



COMPANY PROFILE.

Elevating Healthcare with Strategic Excellence.



Zafaa.iq



INTRODUCTION

Founded in 2013 (Reg. No. 434), **Zafaa Scientific Bureau** is a privately held distributor of pharmaceuticals, medical devices, and medical supplies with offices in Baghdad and Basra. For over a decade, we have been a trusted partner in Iraq's healthcare market, connecting global manufacturers with local providers to ensure quality, accessibility, and reliability.





OUR PURPOSE

Mission

To improve healthcare in Iraq by delivering safe, high-quality medical products with efficiency and integrity.

Vision

To be Iraq's leading healthcare distribution company, recognized for trust, innovation, and our contribution to better patient outcomes.

Values

Reliability – Always delivering on time, every time.

Integrity – Conducting business with transparency and professionalism.

Quality – Committed to international standards in every product we supply.

Partnership – Building strong, lasting relationships with suppliers and clients.

Innovation – Adapting to the evolving needs of the healthcare sector.

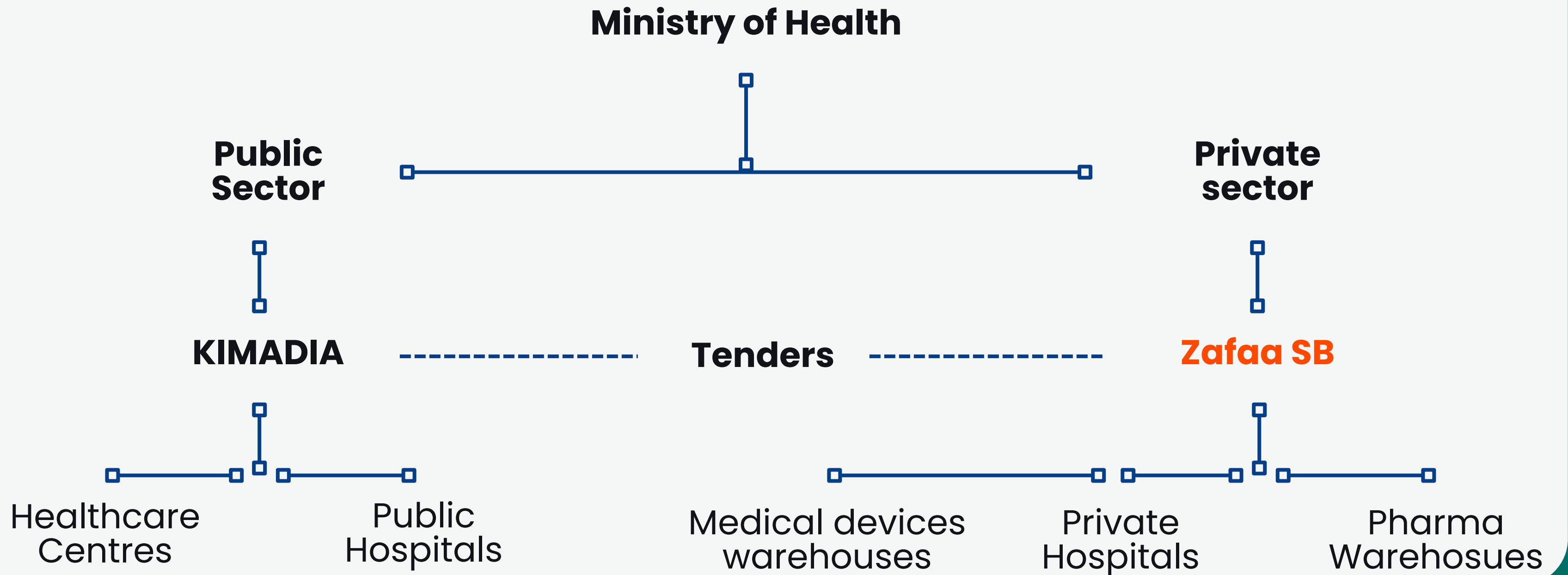




THE LANDSCAPE



Our knowledge of the Iraqi healthcare landscape enables us to provide well-rounded solutions that align with industry demands and long-term business objectives.





