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**YOUR HEALTH COMES FIRST**



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# OUR PHILOSOPHY



Enana is a women-owned business operated and controlled regularly by Mrs. Nayzak Al Tamimi to promote gender equity.

## OUR MISSION

We thrive to improve the healthcare sector by providing the most innovative and state-of-art pharmaceutical and medical products to every single healthcare consumer in the Iraqi market.

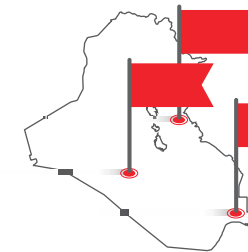
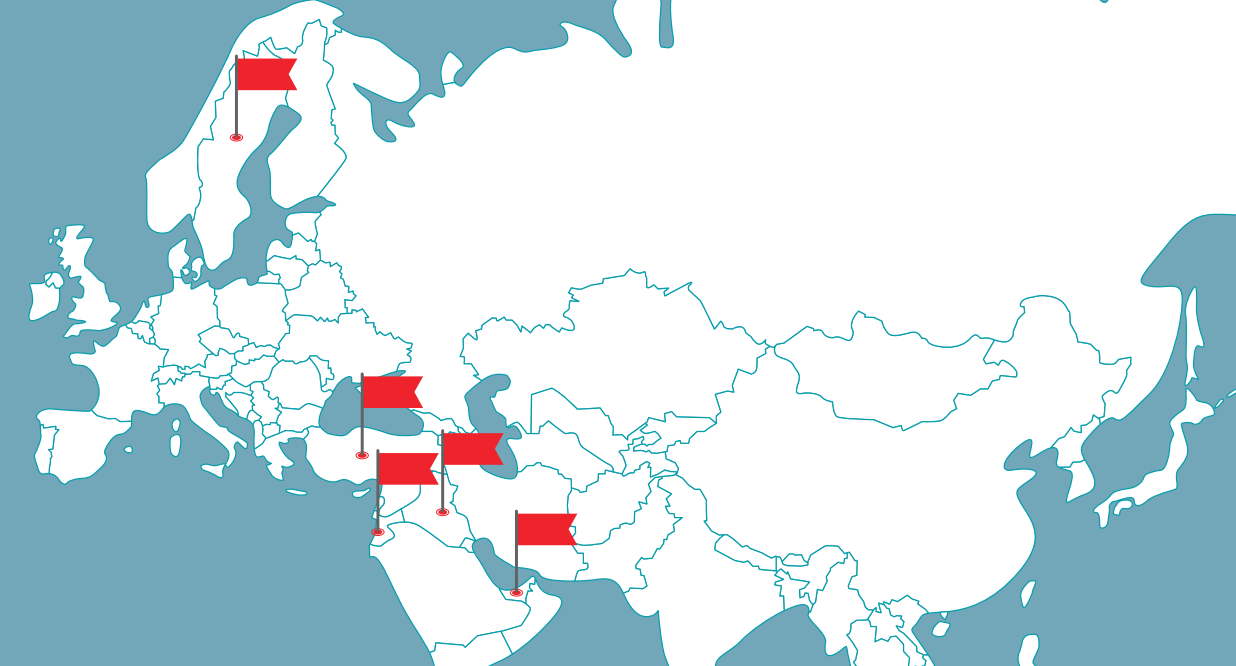
// Opportunities don't happen, you create them. //

Chris Grosser

## OUR VISION

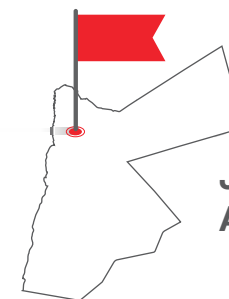
To be recognized as Iraqi number one healthcare provider & have the capabilities of manufacturing pharmaceuticals in the near future.

