



MDI



THE MODERN COMPANY FOR DRUG INDUSTRIES



MDI HISTORY

- It is a family owned company founded by Dr. Rafi' Al-Rawi in 1992 and located in Baghdad / Iraq.
- In 2004 we start to establish our factory.
- In 2007 we gain the License for MDI factory from the Iraqi M.O.H.
- In 2008 we gain under license for 42 products from SDI (the biggest governmental medicine factory in Iraq).
- In 2009 we start our negotiation with GSK.
- In 2011 MDI ' Baghdad manufacturing site has been audited by GSK and has been approved.
- In march 2012 we begin with the secondary packaging for some of GSK products.



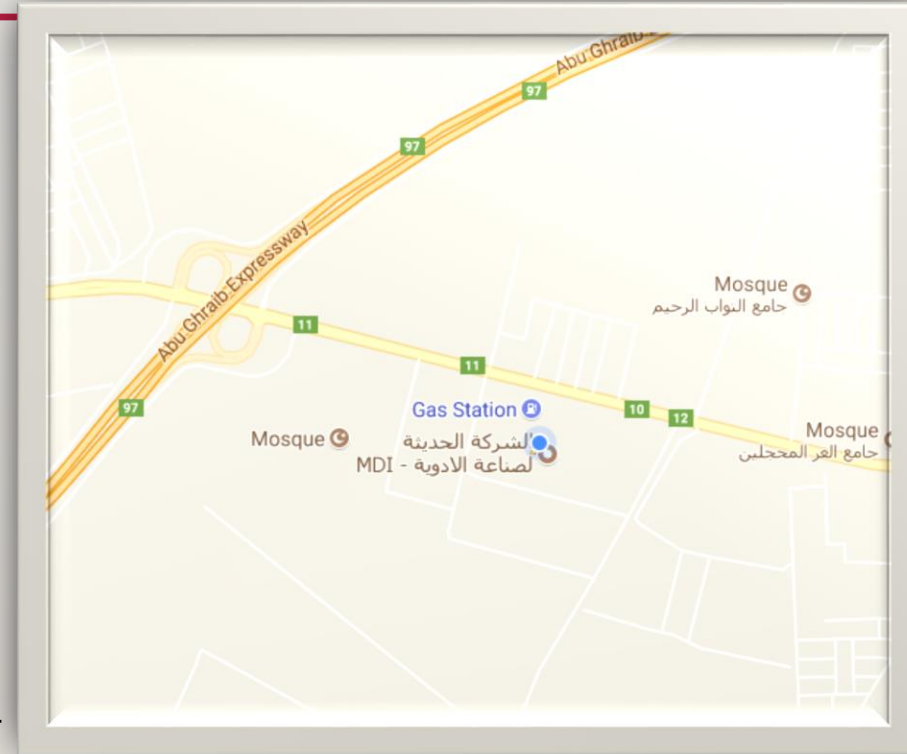
MDI HISTORY

- In 2012 MDI became GSK agent in Iraq for over than 40 finished products .
- In 2012 we had been awarded BS EN ISO 9001:2008 from QIC & the GMP certificate.
- In 2012 we became ASPIN agent for about 25 products –Private sector and tender.
- In Oct 2013 we sign an agreement with GSK to promote 24 products by our trained sales force.
- In 2013 we sign an agreement with ASPIN to promote 7 products by our trained sales force.
- In Dec 2013 after we complete all the GSK requirements we will be audited for primary packaging.



WHERE WE US?

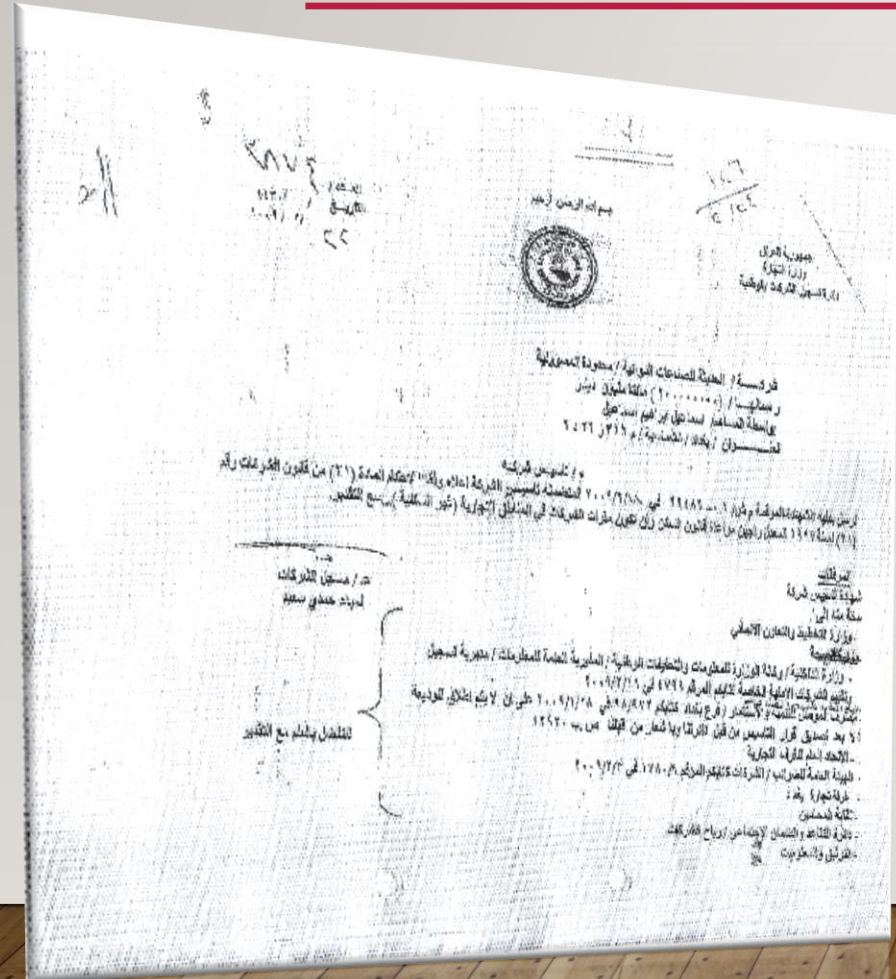
- The factory is located in Baghdad / Iraq / Abu-Gareeb.
- Overall area of the factory = 25.000 M²
- Management and production area = 8.000 M²
- Raw materials warehouses = 2.000 M²
- Finished products warehouses = 1500 M²
- Accessory warehouses = 4.000 M²
- Green areas and free areas for future building is 10.500 M²