ZAFAA'S PROCESSES

A glimpse of what we offer

Market research

- Market Segmentation
- Competitor Analysis
- Demand Assessment
- Market Statistics and Trends
- Feasibility Studies
- Market Entry
- Strategy Market Opportunity
- Assessment Local Partner Identification
- Comprehensive Documentation and Reporting

Tender Management

- Tender Preparation
- Price Analysis
- Statistical Analysis
- Tender Processing
- Market Access
- Key Account Management
- Vendor and Supplier Management
- Risk Assessment and Mitigation
- Performance Monitoring and Optimization

Regulatory Consulting

- Regulatory Strategy Development
- INF Product Enlisting
- Product Registration
- Manufacturing Site Registration
- Product Batch Release



ZAFAA'S PROCESSES



A glimpse of what we offer

Organizational Development

- Strategic Planning
- Policies and Processes Development
- Organizational Structure Development
- Forecasting and Budgeting
- Taxation
- Promotion Strategies
- Sales Planning
- Quality Assurance

Marketing and promotion

- Medical Events Management
- Brand Development and Positioning
- Promotion of Products Through Specialized Teams
- Competitors Market Research
- Market Opportunities and Demand
- Digital Marketing Services
- Patient Outreach and Engagement
- Campaigns Physician and Referral Source

Logistics and Supply Chain

- Transportation Management
- Temperature-Controlled Logistics
- Customs Clearance and Import Permits
- Competitive Pricing
- Efficient and Compliant Operations





SOME OF THE CLIENTS WE REPRESENTED



Plus many more...

OUR PARTNERS



OUR ACCREDITATIONS & LICENSES



Iraqi Ministry of Health



KIMADIA (The State's Company for Marketing Drugs and Medical Appliances)



Kurdistan MOH



Syndicate of Iraqi Pharmacists

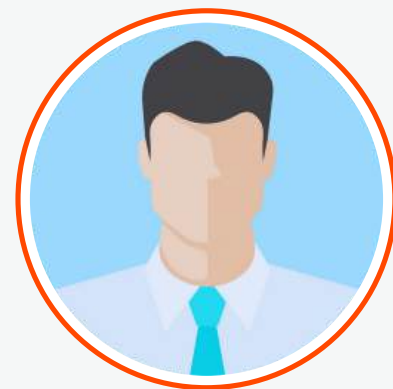
ZAFAA have established business in Governmental health sector Tenders which is the largest Part in Iraq and the corner stone or first target in Zafaa strategy. In addition, ZAFAA is actively present in the private sector of Iraq which represents more than 45% of the total market share.

OUR TEAM

At Zafaa, our team is made up of professionals with extensive experience across healthcare, pharmaceuticals, and distribution. We understand the unique needs of Iraqi consumers as well as the challenges faced by healthcare providers, enabling us to deliver solutions that truly make an impact.



Dr. Ammar Alruhaimi
Managing Director



Tender Manager



Business Development
Specialist



Team Manager

+ field representatives and specialized departmental staff



WHY ZAFAA?

Trusted. Compliant. Responsive

12+ years serving Iraq's healthcare market (since 2013)

Ethical, transparent operations focused on patient outcomes

Baghdad & Basra footprint with nationwide delivery capability

Partnership mindset with global manufacturers and local providers

Reliable lead times, high order accuracy, and post-sale support





OUR EDGE



Integrated Technology

We use advanced technological solutions, including world-class ERP, field force, AI and automation, to help us achieve our goals



Extensive Network

Identifying potential business risks and developing proactive strategies to mitigate challenges and ensure stability.



Iraq-wide Logistics

We have partnerships and collaborations with major pharmaceutical and medical device warehouses across Iraq and an extensive logistical network under operating under stringent transport conditions.



Online B2B Portal

We have designed and implemented our own B2B system to make ordering easier for businesses and to ensure better customer relations.



LET'S WORK TOGETHER.

Partner with us today, and let us be your gateway to the Iraqi market.

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