# ENANA BRANCHES

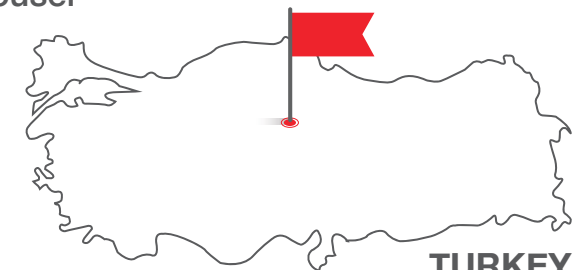


### IRAQ

- Baghdad
- 2 Main Offices & 2 Showrooms
- Erbil
- Karbala
- Basrah
- Mousel

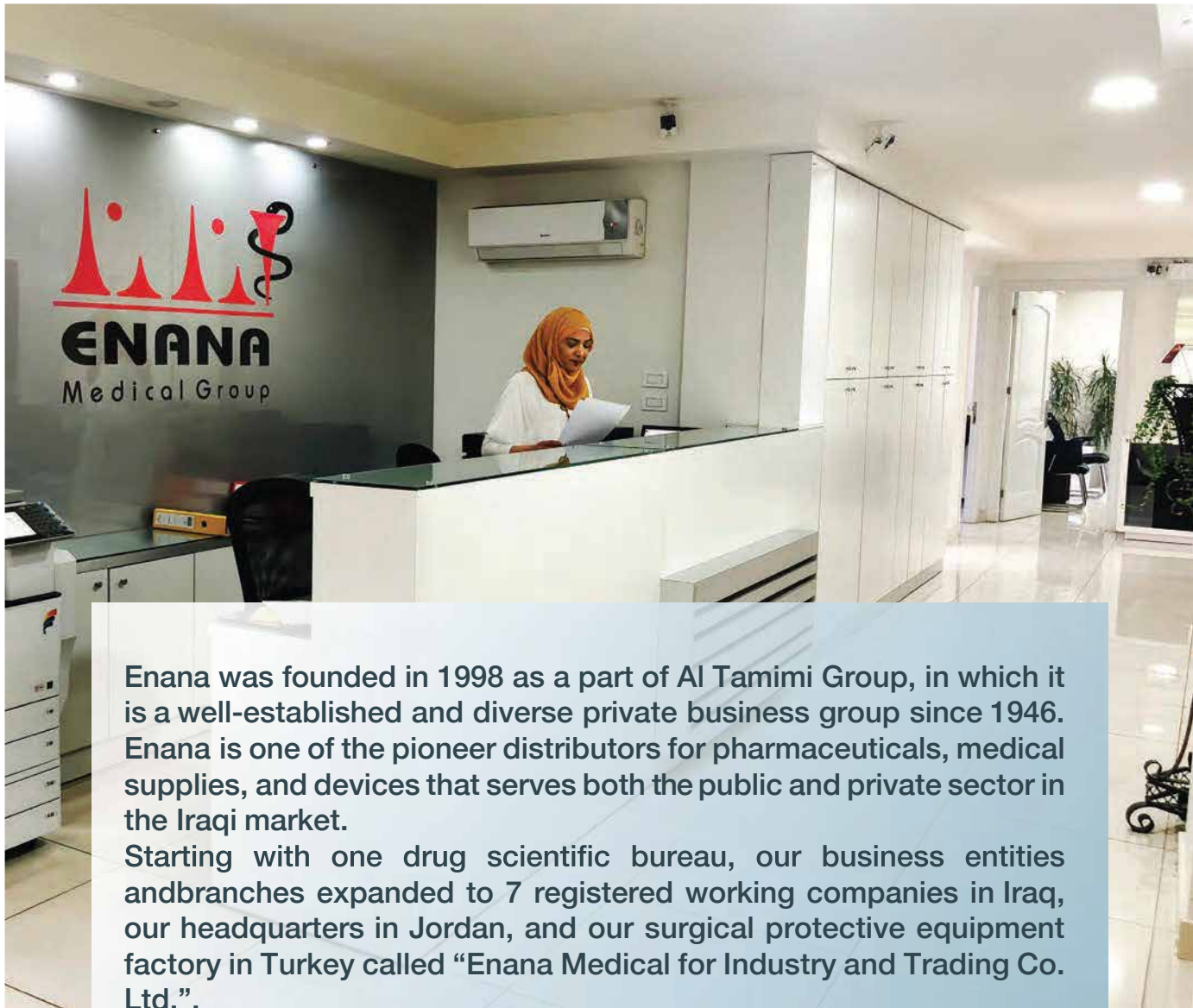


Jordan,  
Amman HQ



TURKEY

# ABOUT ENANA



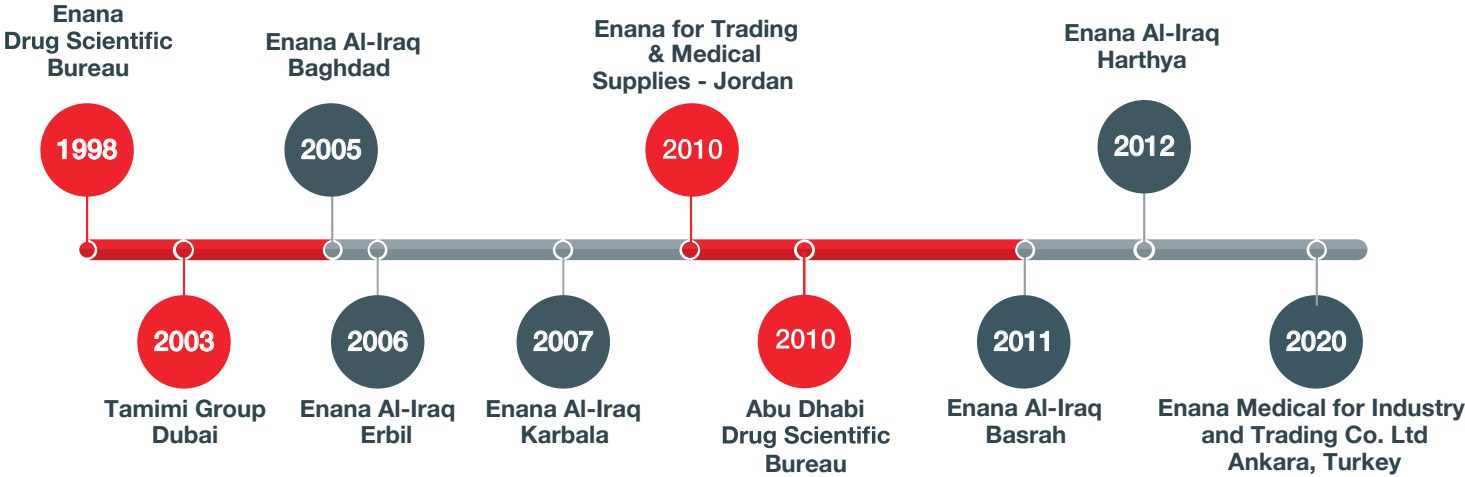
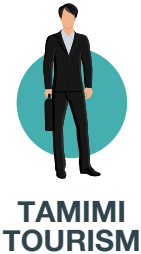
Enana was founded in 1998 as a part of Al Tamimi Group, in which it is a well-established and diverse private business group since 1946. Enana is one of the pioneer distributors for pharmaceuticals, medical supplies, and devices that serves both the public and private sector in the Iraqi market.

Starting with one drug scientific bureau, our business entities and branches expanded to 7 registered working companies in Iraq, our headquarters in Jordan, and our surgical protective equipment factory in Turkey called “Enana Medical for Industry and Trading Co. Ltd.”.

# TAMIMI GROUP ORGANIZATION



FORMER CHAIRMAN  
Mr. Saad Al-Tamimi





# ENANA CAPABILITIES



With an annual business revenue of 74\$ million & approximately 210 employees, Enana strives to serve governmental and non-governmental sectors such as the Iraqi Ministry of Health (MOH) through its procurement division KIMADIA (The State Company for Marketing Drugs and Medical Supplies) with the best quality, value, and service.

We have successfully developed a diverse portfolio of agencies with over 40 different international and regional suppliers which offer a broad range of products and technologies.

Ongoing training and constant development are the heart of Enana's strategy to ensure its human resources meets global standards.

# ENANA SERVICES

Enana provides its customers with the best products & solutions at convenient prices. It ensures excellent after-sales services.

