



# CORPORATE PRESENTATION **2020**

Version 1.0





# MISSION

Delivering innovative, high quality and effective solutions targeting most of the therapeutic areas for enhancing patient quality of life and confidence of medical professionals to deliver best possible health care service to our community.



The background of the slide features a dark, atmospheric scene. On the right, a person is silhouetted against a dark sky, holding a flashlight that casts a beam of light. On the left, a large, stylized orange ship's wheel is overlaid on the image. The overall tone is mysterious and exploratory.

# VISION

High quality services, transparency, reliability and dedication are most effective elements paving the way to gain our community, partners and patients trust enabling us to improve the health care business within our country and region.



# KEY FIGURES



1500+ EMPLOYEES.



20+ BRANCHES  
NATIONWIDE.



450+ DIFFERENT  
CAPACITY VEHICLES.



25,000+ SQUARE  
METERS OF  
WAREHOUSING  
CAPACITY.



30,000 PHARMACIES,  
HOSPITALS, CLINICS  
& INSTITUTIONS  
COVERED.



# LEGACY

## 1950s



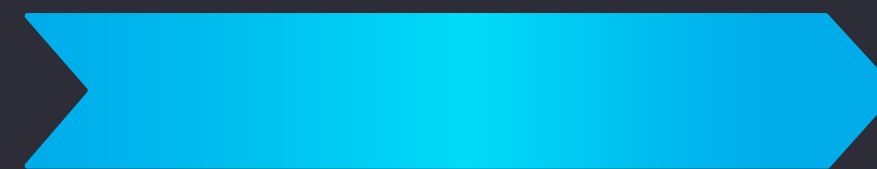
Soficopharm was created under the helm of dedicated entrepreneur and pioneer in the Egyptian medical field Dr. Maher Scandar. He began his career in the 1950s as the acting managing director of since nationalized Chemical and Industrial Pharmaceuticals, today known as CID.

The medical industry in the 1960s was highly nationalised and therefore a majority of the 1960s Dr. Maher spent advising leading multinational companies about the Middle Eastern and Egyptian market for pharmaceuticals. His clients included medical giants such as Schering, Janssen, UCB, and Merllidow Pharmaceuticals.



## 1960s

## 1970s



With the open door policy of the late 1970s Dr. Maher together with Mr. Ezzat Scandar were able to fulfill their ambition of creating a pharmaceutical importation and distribution company. Soficopharm introduced important pharmaceutical products to the local market through the vision of its founder.

As an agent to the leading global companies, Soficopharm has grown its client relations and database, now providing the market with over 1000+ SKUs.



## TODAY



The background of the slide features silhouettes of several people, likely a team, against a blue sky. A prominent orange diagonal line runs from the top left towards the bottom center. The title 'OUR TEAM' is written in large, white, bold, sans-serif capital letters.

# OUR TEAM

As a family run business with over 60 years of experience, we know that more than our extensive portfolio , our ability to better serve our clients is inherently based on our team.

With over 1500+ employees, what differentiates us from our competitors is our combined experience. We invest in their capabilities and offer them a rich working experience. Our culture is that of inclusion, allowing them to outperform and grow together as a united team.



# PRODUCTS RANGE

Our products cover a range of both medical and commercial industries. Our portfolio is a wide-ranging offering of quality products and devices that help providers deliver efficient services.

PRODUCT RANGE  
COVERS SEVERAL  
INDUSTRIES  
INCLUDING →

*PHARMACEUTICALS*

*MEDICAL EQUIPMENT*

*COSMETICS*

*FMCG*



# SERVICES

With years of experience and a highly capable team we offer turnkey services that begin with market surveying to distribution and money collection. Our logistics department is able to carry out registration, importing plans for our partner's products effectively.

Registration procedures

1

Importation and approvals

2

PSP  
(Patient Support Program)

3

Sales & Marketing

4

In-licensing & Outsourcing

5

Supply chain with all  
logistics functions  
(importation, custom clearance,  
warehousing, distribution)

6





# REGISTRATION

With our extensive list of partners and their various products, over the last forty years we have formed a specialized team that is responsible solely for registration and importation plans for our partner products.

An organized process takes place within our logistics department to streamline the registration for our partner products so that we can fast track the process efficiently.



# MARKETING

To complete the cycle for our clients, **Soficopharm** has a dedicated marketing department that creates marketing plans using a specific data mining and analysis methodology.

