

Jordanian Trend in Pharmaceutical Industry: Potential Impact on Future Innovation

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Agenda

- **Overview – Jordanian Pharmaceutical Industry**
- Key Facts
- Export volume
- Contribution to the economy
- Worldwide success stories of Jordanian factories
- CEDEM AG / Switzerland
- CEDEM AG / Germany

Overview

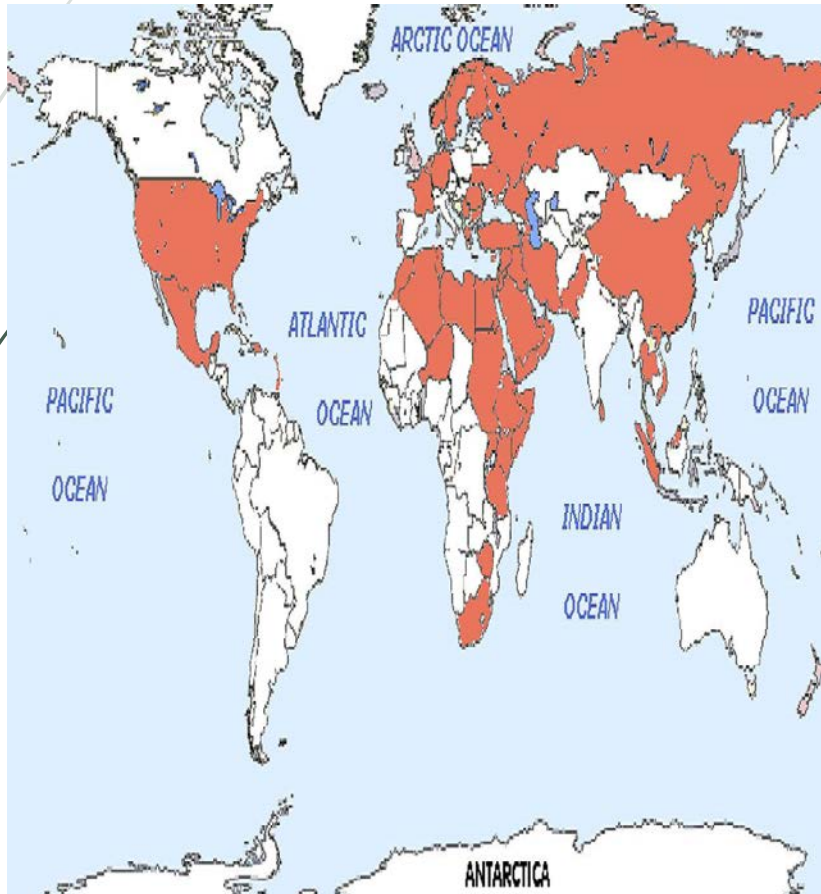
- The Jordanian pharmaceutical industry started **in the year 1962**.
- The industry has a world-wide reputation for safe and efficacious manufacturing, and **high quality pharmaceuticals** at **affordable prices**.
- Exports to more than **70 countries in the world**.
- Rapidly growing , **the highest in terms of the value it adds to the national economy**.
- The return of foreign currency from **exports** exceeds the **need** for foreign currency for **import**.

