

Asia. Business Outlook

PHARMACEUTICAL DISTRIBUTORS

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DR. NEAMAH ABED JABER,
CEO & FOUNDER

SAWĀ PHARMA

ASPIRING TO IMPROVE HEALTHCARE IN IRAQ WITH
■ ITS HIGH-QUALITY PRODUCTS & SERVICES. ■

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The firm has one of the strongest distribution networks all across Iraq which ensures an efficient and timely distribution of their innovative and authorized drugs and medical devices and facilitates patients' access to treatments as early as possible



Asia
Business Outlook **TOP 10**
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DISTRIBUTORS FROM ASIA - 2023

SAWA PHARMA

**ASPIRING TO IMPROVE HEALTHCARE
IN IRAQ WITH ITS HIGH-QUALITY
PRODUCTS & SERVICES**

Owing to its dynamic nature of markets and the rapid growth scope, the Pharmaceutical distribution sector in Asia is now widely evolving. There have been numerous transformative trends and innovations that have rapidly improved the medicines available to patients around Asia. Especially in the past ten years, there has been a major influence of AI and big data on diagnosing and treating diseases, as well as a shift toward preventing life-threatening conditions. The increased focus on the healthcare of our increasing population, and the advancement in R&D sciences led to innovations in products and an increase in the awareness & management of Pharma distributor's business all over Asia. These customer-driven factors

have led to sustainable growth & improvement in the Pharma business. To add to it, there have been a series of reforms on drug-registration policy in many countries, which has been recently published to improve the registration process and encourage companies into bringing innovative drugs to the area.

This acceleration of digital and advanced analytics in healthcare is now seen to be real uptake in the market and has contributed to bringing huge development in healthcare big data. Companies in this space have been racing to adapt and develop new standards, best practices, and technology innovations. Setting new benchmarks with its unique offerings is Sawa Group. The name Sawa Group is derived from the Sawa Lake which is located in the south of Iraq that this lake has no inlet or outlet, but it draws water from itself, and this has been the inspirational methodology at Sawa.

COVER STORY

“Today, with customers expecting opportunistic services to live the healthiest life possible, it is essential that companies are committed to always targeting the right healthcare practitioners, build brand awareness, establish a reputation of trust and reliability, and provide products and disease details knowledge. Our Patients are at the center of all we do as a company as we work to discover the breakthroughs and challenges that will change their lives. Customer satisfaction is a driving force that boosts the business of Pharma in all sectors, this can be done by keeping an open line of communication and taking all feedback to heart. Companies should operate in an open, honest, and transparent way that ethics and policies could reveal its values”, speaks Dr. Neamah Abed Jaber, CEO and Founder, Sawa Group.

Adding further, Dr. Neamah shares, “We, at Sawa Group, are doing our best to deliver high-quality products and services. We aspire to improve the health and wellness of people in Iraq and the region. All of our actions are measured against our responsibilities to those who need our products. We work to create an environment of mutual respect, inclusion, and accountability. We are committed to the highest standards of ethics and integrity. We are responsible to all of our stakeholders; employees, patients, customers, distributors, and shareholders, and are eager to work with innovators who share our values and focus.”

Bridging Industry Gaps with Unique Offerings

Established in 2004, Sawa Group is ranked amongst the top 3 Pharma companies distributors in the Iraqi market. The firm’s know-how and long years of expertise in the Health and Pharmaceutical sectors have helped the firm bag an average sales of around 180 Mil USD and an impressive market share of 7 percent of the Total Iraq Pharma market in MAT.Q2.2022 with 7 percent growth despite the decline of the total Iraqi pharmaceutical market by -7.28 percent. Today, five companies that Sawa Group represents in Iraq are among the top 25 in the private pharma market in MAT.Q2.2022 & MAT.Q2.2021 with 160M USD total sales. “We build strong and broad range partnerships with the right partners that can translate our work to potentially impact millions of lives in Iraq. We have detailed our own Code of conduct as our values and standards are the basis of our success. Also, our compliance programs are well-established with regular assessments & adjustments”, adds Dr. Neamah Abed.