## Marketing Services Include:

Designing and Printing Promotional Materials

1

Organizing PR Campaigns if needed

2

Contribution in Local Conferences

3

Defining Target Customers

4

Defining different approaches to Target Customers

5

Media Campaigns

6



# SCIENTIFIC MARKETING

It is our aim at **Soficopharm** to provide extensive scientific marketing services for our in-house products as well as to our partners. With a market research team that has more than three decades of experience we are knowledgeable about the important advances in the healthcare and pharmaceutical industries.

- **Defining aimed market potential through official data (IMS)**
- **Market surveys**
- **Market access plans**
- **Team building and structuring**
- **Defining target customers**
- **PR & Media campaigns**
- **Contribution in local & International congresses.**





# WAREHOUSING

## CURRENT WAREHOUSING & DISTRIBUTION FACILITIES

- 1 20+ MOH approved warehouse and DCs operating FIFO.
- 2 12 New warehouses in registration process.
- 3 Temperature controlled areas for cold chain products.
- 4 Total storage capacity 25,000+ SQM.
- 5 Laser package-printing machines.
- 6 Microsoft AX warehousing system.
- 7 BI Technologies GPS and fleet management system.
- 8 ISO certified general hygienic conditions.
- 9 A fleet of 450+ vehicles of different capacities.



# THIRD PARTY WAREHOUSING

In an era where pharmaceutical, cosmetics & nutrition products' manufacturers are outputting an extensive amount of pharmaceutical goods in the market, reliable logistics are imperative.

**Soficopharm** has the capacity for third party warehousing and have been outsourced by many of our partners to supply dependable warehouses.

We offer competitive storage and distribution rates, full visibility of stock movement, and as a leading distribution company with a strong understanding of the healthcare supply chain.

Our strategically located warehouses, infrastructure and our warehousing team have the expertise to manage your distribution to market effortlessly.



# DISTRIBUTION

Over the last 60 years we have created a solutions based distribution system that is far reaching even to the most remote and rural areas to allow for complete customer satisfaction.

Today we are proud to say our distribution network covers 35000+ customer nationwide (pharmacies, modern trade, hospitals, clinics). This is done efficiently and with ease through our 500+ sales & distribution representatives and vehicles of different sizes including refrigerator vehicles.

SALES  
CHANNELS →

*PHARMACIES*

*PSP*

*GOVERNMENTAL &  
PRIVATE HOSPITALS*

*PRIVATE CLINICS*



# PRODUCTS DELIVERY SYSTEM

Our average lead-time for order delivery is 24 hrs. even in the most remote areas via four distribution channels

## DIRECT SALES

Our product loaded vans schedule visit customers to avoid them from experiencing stock ruptures.

## ACTIVE ORDERS COLLECTIONS

Order collection is done and delivered within 24 hours by our direct order team.

## TELESALES / HOTLINE 16556

In/ Out bound Telesales. Our hotline was established for inbound and outbound orders. It allows for emergency orders to be taken and processed within hours by dedicated small vans.

## CUSTOMIZED MODEL

A dedicated team is responsible for customized orders. The team is available 24/7 to over 1300+ private clinics and 5000+ patients throughout dedicated pharmacies.





# TENDER BUSINESS

We continue to strive to grow our network of partners and clients; therefore we have created a department to oversee all tender activities. This tender department is in charge of all bids and accounts receivables and made up of 60+ employees.



# PARTNERSHIPS

## IMPORTATION PARTNERS

- JANSSEN CILAG BELGIUM - SWITZERLAND
- BAYER HEALTH CARE
- HIKMA PHARMA
- LIFESCAN
- ALLERGAN INTERNATIONAL USA
- MSD USA
- ALGORITHM
- ABBVIE
- UCB

## DISTRIBUTION PARTNERS

- NOVARTIS EGYPT HEALTH CARE
- HIKMA
- J&J COMPANY
- GSK
- HENKEL SCHWARTZKOPF
- SERVIER EGYPT
- ABBOTT LABORATORIES
- NEW BRIDGE

## NEW PARTNERS

- MULTIPHARMA
- ALGORITHM
- VITABIOTICS
- MALINCRODT
- ORCHIDIA
- GNP
- MERCK
- CEVOMED
- SEDICO
- EVA COSMETICS
- BOHRINGER
- EVA PHARMA
- ASTRA ZENECA
- MARCYRL
- SKB
- MASCO
- MARCYRL
- LIPTIS
- SMITH KLEIN
- AMOUN
- MUNDI
- ALCON
- FERRING
- MUP
- MYLAN
- PHARCO
- LUNA





# THANK YOU !

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