LICENSE TO ESTABLISH MDI COMPANY

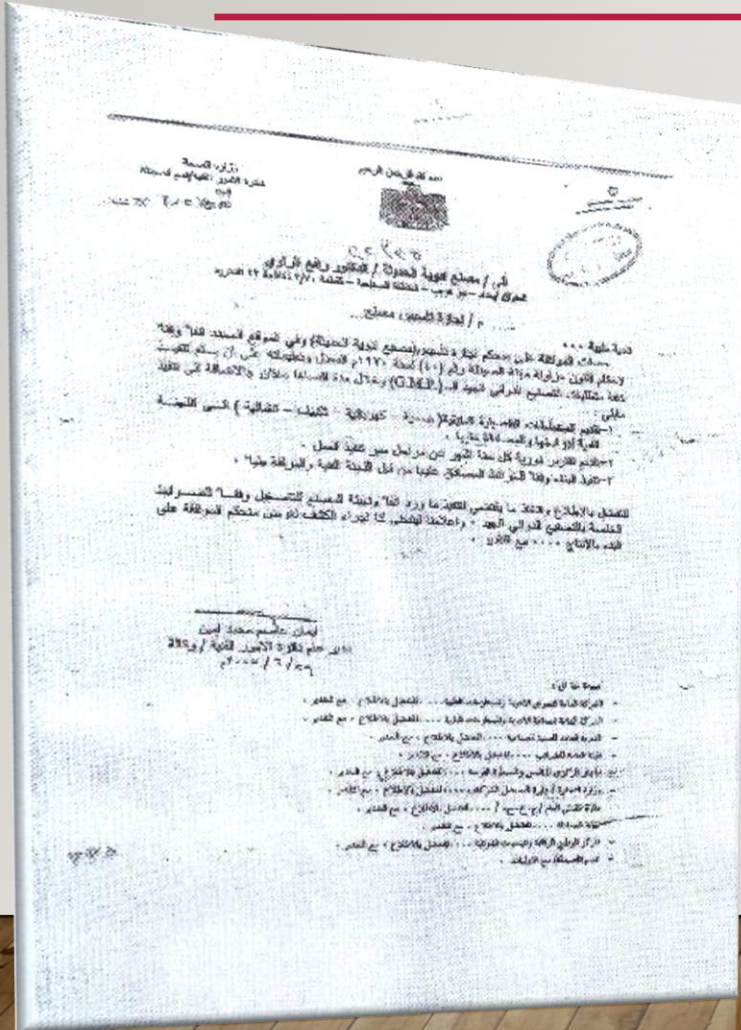
In 2004 we start to establish MDI Plant





LICENSE MDI FACTORY FROM IRAQI M.O.H

In 2007 we gain the License for MDI factory from the Iraqi M.O.H



وزارة الصحة العراقية
Iraqi Ministry of Health
تأسست 1920

ACCEPTED



SDI IS THE BIGGEST GOVERNMENTAL MEDICINE FACTORY IN IRAQ .

In 2008 we gained license from SDI to manufacture 42 products





MDI & GSK



MDI ' Baghdad manufacturing site has been audited by GSK in October 2011 and has been approved by Dr. Mushtaq Hafiz

**2009 we started our negotiation with GSK.
2012 MDI Baghdad manufacturing site audited by GSK and has been approved .**





MDI & HIKMA



The contract was signed between MDI and HIKMA for the purpose of manufacturing cancer drugs in Baghdad for the first time in 2018.

The signing of the contract was signed by the Minister of Health and the Ministry's representatives



ISO 9001



- In 2012 we had been awarded BS EN ISO 9001 from QIC & the GMP certificate.





MDI HISTORY

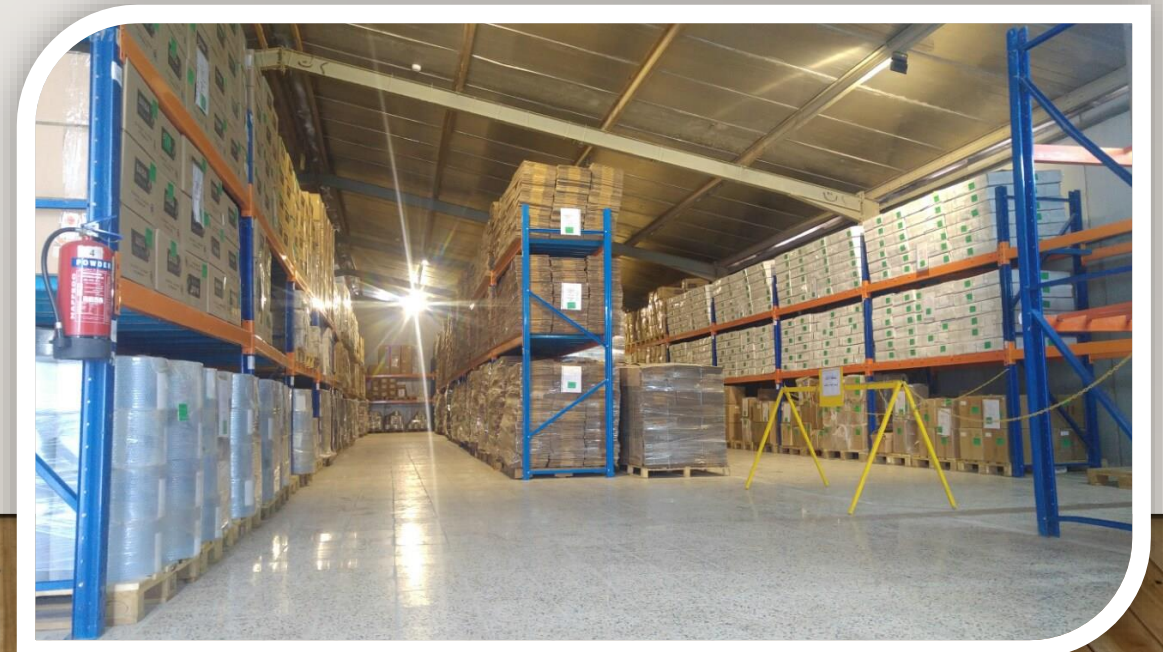
- ✓ In 2012 we started our negotiation with GSK pharmaceuticals to be their agents in Iraq, by the end of the year we became the biggest agent in the market with 40 GSK finished products .
- ✓ In march 2012 we began with the secondary packaging for some of GSK products.
- ✓ In Jan- 2013 we signed an agreement with ASPIN to promote & distribute 13 products by our trained sales force .
- ✓ In march-2014 we signed an agreement with Novartis ph. to promote & distribute 7 products.
- ✓ In 2014 after we completed all the GSK requirements ,we will be audited for primary packaging.
- ✓ We have registered and re registered over than 40 products.
- ✓ Sales volume over than 12 million US dollar.
- ✓ Tender business of over than 17 million US dollar.