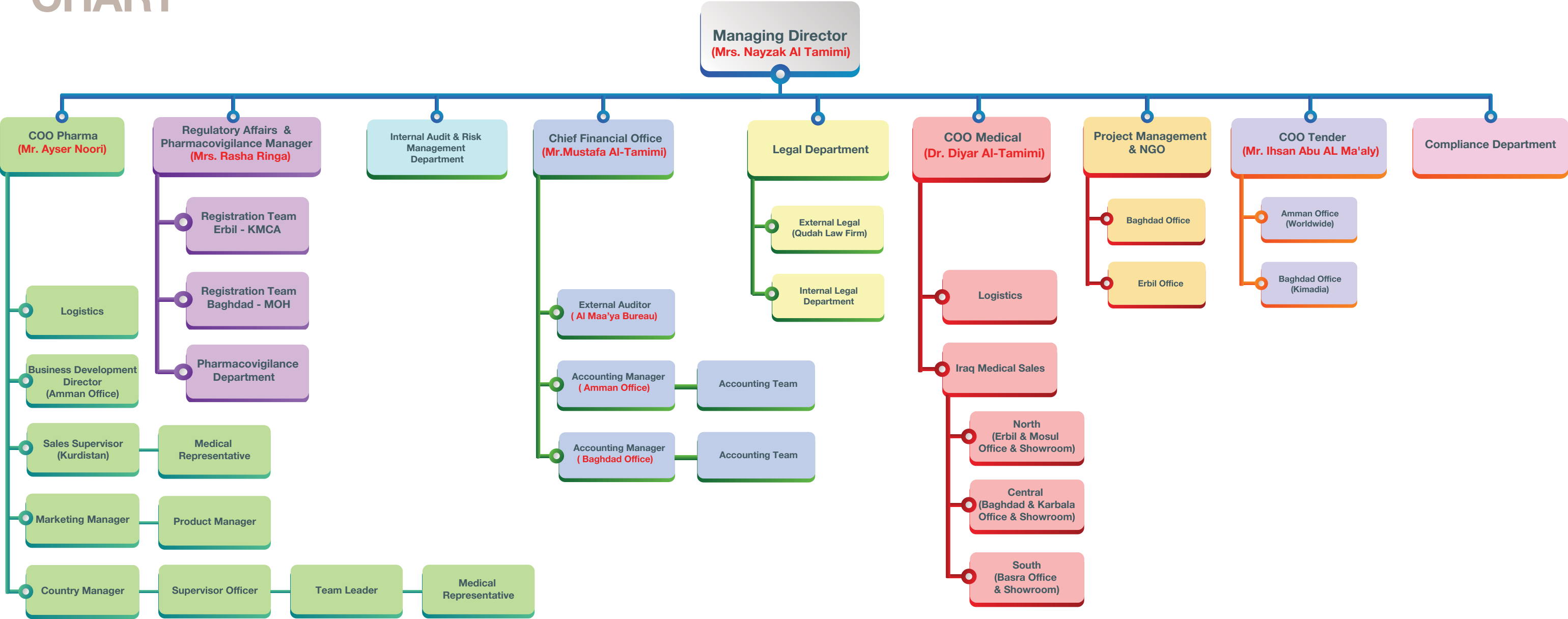
Enana leverages on its resources, knowledge, business network, and reputation to provide its suppliers with local support such as: -



