

Excellence in Quality



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INTRODUCTION

“Orchidia Pharmaceutical Ind. is an outstanding Egyptian model specialized in the production of pharmaceutical ophthalmic products. We are ranked second in terms of total sales value with the highest growth rate in the Egyptian ophthalmology market. We have accomplished such unprecedented success because we believe we can. We have faith in our strength, and we forge our own unique model of success, and we have always done everything we do with joy and passion.”



Dr. Ossama Abass
Chairman & Managing Director

“Improving
people’s lives
is at the heart of our **success**”



HISTORY

It all began in 1993, Orchidia Promotions was established, as a pharmaceutical service provider in the field of marketing and support activities like DRA, recruitment, training, etc. Orchidia Promotions entered the pharmaceutical sector in Egypt with the aim of providing promotional services to multinational pharmaceutical companies, this was the gateway through which Orchidia gained its vast experiences.

Orchidia Promotions served as the local agent for many well-known multinational pharmaceutical companies from 1993 till 2002. During this period, Orchidia Promotions was responsible for launching, marketing and distribution of a wide range of eye care and general medicine products in Egypt. At that time; both Dr. Ossama Abbas (current Chairman & CEO of Orchidia) with the late Dr. Salwa Eid acted as marketing and distribution consultants.

In 2003 Orchidia Promotions changed its name to be Orchidia Pharma due to a change in company activities.

Orchidia Pharma used its accumulated expertise to shift from a service provider to a local manufacturer for affordable high-quality eye care products.

In 2005, Dr. Ossama Abbas decided to build our own manufacturing facility "Orchidia Pharmaceutical Industries" in Al-Obour city industrial area. Orchidia's manufacturing site is the 1st plant in Egypt to introduce the Blow-Fill-Seal technology for producing ophthalmic solutions. This technology ensures precision and product sterility; as each plastic bottle is formed, filled, and sealed in a totally sterile automated process without any human intervention.

Since then, Orchidia has catapulted into a leading position in the Egyptian market, with an ever expanding regional presence. We are currently ranked second in terms of total sales value in the ophthalmic market among 51 operating competitors. We have lead growth in the market in the past decade, nearly doubling the rate of market growth.

VISION

“To become a leading pharmaceutical value creator with a growing international presence.”

MISSION

“We are committed to provide high quality, affordable, consistently available healthcare products to the Egyptian market with an expanding global partnership. We do this by committed investment in optimized, standardized operations that accumulate unique know-how and expertise.”

STRATEGY:

1. Business Model Modification:

- Internally: Develop strategic business units.
- Externally: Joint ventures – acquisition – licensing.

2. Innovation empowerment:

- Create innovative culture.

3. Diversification.

4. Portfolio management through:

- New Products.
- New Geomarkets.

5. Enforcement of an environment that attracts, retains and trains high calibres.



CORE VALUES

Quality and Continuous Development

Maintaining up scaled and refined standards of our practices performed in all areas of work. We are highly committed to achieve high degree of excellence and performance standards, delivering high quality products, ensure attaining customers' satisfaction, profitability and future development of our company and talents.

Accountability

Accountability is reliability and personal responsibility. We honor our commitments to our customers and to each other. We take ownership of our work, responsibility of our actions and continually take preventive and corrective actions to better serve the best interest of our stakeholders.

Customer focus

Developing a customer centric culture, we develop a deep understanding of our customers' needs and aspirations, continually delivering, evaluating and improving our services to exceed their expectations and to ensure gaining and maintaining their satisfaction and loyalty.

CORE VALUES

Collaboration

We believe in the power of working together and maintaining successful and effective work relations with all of our stakeholders. We recognize that we are stronger and more effective as a team than as individuals also we realize that Shared goals and mutual support lead to greater success as best results stem from integrating a mix of perspectives, talents, and experiences.

Communication & Feedback

Delivering messages, sharing information and insight with accuracy, clarity, concisely and with confidence. We listen effectively, understand and respond to all of our stakeholders. We Promote free-flowing communication and provide timely, accurate and constructive feedback.

Discipline

Committing and abiding by laws, ethical and legal frameworks, policies and procedures. Building adherence and acceptance among team.

Innovation & Creativity

We seek new ideas, approaches, insights, and encourage developing workable solutions We strive to explore new possibilities to overcome challenges and create success. We pursue, capitalize and capture opportunities for organizational improvement and devises effective change initiatives.