MDI MISSION

- 1- Manufactures and markets Generic ,Branded and Over-the-Counter (OTC) products, we have a large portfolio of over 100 molecules that cover multiple dosage forms including tablets, capsules, ,inhalers, ointments, creams and liquids.
- 2- Imports ,stores and distributes medications everywhere in Iraq.
- 3- Promotes drugs upon agreement with the mother company by our trained sales force.
- 4- Register medications and gain licenses.
- 5- Prepare and present for tender business.



MDI PHILOSOPHY

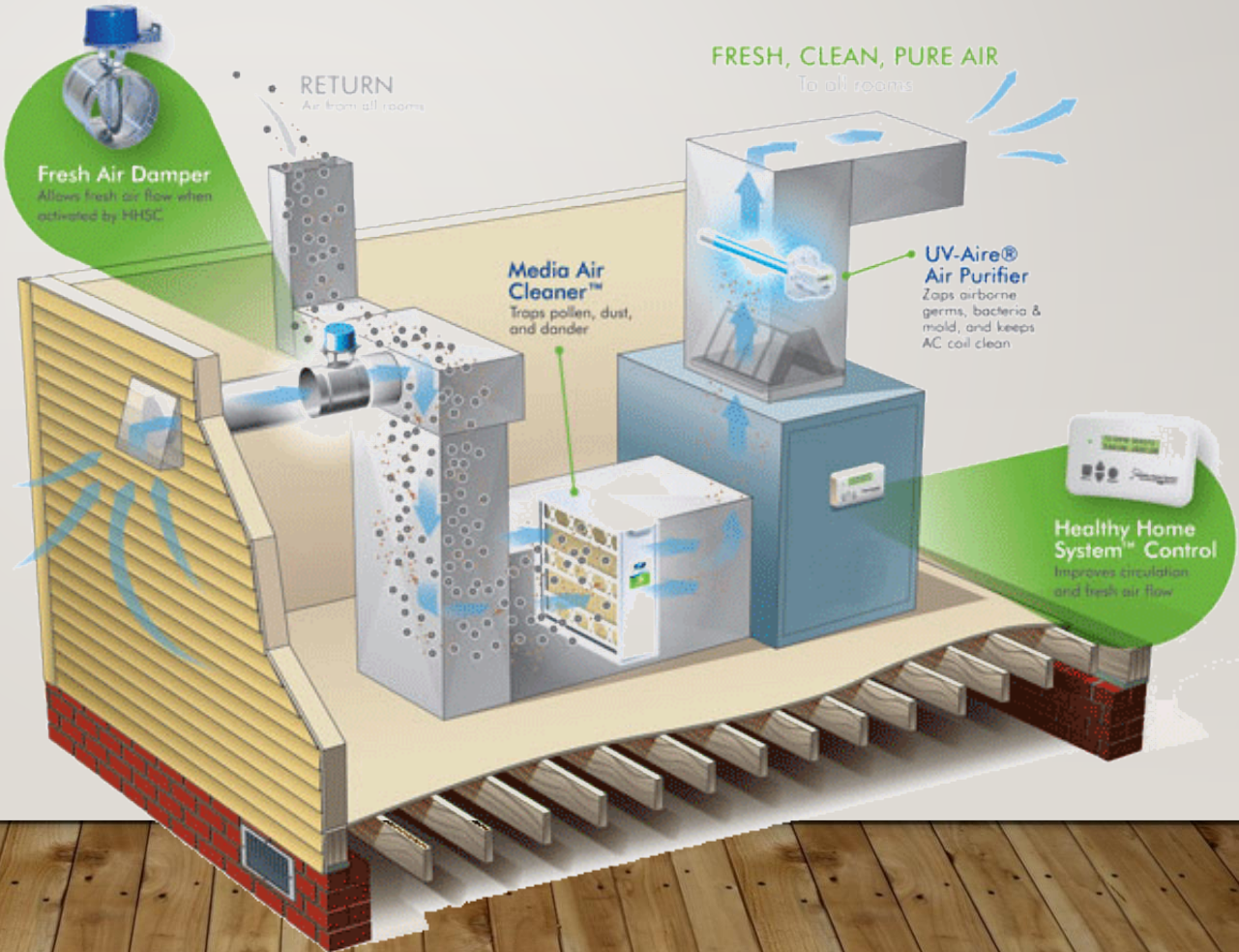
- Our clients is our pride.
- Enriching lives with quality and affordable pharmaceuticals.
- We are believing that to ensure sustained growth ,we need to clearly understand our customer's needs.



THE FACTORY DESIGNS ARE FULFILLING THE REQUIREMENT OF G.M.P



I. Fresh ventilation system.



THE FACTORY DESIGNS ARE FULFILLING THE REQUIREMENT OF G.M.P



2.system for generating purified water (P.W.) fulfilling the latest G.M.P guidelines.