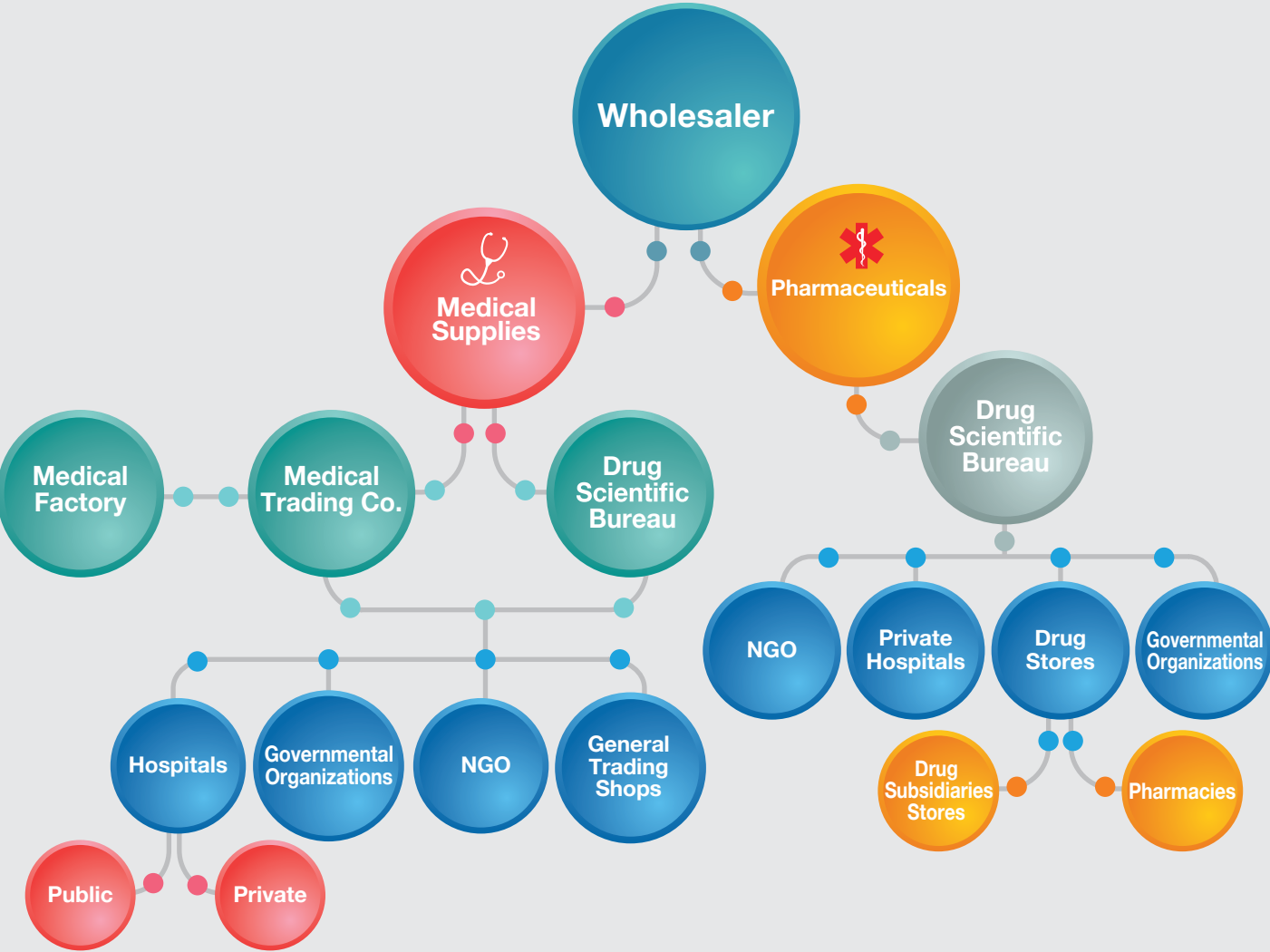
- Promoting products through workshops, seminars and other marketing activities.
- Introducing new products to key medical professionals and decision-making committees to obtain product approvals.
- Utilizing its logistic resources to provide an active, rapid and safe products distribution network in Iraq from port of entry up to the client's warehouses.
- Initiating and closely following up on all registration procedures for the suppliers and their products in the Iraqi MOH and KMCA.
- Providing suppliers with market access such as KIMADIA's needs, estimated tender budget, and last awarded prices as well as competitors' prices.
- Engaging in public sector tenders and closely following up with the suppliers to ensure day to day work progress.
- Manufacturing & supplying high-value surgical packages, surgical drapes, surgical gowns, isolation (protective) gowns, and disposable mask products of best quality.



# ENANA ORGANIZATIONAL CHART



# WHOLESALE CHART



# LOGISTIC NETWORK



## Warehouses

Enana has its own warehouses in Iraq & Jordan in which we store and maintain the products, in compliance with temperature and safety protocols, ready to be shipped to customers.

## Iraq

We have warehouses distributed accross Baghdad with a total area of more than 6000m<sup>2</sup> in storage, and other warehouses distributed across other provinces with a total area of more than 1000m<sup>2</sup>, fully transported and distributed by vehicles.

## Jordan

Joint venture with Ibn Sina drugstore since 2000, in which it is considered the biggest industrial zone in Zarqa, and other zones in the airport. All in adherence to FDA requirements and GMP-standards.





# ENANA ACHIEVEMENTS

Enana achieves its good quality of service perception and great foundation of loyal clients by the continuous dedication and engagement of Enana employees and management.

Enana invests in its workforce by conducting training programs and providing up-to-date knowledge on a high caliber basis.

Because of our vast experience and professional way in dealing with the Iraqi MOH/Kimadia, Enana has built a strong solid relationship that led to great achievements in medicines, vaccines, and medical supplies contracts.



# SALES & MARKETING



Enana has its field sales & promotion team, with cluster management including separate business units as per companies' portfolios & markets segmentation.

Enana sales & collection team, consisting of more than 97 professional employees with a high caliber & excellent productivity.

Enana applied a customer relationship management (CRM) with a well-known software company (Repzo) that made Enana one of the pioneer agents in the region.