Overview

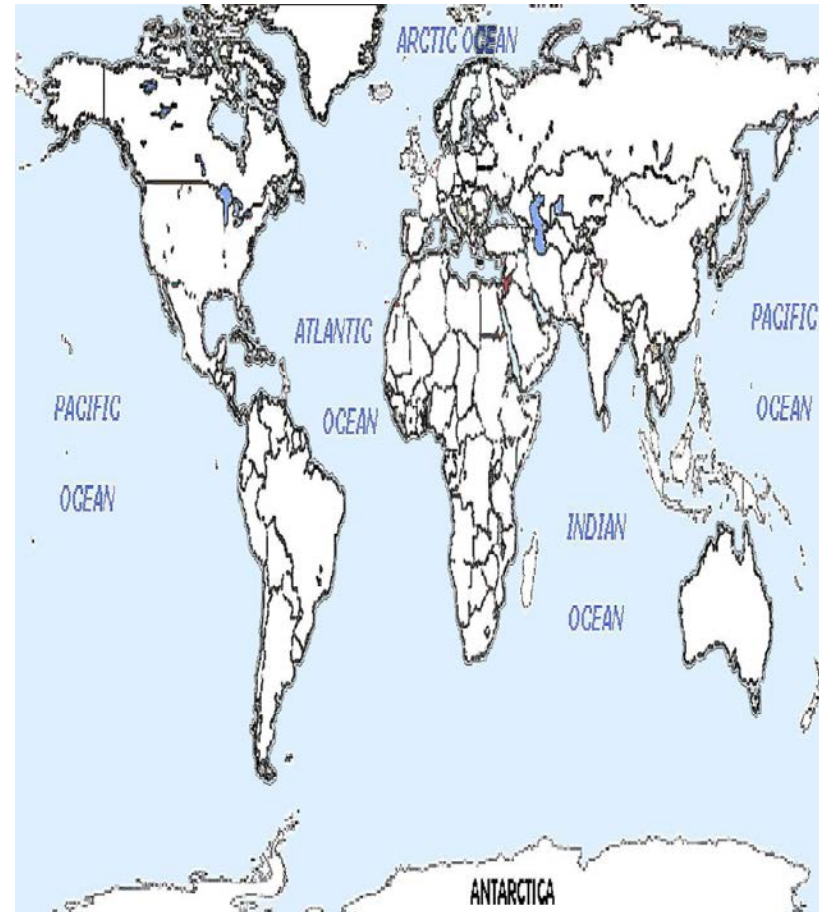
- Easy access to EU : Jordan is the first country in the region to sign an Agreement with the EU (July 2016) of the rules of origin for ten years .
- Factories are new and equipped with advanced machinery for increasing production capacities, providing an opportunity for partnerships with foreign companies for manufacturing under licensing projects.
- Technical expertise : Jordan became a center for Good Manufacturing Practices (GMP) within the region.
- There were 18 accredited clinical sites within 27 different countries that conducted clinical studies in Jordan in 2016, which include USA, Switzerland & Germany .

