical areas like ICU/CCUs.

Radiology Division

The Radiology Division was founded in 2000. The first company that joined our portfolio was **Shimadzu**, one of the biggest companies in the manufacturing of Radiology Equipment. Subsequently, many internationally known companies worldwide have been added to our Radiology portfolio, such as **Konica-Minolta, Protec, and Cawo**, to make sure we offer a full package to the customer. We are proud to have established very successful and solid installation base in the Private Market throughout the years.

Ophthalmic Division

Due to the long and mutually beneficial business relationship established between our company and our suppliers starting with **ALCON**, we have succeeded to have excellent relationships and have established contacts with all ophthalmology clinics in Kuwait, whether in MOH, KOC, or in the private sector, thus establishing an elite product range that covers all aspects and customer needs in this field.

We also pride ourselves with companies like **Optimedica**, with their patented technology worldwide in multi-spot Green Retinal lasers. Adding to this, **Rodenstock, and Zeimer Ophthalmics**.

Orthopaedic Division

The Orthopaedic Division handles the day-to-day business of **Smith & Nephew**, one of the largest manufacturers of orthopaedic surgical implants and instruments in the world. The company has four different divisions: the reconstruction division, the trauma division, the arthroscopy division and the advanced wound management division. The former three cater primarily to the growing needs of the orthopaedic surgery requirements, whilst the latter, in addition to solving some of the problems an orthopaedic surgeon might come across, will also deal with all general and specialty surgeons wound care needs. We pride ourselves on leading the way within our fields and having mutually beneficial and trusting relationships with our customers throughout the country. Our business thrives on our ability to be there for our customers throughout the country. Our plan is to have at least one answer to each and every problem that our customers come across, so that at the end of the day, at least one patient has gone home healthier and happier because of us.

Medical Supplies Division

From "Helping People Live a Healthy Life" of BD (Becton, Dickinson and Company) to " Quality Innovation, Choice" of Intersurgical, UK, the Medical Supplies Division in SAFWAN Trading has ensured that the Kuwaiti society is supplied with the highest level of quality and safety products that are used in the most critical areas and applications inside hospitals. We represent professional manufacturers that do not only sell unique and innovative products, but also provide educational service training to our end-users on all products.



Laboratory Division

Laboratory Division was founded in 2004. We started with one of the most prestigious companies **-Randox Lab-** in the field of Biochemistry auto-analyzers, reagents, and the first worldwide in International Quality Control Assessment Program. Thereafter, many internationally known companies joined our laboratory portfolio such as **Ventana, Raypa, Nuve, Micros, Swelab,**... and many others.

Our strength in the laboratory market has been reinforced by acquiring **BD** agency for Diagnostics, Preanalytical and Biosciences to cover the complete need of the laboratory market in Kuwait.

Dental Division

With leading and long established companies in the world of dentistry, like **KAVO**, among our major principals, and with the big installation database in MOH and the private market, the division has succeeded since 2004 to keep up with the dental excellence and cover the full range of the dental industry needs in Kuwait.

From elite manufacturers like **KAVO, 3I, Scican,** and **SDI**, the excellent and diversified products we have in this division cover : dental chairs, dental laboratory, dental x-ray, dental materials, dental accessories and dental implants.

Logistics and Warehouse Services Department

This Department offers services and back up facilities through the functions delivered by the following divisions:

- 1 - The Tendering Services
- 2 - The Import and Export Services
- 3 - The Order Desk Services
- 4 - The Warehouse and Distribution Services

Tendering & Ordering Services

The role of this division is vital in catering and attending to the needs of our customers by means of quoting to the major customers such as MOH, KOC, Private Hospitals, Community Pharmacies, Clinics, Laboratories, Red Crescent, Al-Khafji, IRAQ Business and other Oil Sector companies.

Our team of talented professionals achieves consistent levels of service excellence.

Preparation and compilation of all official quotations and tenders allow our sales and marketing staff to focus on their market and follow up on the business. Our mission is: Support long-term sales, manage contacts, opportunities, pricing & quoting.

Import and Export Services

Since our business depends mostly on imports, our logistic infrastructure coupled with dynamic team allows us to provide real service as the company places customers interest at the heart of its activity.

Today, quality of product and timely supply play a vital role in a highly competitive business. To make its product reach market places / customer's door is the key for our success.

Purchasing is an everyday function and our team is specialized in practical wisdom of cost cutting by applying the following to its full core:

- ≡ Consolidation resulting in high volume for better price negotiation of shipping.
- ≡ Unscheduled/untimely purchases, which results in lock-up of capital, are eliminated.
- ≡ Storage expenses are maintained at minimum in order to remain close to prime cost.
- ≡ Resolving documentation irregularities in advance and speedy clearance procedure are additional factors in cost controlling.

Warehouse Services

Warehouse Operations Division is in charge of all physical handling of all the products including receiving goods. We ensure proper storage of goods as per the international climate control standards. The day-to-day delivery of different items to respective customers, both government and private parties, is one of the major activities of this division. We provide the highest standard of customer service by organizing a fleet of delivery trucks, vans, etc., that tour the market twice a day to ensure that the products ordered are delivered on the same day .

Order Desk Services

This section is responsible for ensuring that customers will get what they order and value. Orders can be placed through fax, email, phone calls, and very often through personal visits.