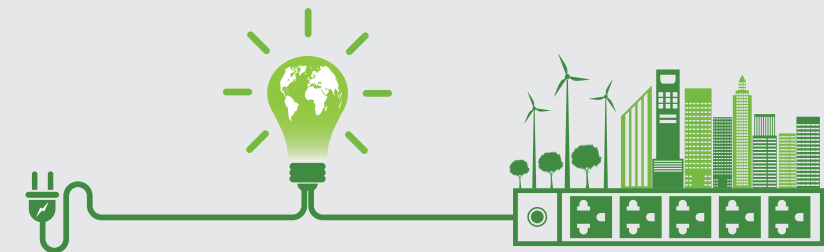
## ENANA ACHIEVEMENTS

Enana has built a solid association with the United Nations (UN) and international non-governmental organizations (NGOs) in Iraq by supplying medical devices & equipment which comply with all the international standards and meet IEC 9-1-60601 standards on environmentally conscious design.



## ENVIRONMENTAL IMPACT

Enana, as a medical products supplier, always takes into account about creating environmental impacts and maintaining sustainability. Our priority is to partner with the manufacturer's consideration about practicing environmentally- friendly principles. for all stages of a products life cycle from initial specification to end of life management.



# ENANA HEALTHCARE SCOPE OF MEDICINE

- PHARMA
- BEAUTY
- MEDICAL  
SUPPLIES

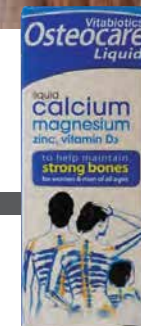
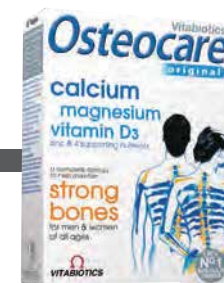
## PHARMA





Perfectil

UK's  
**No1**  
BEAUTY  
SUPPLEMENT  
BRAND



  
**VITABIOTICS**  
SCIENCE OF HEALTHY LIVING





MR. TUMEE™

# STAY HEALTHY CLEAN YOUR NOSE

NOW WITH THE POWER OF **SEA ALGAE**

NEW  
PRODUCT

ALGOMER  
COMPLEX  
Hypertonic sea  
water solution  
Eucalyptus,  
Spearmint  
& Thyme