Overview

Jordanian Pharmaceutical Markets (2016)



Jordanian Pharmaceutical Markets (1962)



Key Facts

Total Jordanian Population	9,710,752
Total Jordanian GDP	\$ 38 Billion
Jordanian Pharmaceutical Market Consumption	EURO 880 Million
Local production contribution to the market size	35% , EURO 308 Million
Healthcare companies	127 , capital of USD 80,175,400
Factories	21
Working Labour	10,000
Women employed	37%
Men employed	63%
Jordanians Employed	99%
Total Export – 2016	EUR 510 Million
Total contribution to the Economy	11%

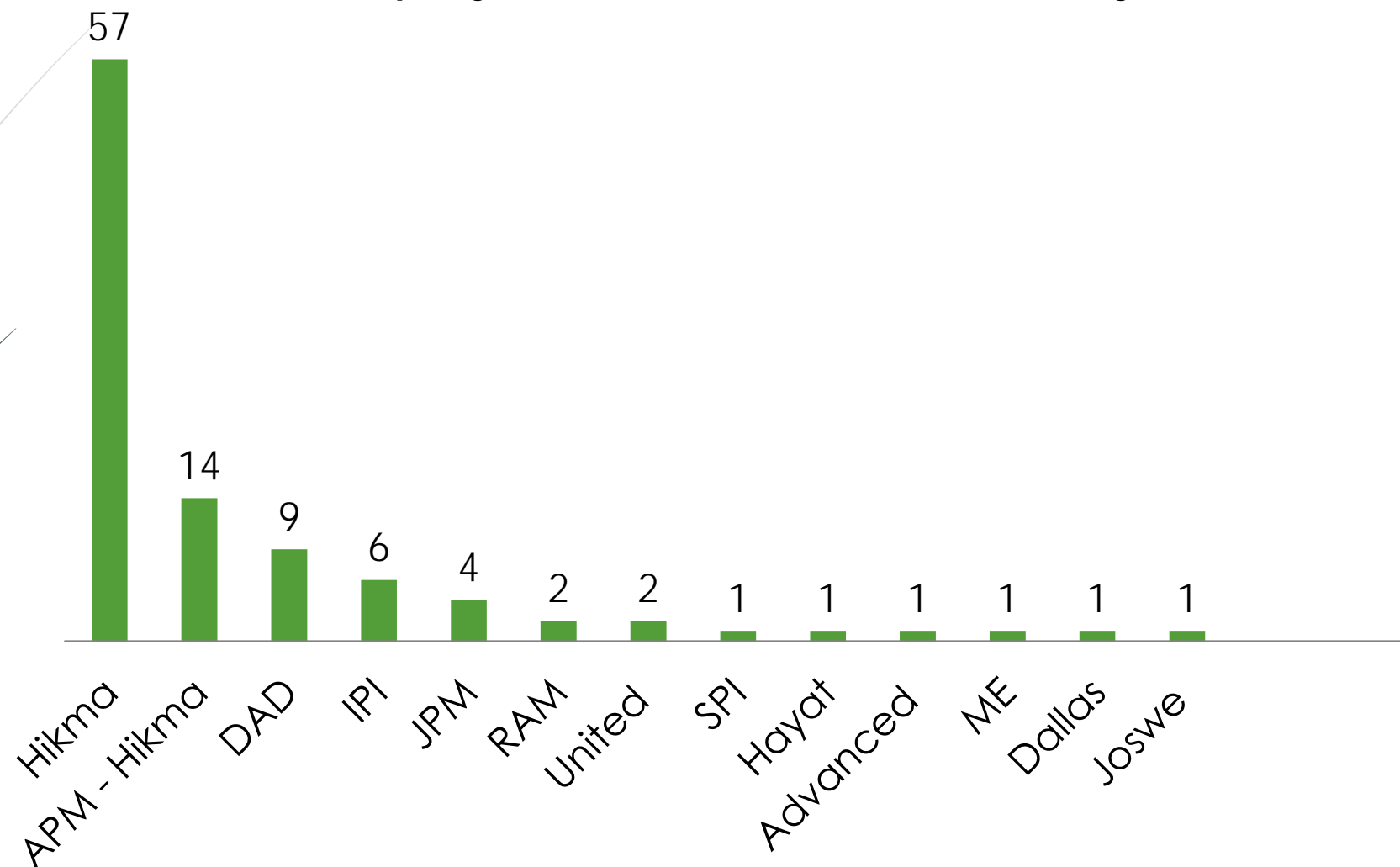
*Reference: Amman Chamber of Commerce 2016 Statistic