Committed to delivering safe and effective products to patients and consumers, Sawa Group tackles every vital task and operation with a professional and hands on approach. This enables them to meet various business objectives in a timely and efficient manner, with accuracy,



and successful accomplishment at the highest quality to the different business objectives such as Registration of the Products by our dedicated staff of regulatory. To add to it, Sawa Group is backed by a team of Sales and Marketing experts who execute the launch plans of brands with very professional tactics and strategies. The firm leaves no stone unturned when it comes to managing warehousing and distribution, which strictly complies with the high global GDP and ISO guidelines and standards. From Tender Business to Extensive networking and connections with Decision Makers & KOL Doctors, Sawa Group has strong expertise in all. Additionally, the Sawa training centre is designed to offer up-to-date training solutions to its employees in all departments.

Setting New Benchmarks with its Uniqueness

Sawa Group has fully equipped offices to meet international safety and storage conditions. The firm also has several warehouses in Baghdad & Kurdistan regions with a total storage capacity of 25000 cubic cm. Awarded ISO 9001 on May '2015 for its main warehouses, over the past years, Sawa Group has got its own refrigerated trucks that can distribute the products from its main warehouses to other drug stores and Pharmacies all over Iraq.

“We take pride in being a strong and leading company within the field of Pharmaceuticals, Medical equipment, and Medical devices Business distribution in the region. Sawa Group has built partnerships of shared success and relationships with many reputable international and regional principals in the sector of Pharmaceuticals and medical supplies. During the last ten years, we have shown pronounced growth in every category including growing yearly revenues, market share, number of prescriptions, product portfolio, and representing international partners. Today, Sawa Group is in a strong financial position, and double growths to be witnessed and continued well into the future”, states Dr. Neamah Abed.

The firm dedicates its success to the well-trained workforce of Sawa Group, which represents the way they serve. The firm believes, when the employees know they are crucial to the business, not only will they thrive, but the company will too.

What adds to the uniqueness of Sawa Group is that the firm ensures the product’s integrity and patients’ safety are in the highest place. The firm has one of the strongest distribution networks all across Iraq which ensures an efficient and timely distribution of their innovative and authorized drugs and medical devices

and facilitates patients’ access to treatments as early as possible. Leaving no loopholes, Sawa Group assesses all its business performances and adherence to work principles by conducting routine evaluations and assessments.

“At Sawa Group, we conduct our business in compliance with applicable quality regulations, codes, and standards of ethics. We share our interests, our core values & our responsibilities with our stakeholders & customers so we can find mutual benefits to work together, to create optimal outcomes in the healthcare sector and great experiences. We also bring to use, tailored marketing strategies to effectively position and promote their products. We help our partners to achieve their business objectives in the region. We apply different Pharmaceutical tactics, for instance: Digital display and Print advertisements, entertaining and time-efficient videos, events and conferences, sponsorships and webinars, live panels and interviews with key doctors, networking, social media marketing, Pharmaceutical Public Relations (PR) and CRM”, says Dr. Neamah.

Marching Ahead with Futuristic Vision

Sawa Group was first established in the city of Baghdad in 2004, with a capital of 2 Million USD, and since then, Sawa has thrived in achieving 200M USD sales returns. “With the cooperation, contribution, expertise, distinguished relationships with HCPs and our professional expanded team on the ground for Sawa and our partners, we were capable of achieving remarkable results & sales numbers, granting Sawa to be one of the TOP 3 Pharma distributor companies in IRAQ”, shares Dr. Neamah Abed.

In the coming times, the pharmaceutical industry and medical device distribution market in Asia will continue to grow in a noticeable way. There are many driven factors that will continue to contribute towards very positive & healthy growth in these sectors, especially with scientific breakthroughs, Government regulations & policies, consumer demands, changing lifestyles, and patients’ mentalities, increased income, and chronic diseases.

Taking note of the growing opportunities, Sawa Group’s vision is to be the market leader in Iraq by the year 2025. “We seek to continue building profound relationships with customers across the Iraqi territory in both public and private sectors. Furthermore, we look forward, with the help of our ongoing commitment, our high-quality services, and years of expertise, to reaching a market share of 15 percent. We are also looking forward to expanding our Group portfolio by connecting to prevalent pharma companies and building new ventures with pioneering partners by offering mutual support, faith in success & intrinsic components for business prosperity in Iraq”, signs off Dr. Neamah Abed. [ABO](#)

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recognizes

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This certificate is awarded for the stellar performance in the industry.
It works as a testament to the competence and excellent application of industry
standards & methods combined with a strive towards brilliance.



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