THE FACTORY DESIGNS ARE FULFILLING THE REQUIREMENT OF G.M.P

3. Alarm system for any decrease or increase in temperature..



THE FACTORY DESIGNS ARE FULFILLING THE REQUIREMENT OF G.M.P



4. Documentation system for records.



THE FACTORY DESIGNS ARE FULFILLING THE REQUIREMENT OF G.M.P



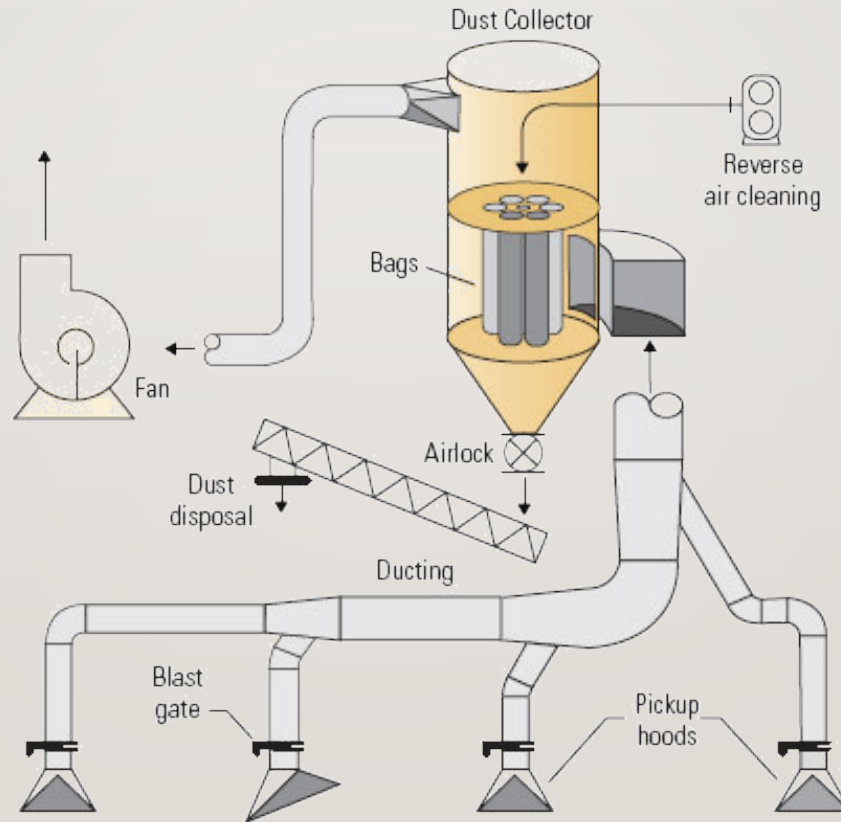
5. Transports of the goods by hand in a cool boxes from the cool chain.



THE FACTORY DESIGNS ARE FULFILLING THE REQUIREMENT OF G.M.P



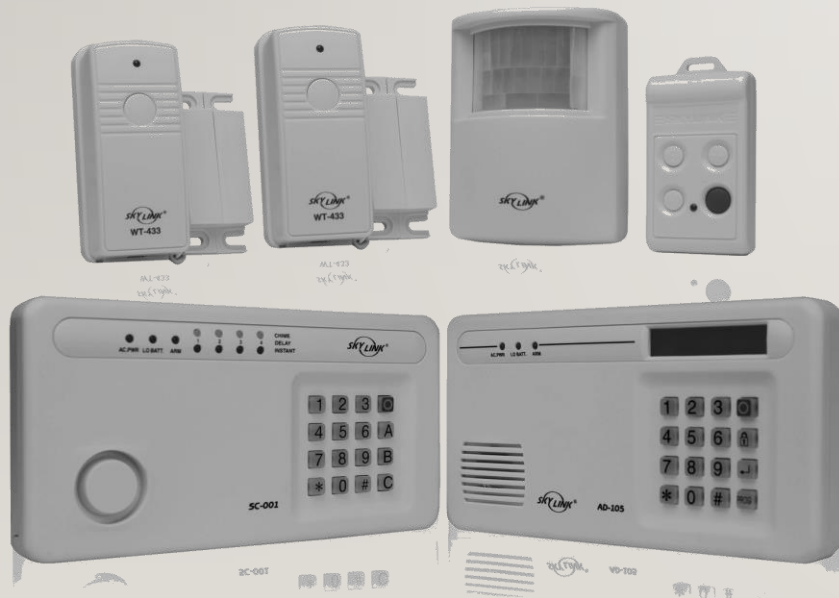
6. System for dust controlling .





THE FACTORY DESIGNS ARE FULFILLING THE REQUIREMENT OF G.M.P

7. Advanced alarm & security system with 250 surveillance cams connected online.





PRODUCTION LINES:

- **I. PHARMACEUTICALS PRODUCTION LINE :**
 - **TABLETS**
PRODUCTION CAPACITY = 700,000,000 TABLETS/YEAR





PRODUCTION LINES:

- **I. PHARMACEUTICALS PRODUCTION LINE :**
 - **GELATINE CAPSULES**
PRODUCTION CAPACITY = 500,000,000 CAPSULES/YEAR





PRODUCTION LINES:

- **I. PHARMACEUTICALS PRODUCTION LINE :**
 - **SYRUPS AND SUSPENSIONS**
PRODYCTION CAPACITY = 17,000,000 BOTTLES /YEAR





PRODUCTION LINES:

- **I. PHARMACEUTICALS PRODUCTION LINE :**

- **OINTMENTS AND CREAMS**

PRODUCTION CAPACITY = 10,000,000 TUBES /YEAR





PRODUCTION LINES:

- **I. PHARMACUTICALS PRODUCTION LINE :**

- **ORAL DROPS**

PRODUCTION CAPACITY = 2,000,000 BOTTLES/YEAR



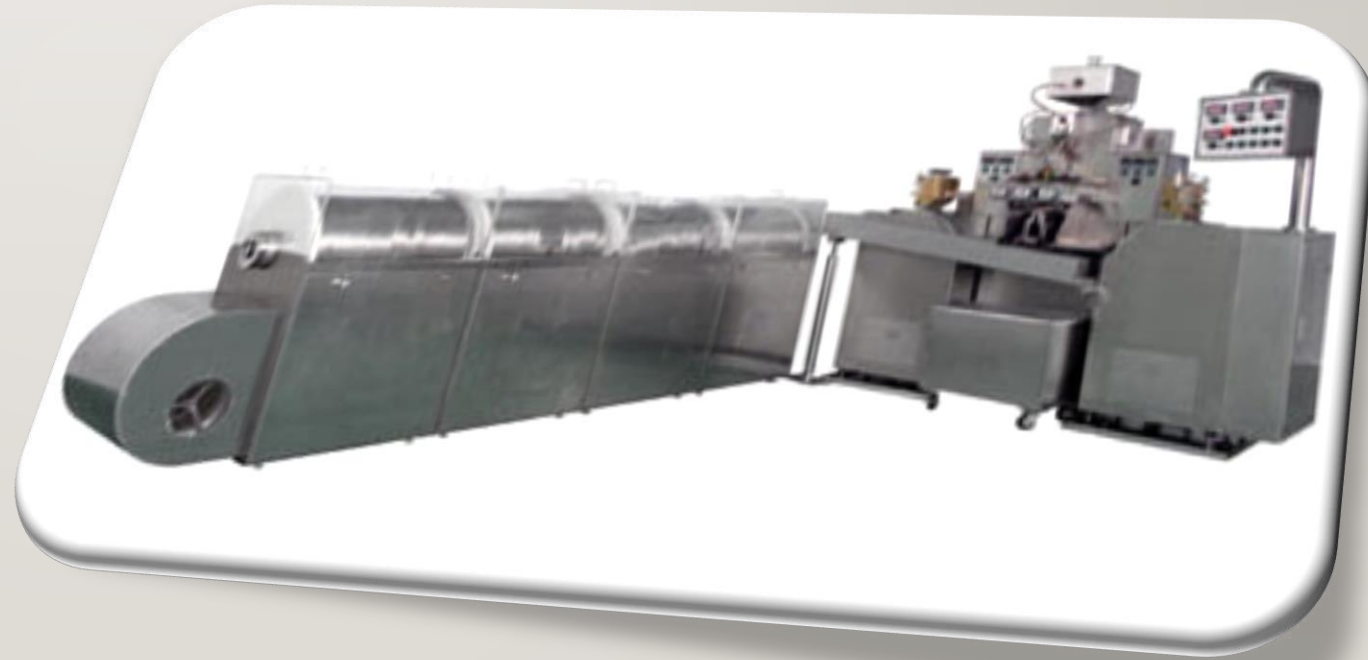


PRODUCTION LINES:

- **2. ANTIBIOTICS PRODUCTION LINE :**

- **GELATINIC CAPSULES**

PRODUCTION CAPACITY = 500,000,000 CAPSULES/YEAR





PRODUCTION LINES:

- **2. ANTIBIOTICS PRODUCTION LINE :**

- **POWDERS FOR SUSPENSIONS**

PRODUCTION CAPACITY = 7,000,000 BOTTLES/YEAR





PRODUCTION LINES:

- **2. ANTIBIOTICS PRODUCTION LINE :**

- **Tablets**

PRODUCTION CAPACITY = 500,000,000 TABLETS/YEAR



MDI STAFF (BY NUMBERS) :



1. Workers (2 shifts) = 170

2. Managers = 20

3. Chemists (Q.C.) = 20

4. Maintenance engineers = 10

5. Maintenance technicians = 20

6. Devices operators = 45

7. Pharmacists = 5 all of them have PhD degree

And we have a future plan to increase that number of staff





MDI FACORY SPECIFICATIONS

The area prepared for production is completely isolated from outside and the air introduced by special filters which are called high efficiency particular air filters (HEPA)





OINTMENTS AND CREAMS





SYRUPS AND SUSPENSIONS



TABLETS





BLISTERING





P.W.





QC LABORATORIES





WAREHOUSES :

- Reception store
- Storage halls
- Cooling store
- Labeling stores
- Cartooning stores
- Antibiotics stores
- Remaining products stores
- One additional warehouse in Amman airport free zone
- New cold chain
- The store keeper is specialized in cool chain records and the temperature is recorded twice daily (A.M. and P.M.) for accurate follow-up

WAREHOUSES :



WAREHOUSES :





MDI FOR MARKETING

Based on our perceptions that we must comply the needs of the Iraqi market which is one of the best in the middle east, the company established and holds number of scientific bureaus , wholesalers and retail drug stores to distribute and promote the company products.






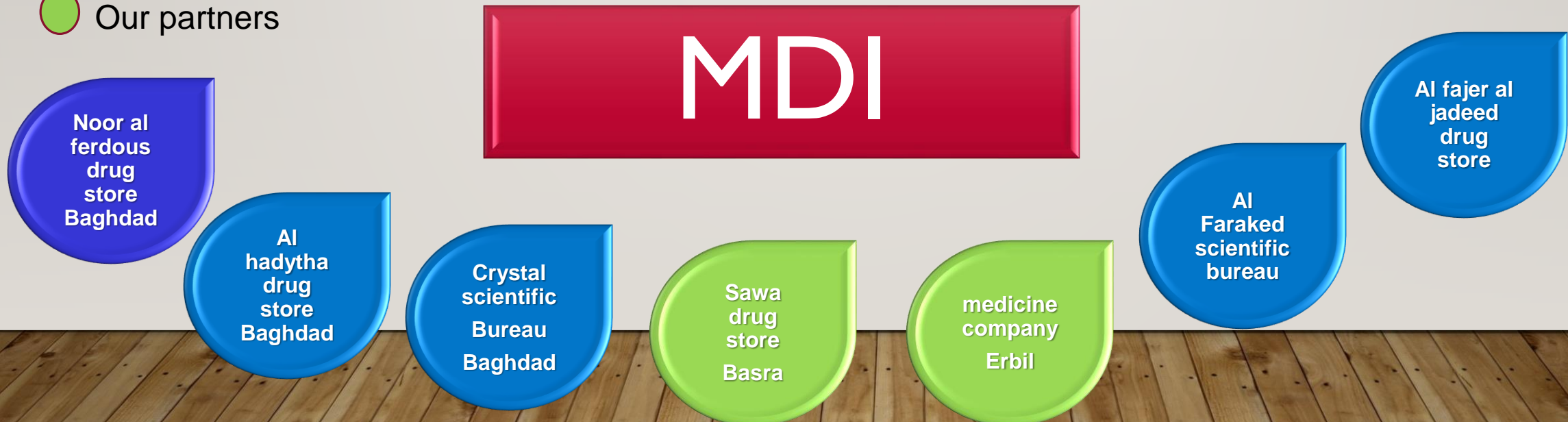
MDI FOR MARKETING

Our drug stores & scientific bureau are registered and approved by the Iraqi MOH & syndicate of Iraqi pharmacist .