ORCHIDIA MANUFACTURING FACILITY

Orchidia Pharmaceutical Ind. manufacturing facility is one of the largest in the Middle East specialized in producing of ophthalmic products (solution, gel, emulsion, suspension, and ointment). Our total building area is 3000 m² with 6000 m² of landscaping.

Orchidia Pharmaceutical Ind. manufacturing facility was established in 2009 & started its first batch production in 2010. This makes it the first manufacturing facility in the Middle East to introduce Blow Fill Seal (BFS) technology. BFS technology is the technology that eliminate the intervention of any human element throughout the whole sterile production operation.

Our production facilities include a set of independent production lines efficiently sharing infrastructure. We have seven filling Machines, three packaging lines fully equipped with Track & Trace systems.



We are also expanding into sterile semi-solid forms. To be specific, our production facilities comprise:

1. Conventional Filling Machines:

- (CAM) with production capacity of 8 Million Units/Year.
- (IMA) with production capacity of 20 Million Units/Year.
- (Bausch + StrÖbel) with production capacity 30 Million/year.

2. BFS Filling Machines:

- Rommelag 312 Machine with capacity of 8 Million Units/Year.
- Rommelag 321 Machine with capacity of 16 Million Units/Year.
- Rommelag 321M Machine for production of BFS single dose unit (preservative free), with capacity of 49 Million Units/Year.

3. Packaging lines:

- (CAM) with production capacity of 20 Million Units/Year.
- (IMA) with production capacity of 30 Million Units /Year.

4. Sterile semi-solid Machine :

- (IWK) compact line filling & packaging with production capacity of 12 Million Units/Year.



QUALITY CERTIFICATES



CORPORATE SOCIAL RESPONSIBILITY

At Orchidia, we believe that we have responsibilities and commitments towards our society. Our success is not measured only in financial terms, but also in our commitment to serve our community CSR (Corporate Social Responsibilities).

Orchidia started its ongoing CSR campaigns as soon as production commenced in 2009. Our activities included improving inpatient clinics, providing enhanced services for patients in ophthalmic hospitals and eye care centers throughout the country. We donated tens of slit lamps, auto refs, retinoscopes, biometry, schoitiztonometers and ophthalmic ultrasound equipment.

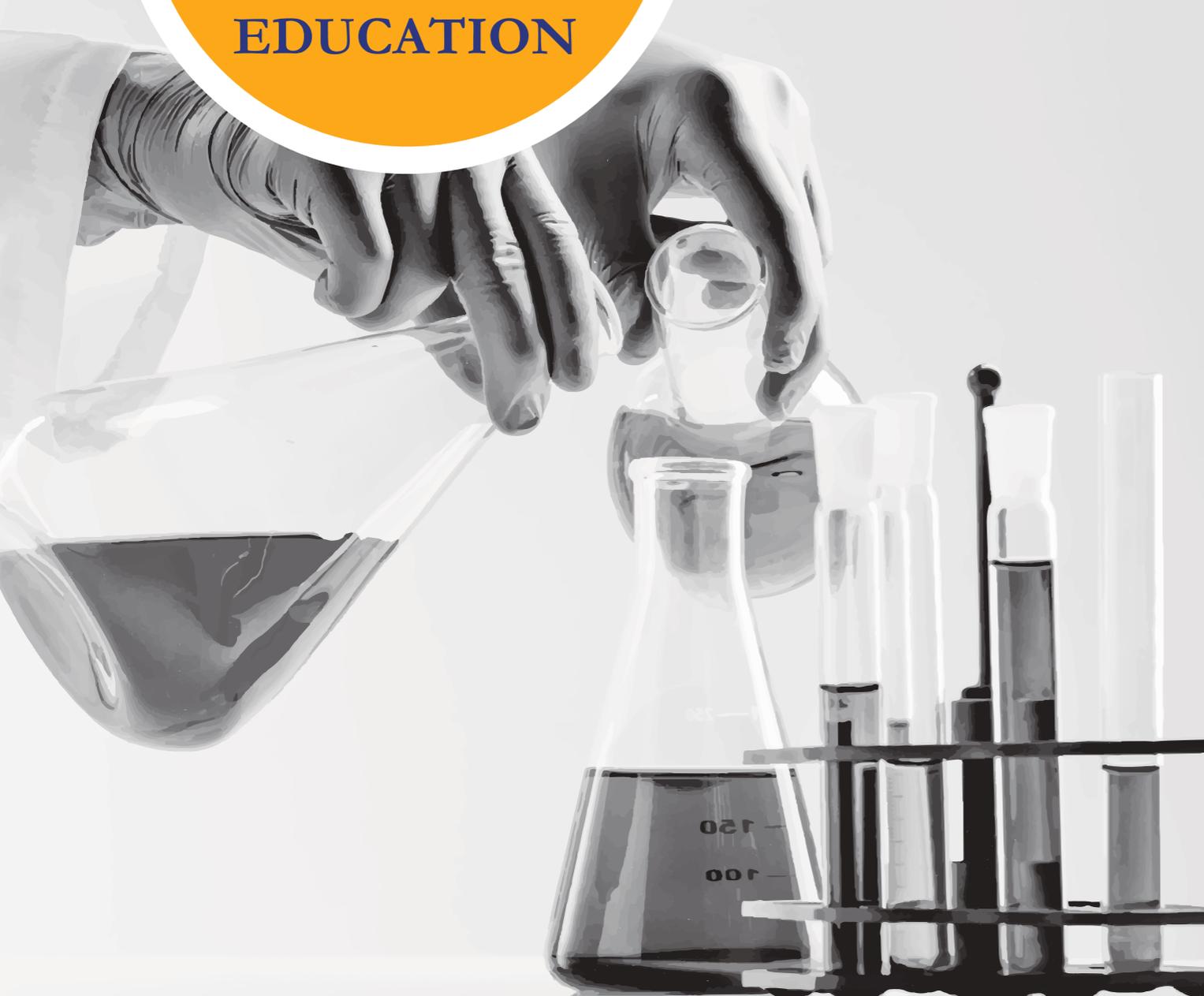
Enek Fi Enena:

One of our most successful CSR campaigns is “Enek Fi Enena - عنيك في عيننا”. The campaign set and achieved an ambitious goal to combat blindness through a comprehensive survey to identify cases of Cataract and Glaucoma.

The campaign aims to improve the level of community health and eliminating diseases causing visual impairment. We have supported activities in some of the most isolated locations in Egypt, bringing this valuable service to people where they live instead of asking them to move to the service.



CONTINUOUS MEDICAL EDUCATION



CME (Continuous Medical Education) has always been an integral part of our mission. The project links science to the market, industry to academia, and the present to the future. We provide valuable educational and scientific services to doctors from all backgrounds starting from junior doctors.

We aim to provide clinical and practice management education through different projects that provide knowledge, skills, and science to all levels of doctors. One of our more successful CME projects is the wetlab.

Wetlab Project:

The Wetlab course is a basic course in Phacoemulsification offered by Orchidia Pharmaceutical which is tailor-made to suit the needs of our future surgeons. It provides step by step training on Phaco procedure and gives them the confidence to handle their own Phaco procedures at the end of the course.

Our aim is to provide and upgrade surgical skills and knowledge to generate skilled group of professionals who can spread quality vision care across all sectors.



PRODUCTS



Anti-Infective



AVAZIR
Tobramycin 0.3%



FORTYMOX
Moxifloxacin 0.5%



ORCHACIN
Lomefloxacin 0.3%



OFUSIDIC
Fusidic Acid 1%



GATYXEL
Gatifloxacin 0.3%



GATISTAR
Gatifloxacin 0.5%



ACANTHAPROP
Propamidine isetionate 0.1%

Artificial Tears & Eye Lubricants



CORNETEARS
Retinol palmitate 1000 IU



SOLOFRESH
Sodium Hyaluronate 0.2%
Polyethylene glycol 400



ORCHATEARS PLUS
Polyvidone 5%

PRODUCTS

Anti-Inflammatory



EFEMYO
Fluometholone Micronized 0.1%
Tetrahydrolizine HCl 0.025%



ORCHAPRED susp.
Prednisolone Acetate 1%



ORCHAPRED gel
Prednisolone Sodium Phosphate 0.5%



DIFLUSTERO
Difluprednate 0.05%



NEVXAL (NSAID)
Nepafenac 0.1%



BROMOFLAM (NSAID)
Bromfenac 0.09%

Anti-Inflammatory & Anti-Infective Combinations



CO-AVAZIR
Tobramycin 0.3%
Dexamethasone 0.1%



ORCHADEXOLINE
Chloramphenicol 0.5%
Dexamethasone phosphate 0.1%
Tetryzoline 0.025%



