

# Elite Pharma

**Dr Essam Hafez**  
Chairman

**Dr Wafaa Elmaadawy**  
Managing Director

# Company Profile

**Elite Pharma** is a pharmaceutical company focused on manufacturing and commercialization of high quality Generic Prescription, OTC & Cosmeceuticals products in addition to Nutraceuticals & medical devices.

**Elite Pharma** has a wide range of products selected to fulfill unmet demand of the medical community. The focus has always been to bring new, more technologically advanced molecules and innovative dosage forms to our customers.



# CEO Introduction

A Pharmaceutical executive with solid background in a worldwide leading multinational organization, with 30 years experience in executive administration, marketing and sales management and strategic business development . with strong leadership and communication skills, effective team builder with proven capability in strategic work and successful delivery of profitable growth



# Why Us ??

We at **Elite Pharma** are committed to provide the pharmaceutical industry and the health care business in Egypt & other markets with an exclusive range of products, services and expertise conforming to utmost practiced & professional standards.

Company staff at **Elite Pharma** is responsible for achieving and maintaining our performance standards, supporting customers and partners and fulfilling our commitments to the best of customer's requirements and satisfactions.

We believe that quality is the key factor to fulfill our commitments to

- Our customers and partners, by providing the type of services that best suits their objectives.
- Our employees, by preserving and developing their abilities and productivity by continuously improving their skills.
- Our shareholders, by maximizing return on investment through enhancing our image and increasing our market shares.





# Vision

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## Vision

Our vision is to become the premier provider of value added & advanced quality products that improve health & well being of individuals in a wide range of conditions and diseases in the markets we serve.

## Mission

Our mission is to provide the pharmaceutical industry and the health care business with an exclusive range of products, services, to the highest professional standards. With the growing demand of health care services in a highly competitive environment, we believe that all patients wherever they are located, are entitled to highest quality products & affordable services.

## Values

Our values provide the code of conduct we prize at all times, Elite Pharma will always be a group of people who act upon : Higher sense of ethics , Customer focus , Creativity & Competitive edge

## Objectives

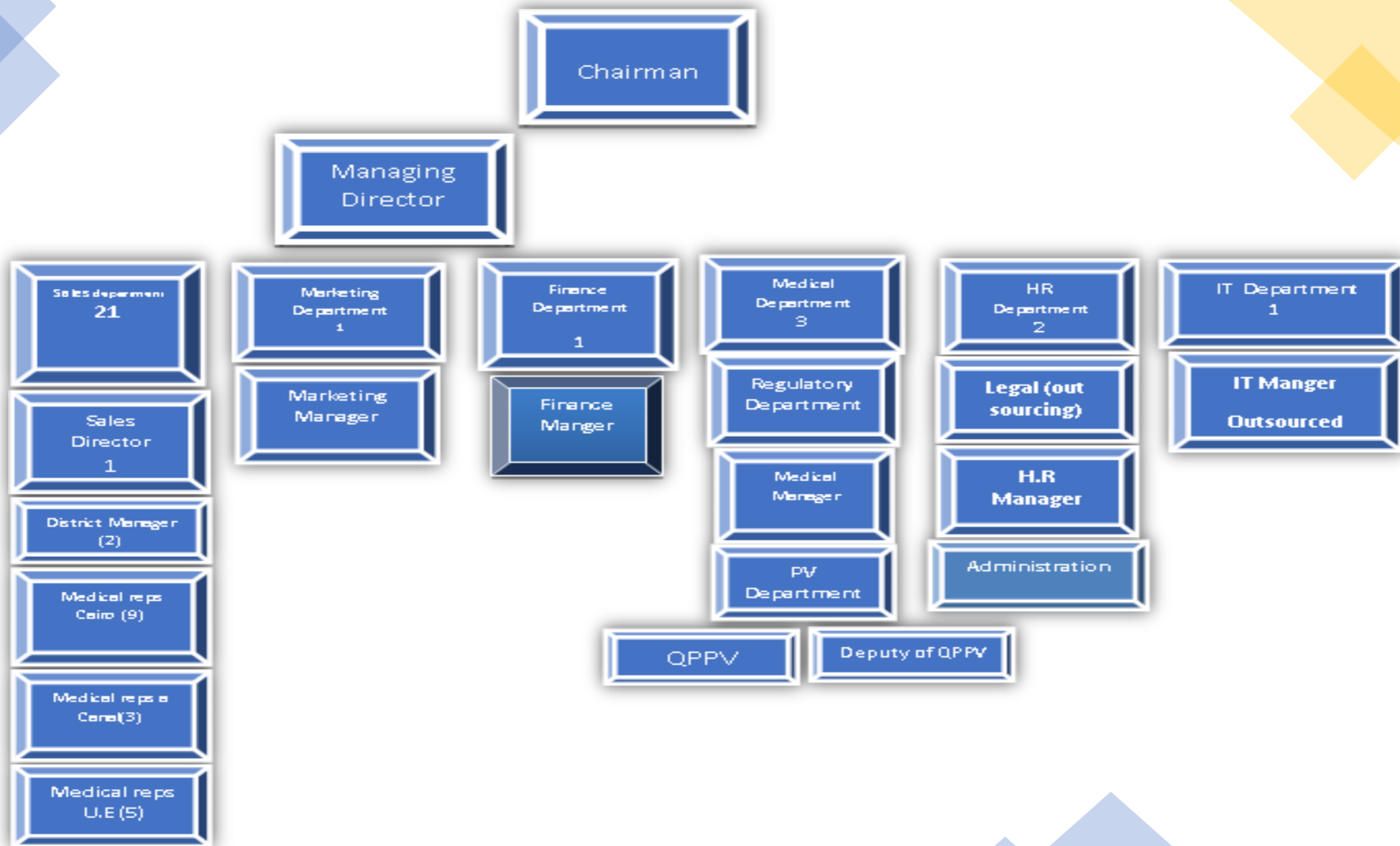
Successful Market penetration for Newer Introductions & Consolidated Branding for current products.