As a licensed pharmaceutical wholesaler, we hold a full range of licenses approved by the Home Office, and we are inspected regularly by the Medicines Control Agency .

 Ours

 Our partners



COMPANY GEOGRAPHICAL PRESENCE

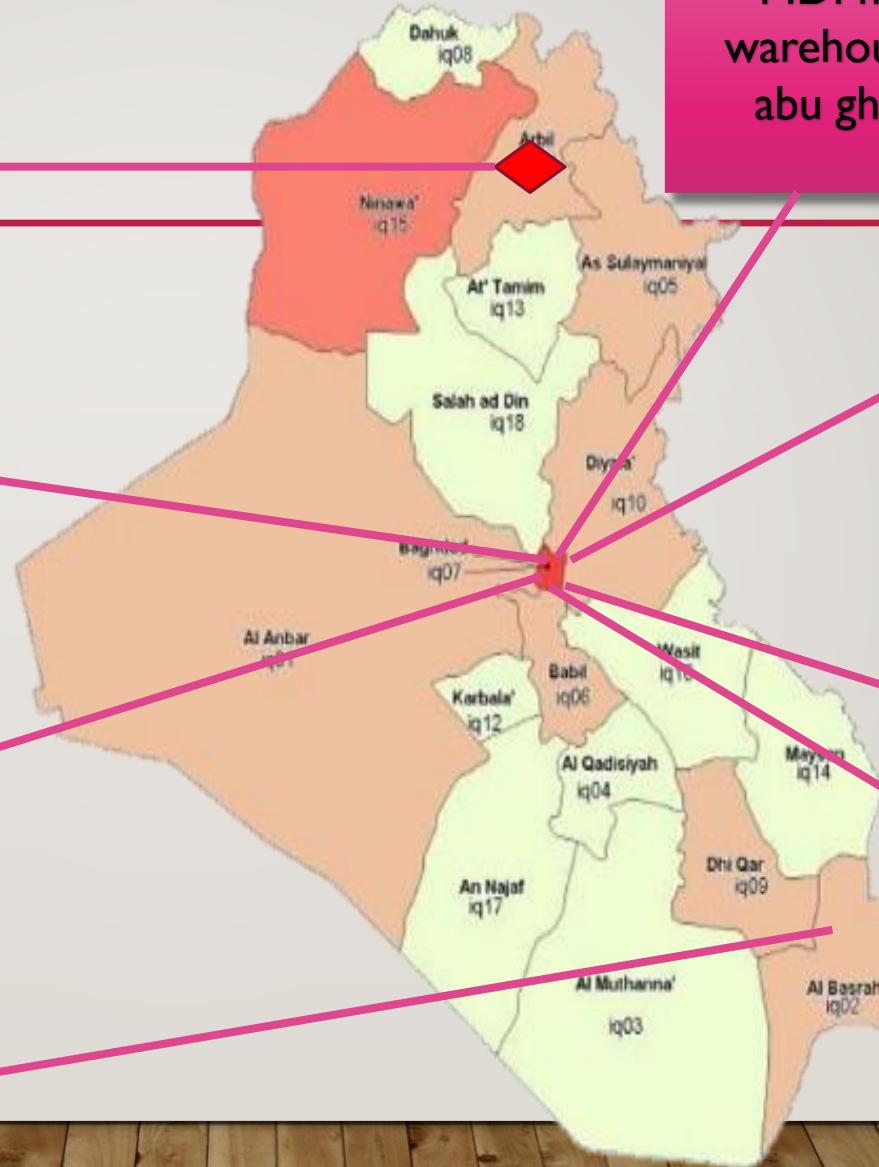


Medicine company
Erbil

Noor Alferdose
Drug store
Baghdad

Crystal scientific
bureau
Baghdad

Sawa
Drug store
Basra



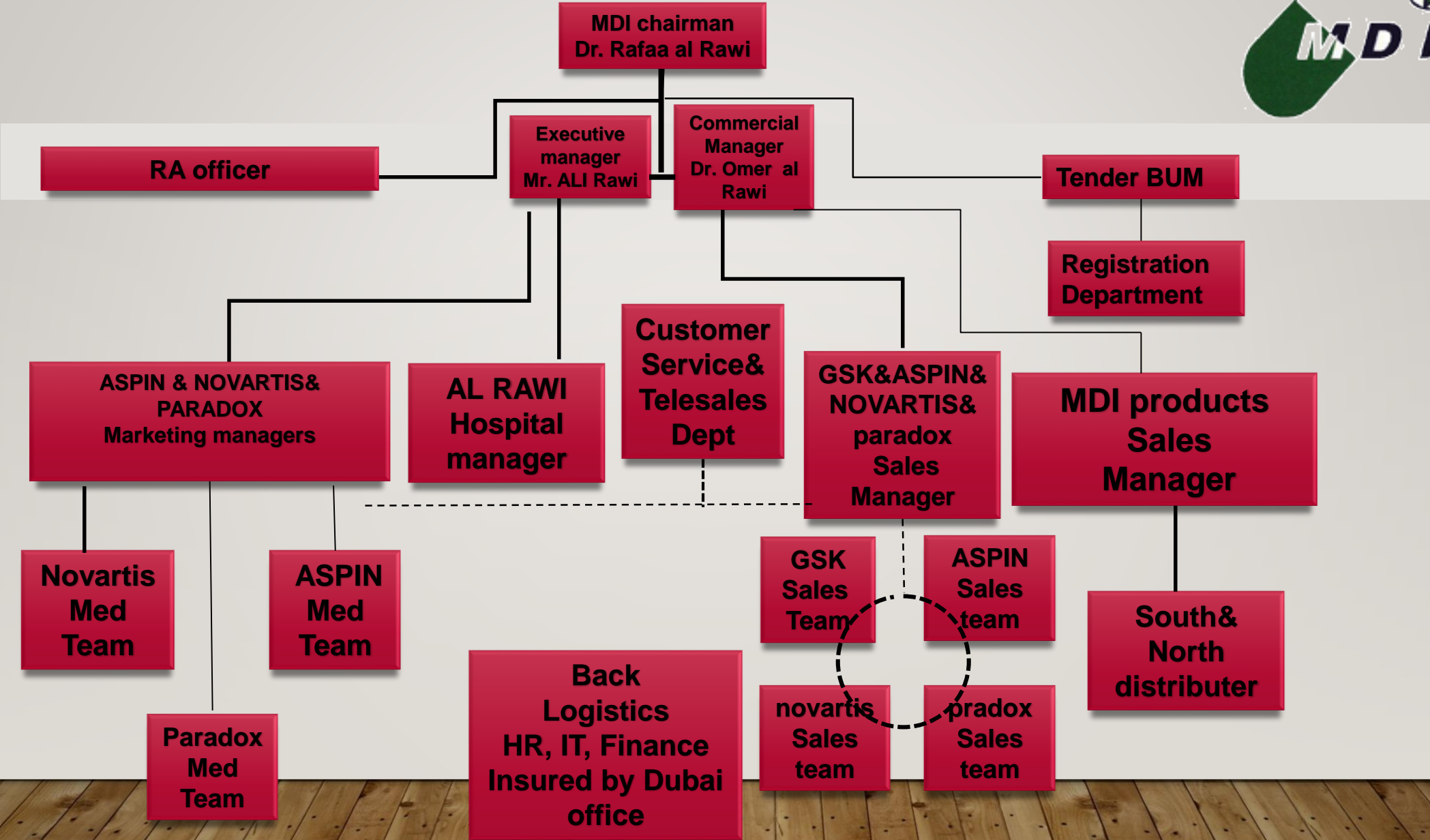
MDI main
warehouse in
abu ghraib

Hadytha drug
store
In harthya
-baghdad

Alfaraqed in al-
arasat-Baghdad

Al Fajer drug store
In al sadoun-Baghdad

MDI COMPANY FLOW CHART:





MISSION & VISION

- **The competent and dedicated work force of mdi are its most valuable asset. Today, there are (70) people who with their expertise and knowledge are working towards meeting the challenges .**
- **The entire workforce regularly undergoes extensive training for updating job knowledge, products training, promotion system, management skills .**
- **Since 2010 we have continued to expand our business to serve the ever increasing needs for the pharmaceutical and healthcare sector.**
- **exceeding the expectations of our internal and external partners, support them in achieving their goals and visions through a motivated professional team striving for excellence and we find ourselves completely geared to meet the challenges day by day.**
- **The vision of MDI is to become one of the top distributor for pharmaceuticals products throughout Iraqi Pharmaceuticals market.**



A-SALES DEPARTMENT

- **We provide efficient delivery service within 48 Hrs, for urgent delivery, we can provide same day delivery service.**
- **Our professional sales representatives provide useful updated-information to our customers on a regular basis.**