Export Volume

- Exports are around 75% of it's production capacity.
- Exports in 2015 were estimated to be between Euros 510 Million - Euros 538 Million in 2014.
- Exports to around 70 countries worldwide.

Country	Export Profit
Saudi Arabia	120 Million Euro
Algeria	59 Million Euro
Sudan	54 Million Euro
Iraq	40 Million Euro
UAE	39 Million Euro
Lebanon	34 Million Euro
USA	23 Million Euro
Europe	6 Million Euro
Other Countries	135 Million Euro

Company's % Contribution to the Economy



Worldwide Success Stories:



- The largest regional pharmaceutical company in the MENA region.
- Headquartered in London, listed in the [London Stock Exchange](#) in 2005.
- In 1996 it became the first Arab company to export pharmaceutical products to the United States.
- It owns 17 factories all over the world including 1 in USA , 3 in Germany and 1 in Geneva, Switzerland called "Lapitac".



- It's one of the fastest moving pharmaceutical companies in the Middle East.
- Public shares company, which is moving it's Headquarters to London ,
- It owns the second biggest pharmaceutical factory in Algeria and it launched it's newest factory in Turkey .
- Owns a research and development company for biotechnology in Korea .



Pharma International

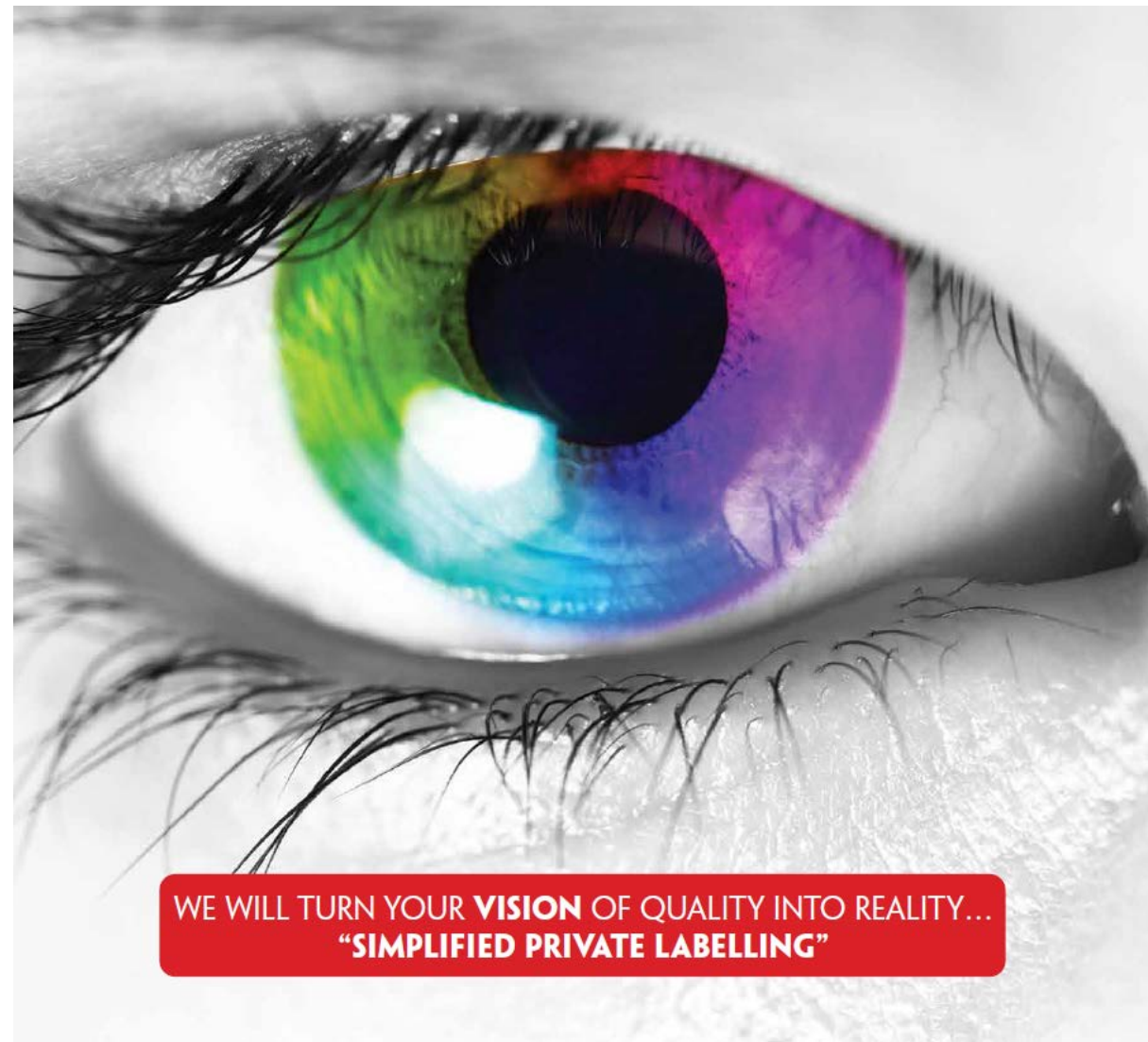
CEDEM AG – Switzerland

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- CEDEM AG is a privately-owned company established in 1991, headquartered in Zürich / Switzerland.
- CEDEDM AG has a food supplement and cosmetics factory located in canton Bern. It deals with more than 30 over the counter producers in Europe. It also supplies pharmaceutical products through different producers within Europe.

Our Vision

- To become the leading private label service provider, by moving this global concept into the MENA region with the hope of popularizing this new profession and flourishing within the region.
- To continue selling Cedem's products through different distributors in different countries.



WE WILL TURN YOUR **VISION** OF QUALITY INTO REALITY...
"SIMPLIFIED PRIVATE LABELLING"

The Opportunity: supply private labelling services for health care products in emerging markets especially countries in MENA region.