## Unique Selling Points

**Diversified Portfolio** of Newer  
Molecules & Innovative  
introductions of wide variety of  
Novel Pharmaceuticals ,  
Nutraceuticals & Others.



Unique selling proposition





# Future Plans

**Elite Pharma** Put more emphasis on new approaches relying on technology & Digital Marketing to appeal more to providers and Customers.





# Pipeline

**Elite Pharma** Pipeline portfolio extends to cover a widely diversified therapeutic areas by which our sales force have established an extensive base of lines of communication with different key specialties

**Elite Pharma** operates throughout all governorates with its sales force covering all districts' hospitals, clinics & medical centers.



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## Products & Services

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- ✓ Toll Manufacturing
- ✓ Export
- ✓ Product analysis and evaluation:
- ✓ Feasibility studies:



# Toll Manufacture & Production

**Elite Pharma** has established a consolidated base of toll manufacturing contracts with various reputable manufacturers in Egypt equipped with the latest technology, state of the art manufacturing facilities along with sophisticated laboratories for testing & analysis. In our endeavor to meet the expectations of the market and to meet the quality standards for International norms we lay a special emphasis on high standards of quality and keen precision in the selection of all our manufacturing partners.



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# Exportation

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We at **Elite Pharma** exporters of pharmaceutical finished formulations to different markets ( Kenya – Yemen - Palestine) . We are poised to explore the opportunities offered by the Global markets for export business & partnership. .

**Elite Pharma** looking for business associates all over the globe to market our products on exclusive or non-exclusive basis. Our products are manufactured by WHO-GMP manufacturing sites. We are committed to provide our best services to our customers by fulfilling their requirements and satisfying their needs.







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## Product Analysis and Evaluation

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**Elite Pharma** Conduct a comprehensive desktop analysis for current and new products, in order to assist our partners in the decision making process of product promotion, advertising campaigns, target market, size of investment, and product line pruning.