DUOEFFECTUM
Ofloxacin 0.3%
Dexamethasone 0.1%



FORTYMOX PLUS
Moxifloxacin 0.5%
Dexamethasone phosphate 0.1%

Anti-Allergic



ORCHAZID
Ketotifen fumarate 0.025%



TRILLERG
Tetryzoline hydrochloride 0.04%
Antazoline hydrochloride 0.05%
Hydroxypropyl Methylcellulose 0.3%



CONJYCLEAR
Olopatadine 0.1%



CONJYCLEAR FORTE
Olopatadine 0.2%



ORCHINOHIST
Alcaftadine 0.25%



ORCHABEPOST
Bepotastine Besilate 1.5%



ORCHAZID SDU
Ketotifen 0.025%

Anti-Viral



GANVIR
Ganciclovir 0.15%

Mydriatics



ATROPINE SULFATE 1%
Atropine Sulphate 1%

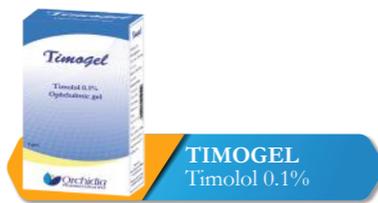
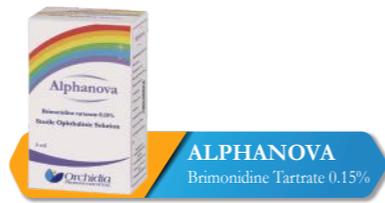
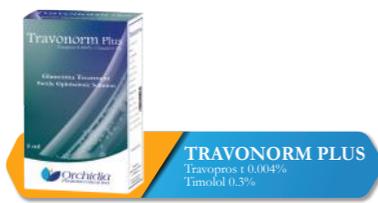
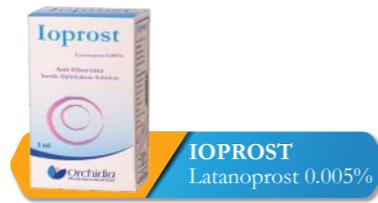
Hypertonic Solutions



SODIUM CHLORIDE
Sodium Chloride 5%

PRODUCTS

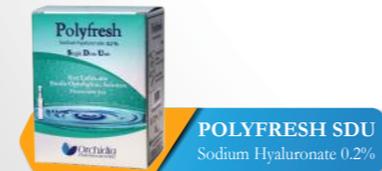
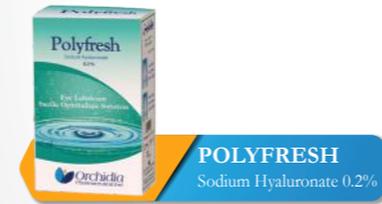
Anti-Glaucoma



Dietary Supplements



CE Products Artificial Tears & Eye Lubricants



Contact Lens Solutions



EXPORT & REGIONAL EXPANSION PLAN

In 2010 we started our export activities with a plan to quickly but sustainably expand in several regional markets. We have already achieved the first milestone by establishing a presence in 20 African and Middle Eastern markets by 2015. We are currently in the second phase, with growing presence in the GCC, and a plan to enter the EU by 2021.

Orchidia Pharmaceutical Ind. currently exists in 32 countries. We have an effective and scaling approach from registration up to physical presence and promotion. A cornerstone of our export philosophy is to partner with the most reputable business partners/agents in each country.

List of agencies:

	Kingdom Of Saudi Arabia (KSA) Saudi Arabia Drug Store Co		UAE Pharma Link		Burkina Faso Faso Global Marketing
	Sudan UNIPHARMA CO. LMTD.		Bahrain Nasser Pharma		Ivory Coast Epicentre
	Jordan Nabih Nabulsi Drugstore		Kuwait Al-Wazzan Group		Gabon Innov-Ken Pharma
	Yemen Al-Rasheed		Sultanate of Oman Al Razi Pharmacy LLC		Senegal Interface Pharma
	Ethiopia Ramada Trading P.L.C		Lebanon MacroMed s.a.r.l.		Guinea Promed Pharma Guinea
	Libya Khat El-Tamas		Georgia Egaz Pharma		Cameroon Promopharma
	Nigeria Living Good Pharmaceuticals LMTD.		Azerbaijan Egaz Pharma		Mali Apro Pharma
	Burundi Blix LMTD		West African Countries Cofrex Egypt		Benin Horeb Pharma
	Uganda Wide Spectrum Enterprises (U) LMTD.		Togo Horeb Pharma		Niger Horeb Pharma
	Iraq ALQAND Group		Congo Promed Pharma Congo		Regional Tender Business Qatar and Eritrea



We have achieved regional penetration through 32 countries



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