Simplification of the process at each desk is the key. Timely follow-up and greater improvement in the system of logistics are at full force at all times. Getting a major share of institutional business due to our prompt service and cost effectiveness is an open secret.



SAFWAN Regional Office in Amman - Jordan

SAFWAN Regional Office in Amman-Jordan

Being always on the lookout for business opportunities that would yield mutual benefits to SAFWAN and its principals, the Management of SAFWAN realized the importance of entering the Iraqi market, therefore, it invested in 2003 in setting up SAFWAN Offices in Baghdad and Erbil. This has allowed SAFWAN to excel in obtaining first hand information on all relevant significant developments occurring in the Iraqi Health Care Sector, thus allowing us to proactively take all necessary actions and adjust plans appropriately to establish our Principals' business in this vast and challenging market. Once the circumstances in Iraq allow, it is our major objective to establish a fully fledged Iraqi SAFWAN Pharma Company.

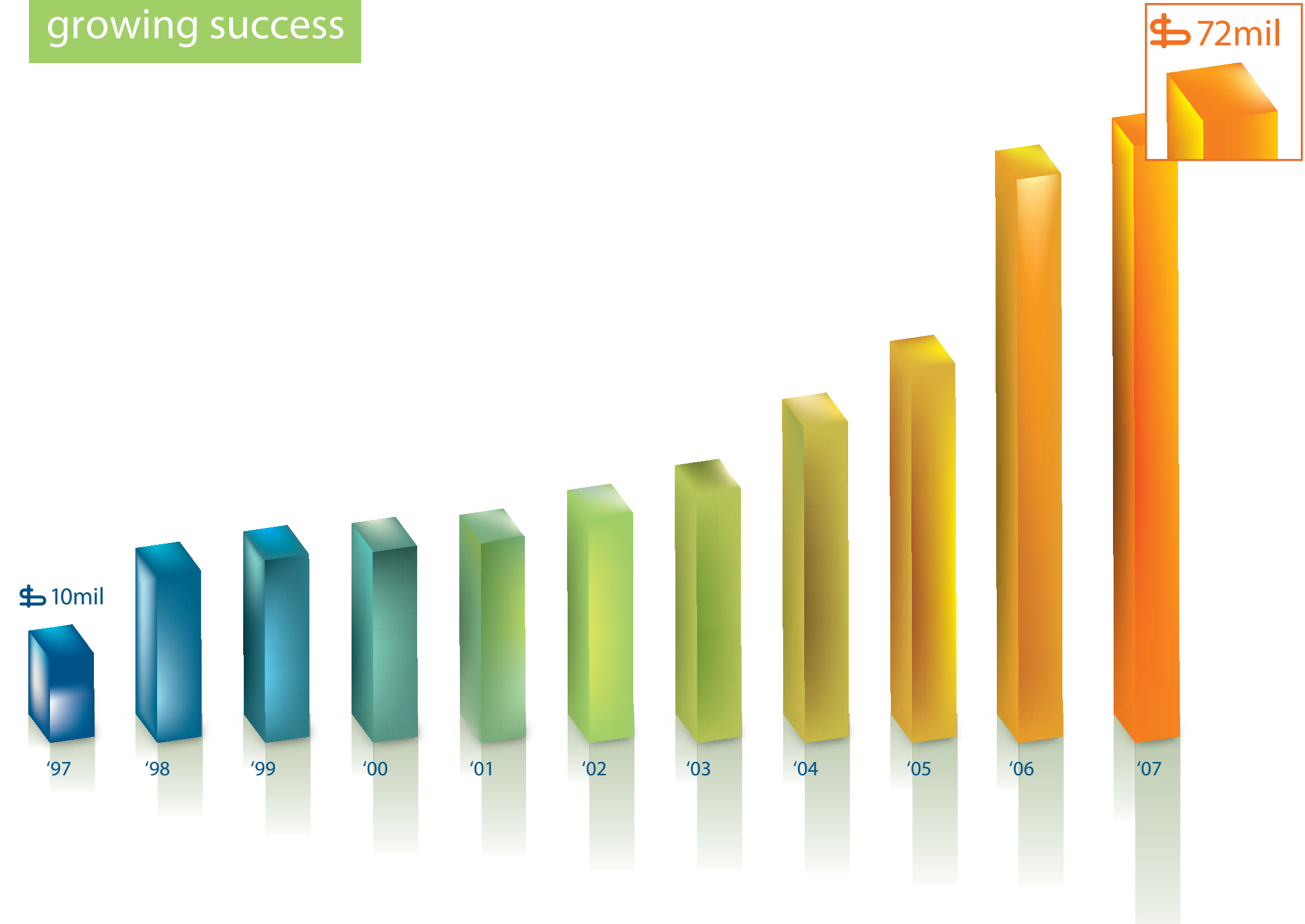
SAFWAN enjoys the official agency authorization for Iraq from Alcon, Novartis Consumer, and Sandoz, to name just a few of our principals.

Hence, SAFWAN Amman Regional Office was established in 2004 to liaise, cooperate, and coordinate directly with our Principals on all Iraqi business related issues, such as: registration, tender participation, customs clearance, forwarding, insurance, stock levels, sales achievements, etc...

Through the persisting efforts of its Amman Regional office, SAFWAN succeeded in achieving a strong physical presence and the introduction of many principals products to the Iraqi National Formulary resulting in business well over \$14M for both Kimadia and the private market.

Continued Growth

A decade of growing success



Major Principals