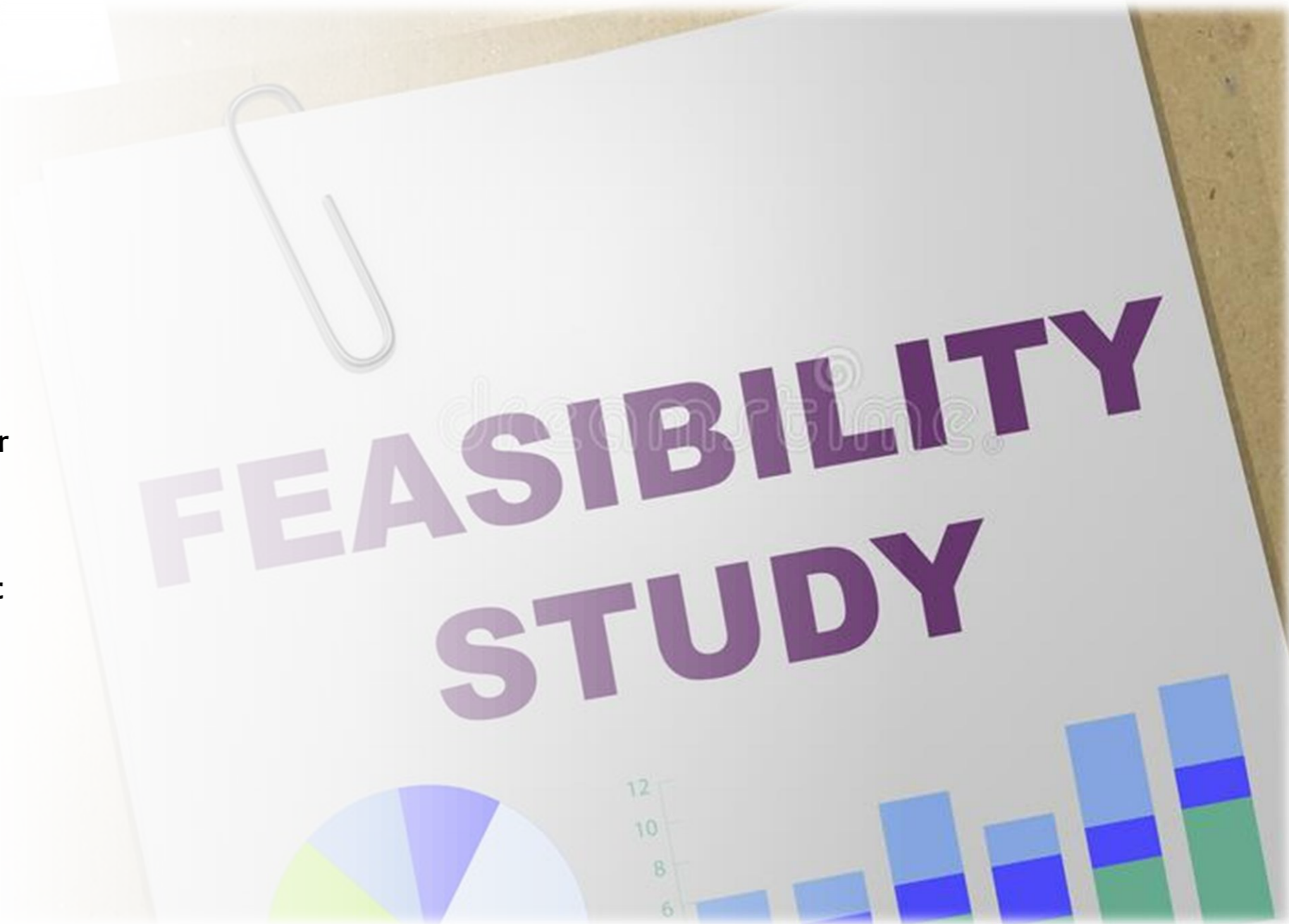
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# Feasibility Studies

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**Elite Pharma** conduct marketing feasibility studies and product evaluations to assist our clients in their decision-making process concerning new companies, product development and testing, evaluation and analysis of market share and use of product ranges.

The analysis takes into account the economic situation, therapeutic categories, and market potential and competitive forces to produce recommendations and forecasts about commercialization, brand management, pricing, revenues and investment plans.





## Trade Agencies, Direct Importation & Export

**Elite Pharma** seeks strategic collaborations to expand its product business portfolio and to combine our strengths with those of others who look for partners to help develop and commercialize therapeutic products for the Egyptian & neighboring markets. To this end, we search globally for innovative product developers with a clear goal to accelerate the process of bringing novel products to market.

**Elite Pharma** management team and registration staff are well experienced personnel with an extended background & consolidated professional relationship with the regulatory authorities.

**Elite Pharma** consider all opportunities that meet our criteria for partnering, clearly defined innovative products that address unmet medical need, and where patients can be positively impacted. Our entrepreneurial culture and commitment to meeting the needs of patients drives us to explore business opportunities in different therapeutic segments & to bring significant value to our business partners.





Propolis plus-Elite



**IMMUNE  
BOOSTER**

Rich in vitamin C

Anti-oxidant  
protection

Dietary supplement  
120 ml syrup



elite  
pharma

**DR  
ASANVI SYRUP**

Cough syrup  
with Manuka honey

Helps maintain healthy lungs  
& respiratory function







# Elibutacand

Butoconazole nitrate 100 mg

3 Vaginal Ovules



# Orthoglobe

For treatment of osteoarthritis

30 capsules



# Etodolac-Elite Pharma

Etodolac 600 mg

10 Extended Release Tablets





## Customers

General & Private Hospitals - Health Insurance - Private Clinics, Army -  
Ministry of Interior - Industrial Institutes , UPA Unified Procurement  
Association, University Hospitals, Governmental Companies- Oil  
Production Institutes & Others.



# Distribution

**Elite Pharma** has its business alliances with the leading distribution channels in the Egyptian market ensuring a nationwide coverage that provides a distinguished customer service & satisfaction





## Our Contacts

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Thank You