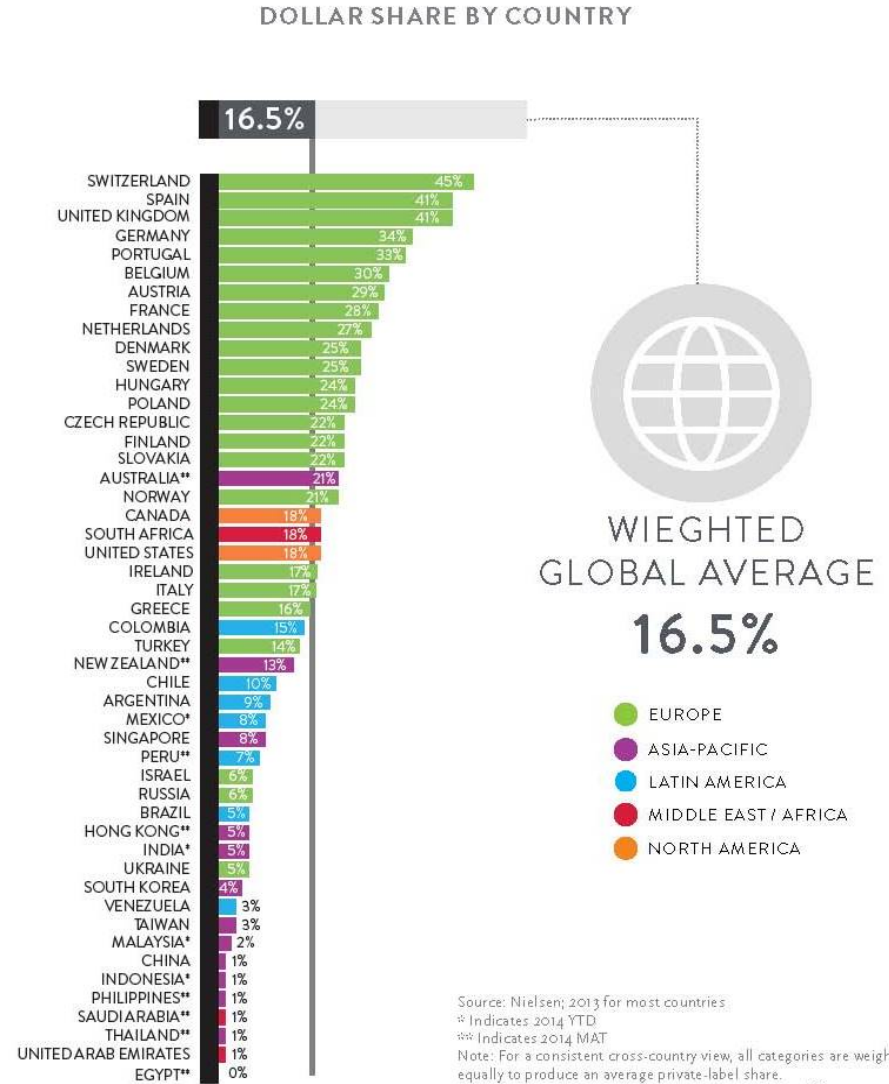


Private Label Business Trend

1. **Global average** private label development is 16.5%
2. Own brand (private brand) labelling has become, and will remain, a universal trend with 30% of all products sold in 15 **European countries**.
3. **Switzerland** is taking the lead with 45% and about 7000 brands.
4. **Germany** follows with 38% .
5. Private label business is still unpopular in **Asia ,the Middle East and Africa with less than 1%**.

Emerging markets are maturing in 16 countries which are home to nearly 2 billion people who spend USD 6.9 trillion each year.

PRIVATE-LABEL DEVELOPMENT VARIES DRAMATICALLY AROUND THE WORLD



Private Label Added Value in Middle East

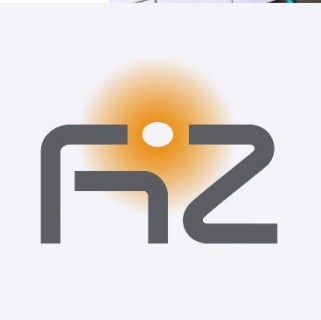
- ✓ Distributors including drug stores and pharmacy chains will be able to sell their branded products using their local distribution setup and network .
- ✓ Higher profit Margin .
- ✓ Selling outside the normal territory.
- ✓ Protection against any supply cuts or shortages for basic products.
- ✓ Distributors in Middle Eastern markets such as drug stores and pharmacy chains should be convinced that we do not sell them our products, but we produce their own brands for them .
- ✓ European and German SMEs in particular , should abandon the traditional approach of **competing** with ME local factories and products and give our Middle East counterparts the opportunity to market our products under their own brand labels.
- ✓ End users are denied their right to have quality products for the money out of their pocket, and small factories in the MENA region can not produce all the products they need in order to have a viable or sustainable production-lines.

Our Business Model

1. Support by selecting a range of innovative products according to market needs.
2. Support by selecting the best technical specification of products according to the market requirements.
3. Support by providing technical and regulatory affairs services.
4. Prepare packaging from initial to final design, including proof writing according to regulations.
5. Offering affordable and profitable prices.
6. Producing or supplying the product(s) .
7. Supply chain management up to C&F.
8. Providing services; marketing strategies, materials, training ... etc.
9. Support by providing quality certificates; ISO, CE ... etc.
10. Reviewing and Expanding the product range on an annual basis.

CEDEM AG – Germany

- Representing Frankfurt innovation Center FIZ in the MENA Region with the OPTICANER project.
- OptiCancer is a cancer treatment optimizing solution which Cedem strives to establish throughout the MENA region with the German Genethics Network, backed by FIZ.



Combining expertise in the fight against cancer – new partner in the MENA region joins international FiZ project.

Frankfurt 17 January 2017 , CEDEM AG joins German Genethics Network to establish an Optimizing Cancer Treatment Service named OptiCancer.

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Thank you!