  
Sinomarin®





OTHER  
PHARMA  
PARTNERS





  
**VIVACY**<sup>®</sup>  
PARIS



NEW 2020

New addition to our portfolio

ego™ the science  
of healthy skin™



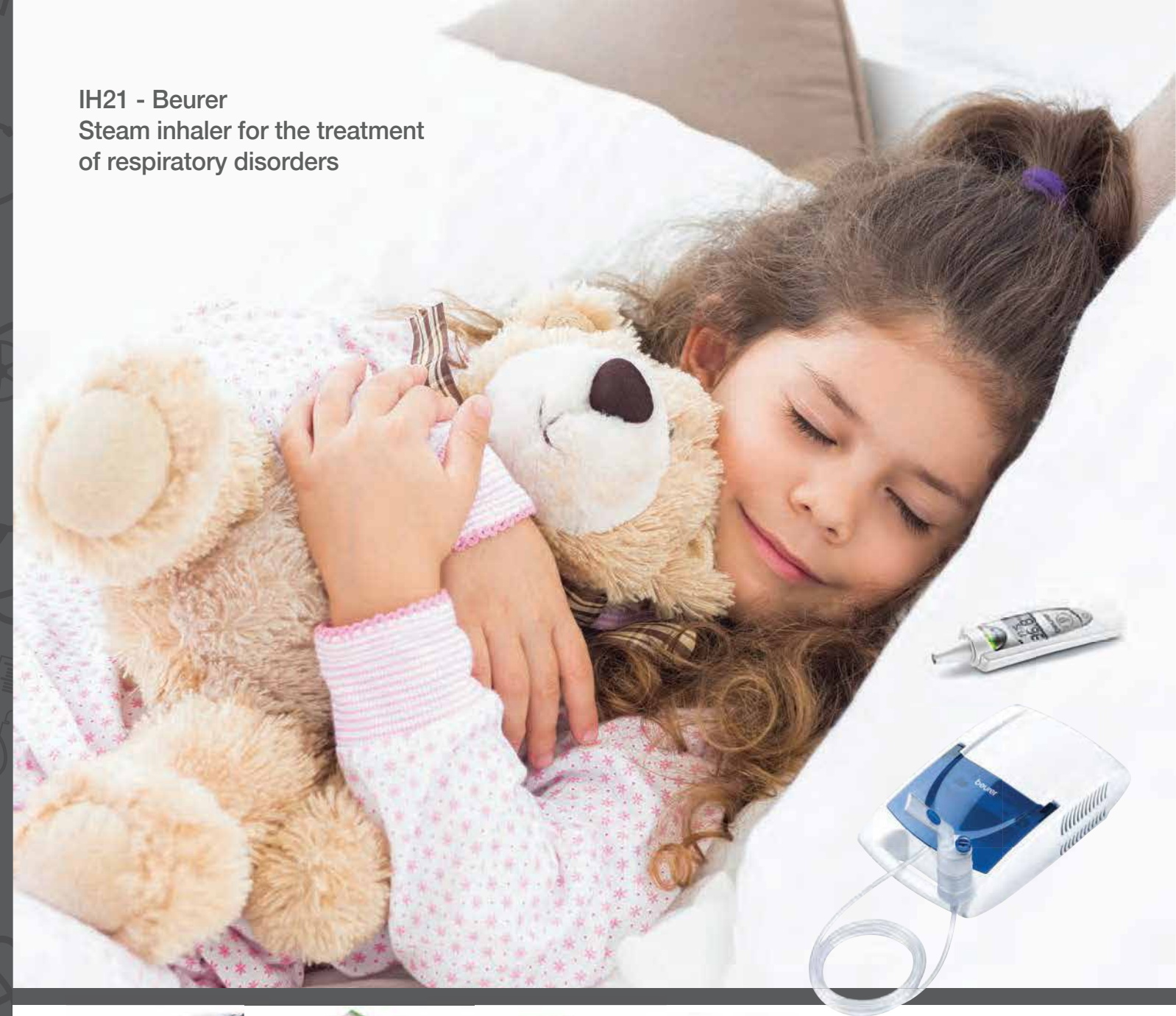
QV





# MEDICAL & HOSPITAL FURNITURE

IH21 - Beurer  
Steam inhaler for the treatment  
of respiratory disorders





# ENANA MEDICAL FOR INDUSTRY AND TRADING CO. LTD.

Because of our consistent objective to pursue constant progress, and due to the urgent need of the market in the previous period for pandemics prevention supplies, we established “Enana Medical for Industry and Trading Co. Ltd.” that is specialized in the production of high value surgical packages, surgical drapes, surgical gowns, isolation (protective) gowns, and disposable mask products. The company has been certified with ISO 9001:2015, ISO 14001, ISO 13485:2016, and GMP license.