- **With a team of over 44 people headed by two regional managers; this team has developed long term relationships with all of our valued customers in both public and private sectors.**

Sales Department



B-MARKETING DEPARTMENT

- **MDI has its core marketing team that can provide efficient knowledge & with complete and accurate, information regarding pharmaceuticals**
- **We provide marketing for our partners, Headed by the marketing manager, and fully staffed with field force supervisors, professional medical representatives and administration staff.**
- **The team members are qualified and regularly trained, by our Principals and at external training institutes.**
- **Now we are promoting about 20 products through 28 med rep & 7 supervisors**





C- THE FINANCE DEPARTMENT

- provides support and services to all other divisions of the Company.
- It provides the basis for a strong financial monitoring day-to-day operations and maintaining the money flow.

The
FINANCE
Department



D- CUSTOMER SERVICE DEPARTMENT

As a company we know that customer service is of the utmost importance and we have staff specifically dedicated to speaking with all of our customers.



Best Customer Service:
Tips from the Customer Care Department



E- MARKET RESEARCH

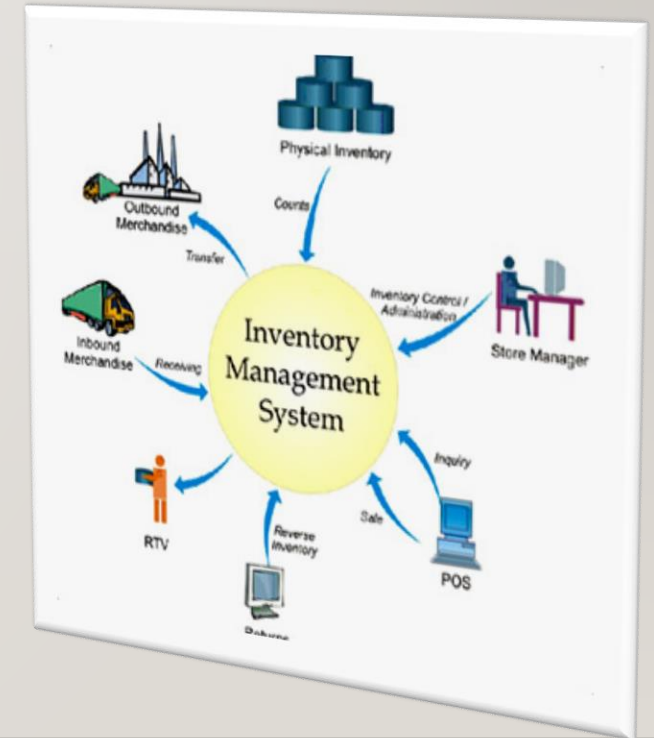
As part of requirement of marketing management, we provide market research of products and smuggled and parallel imported goods in the Market and give the actual image depending on our managers experience in our own retail drug stores .





F- INVENTORY DEPARTMENT

Strategically placed our computerized stock control and batch tracking system enable us to track deliveries and products .





G- REGULATORY AFFAIRS

We can handle & provide regulatory affairs services to our valuable partners who are in need.