# PRODRAPE

## SURGICAL DRAPES



SUMBOW MEDICAL  
Healthier your life



# Healthium

Access to precision medtech  
for every patient, globally



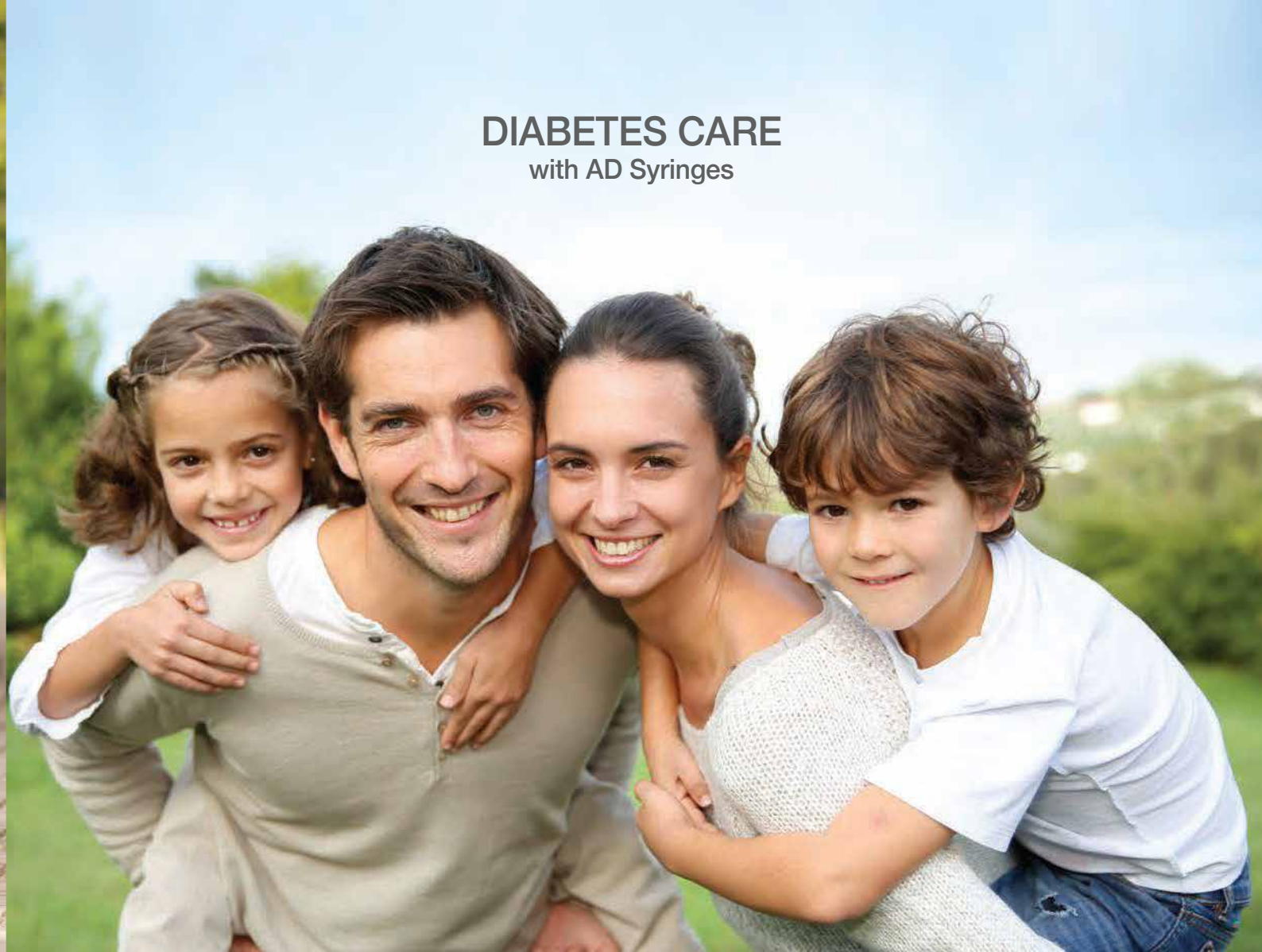


LOVE HAS BEEN AROUND

CARE BEGINS AT EVERY STEP



DIABETES CARE  
with AD Syringes







OTHER  
MEDICAL  
PARTNERS

**beurer**  
HEALTH AND WELL-BEING

**Diagnosis**<sup>®</sup>

**POLYMED**  
Medical Devices

**SUMBOW**

**medel**<sup>®</sup>

**admd**  
شركة أبوظبي للمعدات الطبية  
Abu Dhabi Medical Devices Company

**FOSHAN**  
WHEELCHAIR

**paksel**

**tynor**

**MONE MEDICAL**

**oromed**  
TAKE CARE OF HEALTH

**Pharmaplast**

**Konsung**

**CERACART**

**Healthium**

**Jamjoom**  
Medical  
Industries Co. LTD.

**TOP GLOVE**  
The World's Largest Rubber Glove  
Manufacturer

**AOLIKE**<sup>®</sup>

**SEYİTLER**  
KİMYA SAN. A.Ş.



# ENANA ACTIVITIES

Enana strives to deliver the latest information, studies, and guidelines related to its products by commencing seminars, RTDs, workshops, and other activities to both its workforce and the healthcare providers in Iraq.

## TRAINING



## RTD & SEMINARS





# SITE VISITS



# ENANA PARTNERSHIPS



OUR SUCCESS HAS BEEN  
BASED ON PARTNERSHIPS FROM  
THE BEGINNING.



# ENANA E-MARKETING



With nearly half of the world's population using social media marketing platforms, it is an optimum place to reach new and highly targeted potential customers which it is the case in Iraq.

Enana has its integrated team to create/design and follow up on the social media sites that represent the companies under Enana's umbrella on a daily basis.

**beurer**  
Iraq

f Beurer Iraq

**Arkopharma**  
LABORATOIRES

f Arkopharma Iraq

**VIVACY**  
PARIS

f Vivacy Laboratories Iraq

**FLOXIA**  
PARIS

f Floxia Skincare Iraq

**ENANA**  
Medical Group

f ENANA Medical Group

**nitolic**  
head lice treatment system

f Nitolic Iraq

**QV**

f QV skincare Iraq

**MR. TUMEE**

f Mr. Tumee Iraq

**VITABIOTICS**  
SCIENCE OF HEALTHY LIVING

f Vitabiotics Iraq



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