DISTRIBUTION PROCESS

Our sales in all provinces of Iraq going according to Pharma code of ethics and in secure manner to insure the delivery of our products to all Pharmacies , Drug stores.

We had three main distributors in north, south & middle and an agent in each province for logistic support.

The individual wholesale depots are structured and empowered to provide the local service that customers require, with the support of the central corporate services.

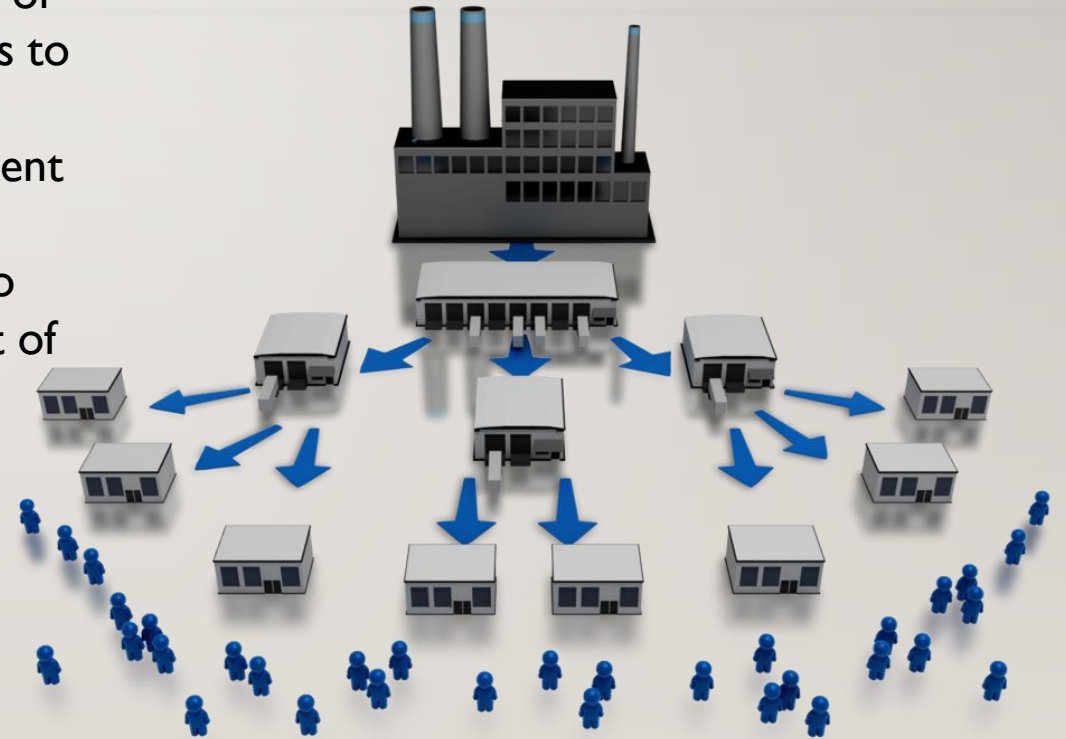
Alfajer drug store clients are about 800 DSs.

Noor Alferdoos drug store clients are about 1200 pharmacies.

Sawa drugstore Basra clients are about 500 pharmacies & DSs.

Medicine company Erbil clients are about 500 pharmacies & DSs.

Crystal scientific bureau 2000 clients , pharmacies and DSs.





MDI REGULARITY

We have a dedicated regulatory department with experience staff to handle all the regulatory requirements in relation to :

Registration.

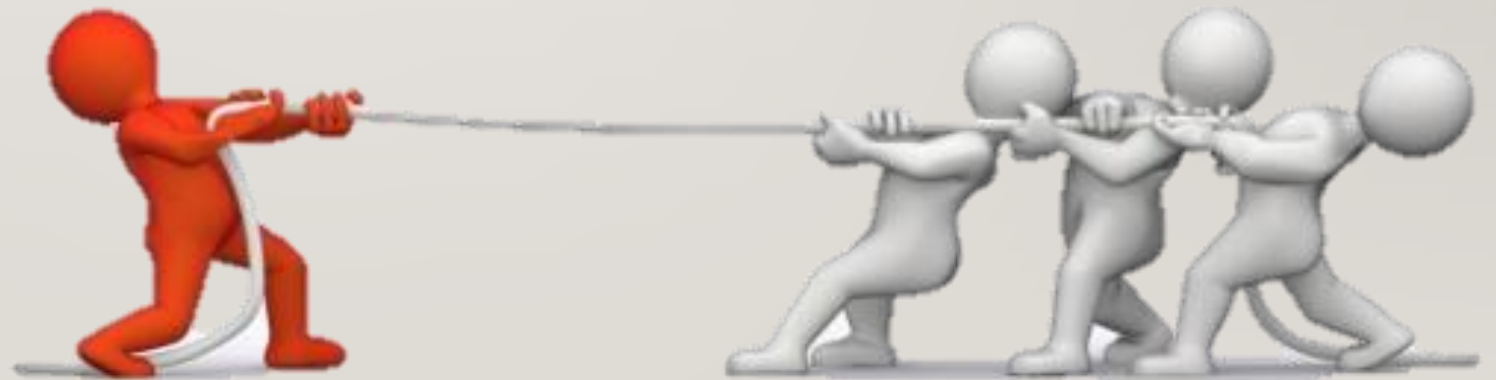
Tender business.





MDI-TENDER BUSINESS :

- 1. Prepare and present for tenders .**
- 2. Follow-up the process.**
- 3. Allocate medical representatives to the Iraqi M.O.H to ensure consumption and liquidation of drugs, increase demand for the next tenders to maintain and meet growth in targets and also to avoid expiries and competition threats .**
- 4. Lobbing KOLs in Kimadia and M.O.H.**
- 5. Follow TBI from LC opening till 100 % payment .**





MDI REGISTRATION :

1. Complete registration process for our principal companies and items .
2. Monthly registration reports .
3. Following-up the national committee for drug selection and its KOL .
4. Acquire importing licenses.
5. Renewals of registered products and submission of variations.
6. Submission of samples and follow up with MOH QC



WITH REGARDS



THE MODERN COMPANY FOR DRUG INDUSTRIES