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**YOUR LIFE
IS OUR PRIORITY**



Company Profile

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Be Pro ... Be Pro Biotic

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YOUR LIFE
IS OUR PRIORITY

About us

Pro Biotic Pharma Trading Company: A group company of Sioufy group which was established in **1920**. The growth of the Sioufy Group is phenomenal for more than 100 years.

The group has diversified businesses and it has started a new business in healthcare field recently.

Pro Biotic Pharma is a private company, that specializes in importing, marketing, and distributing pharmaceutical products & services across the ME region.

The company is established under the law of AUE in Dubai and presented by **Mr. Mohamad Sioufy**. The company has a branch in Syria which is a Pro Biotic drug store.

Our healthcare team is professionals with related experience for decades in Pharma business for both the public market (Tenders) and the private market too, with a high level of relations with the healthcare community.



We believe that your life is our priority

We believe that a good business is an ethical business. By cultivating a culture of openness, we continually strive to accomplish ambitious goals we've set for ourselves.

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**YOUR LIFE
IS OUR
RESPONSIBILITY**

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Our Mission

We aim to bring differentiated, high-quality and needed healthcare products to as many people as possible for both public and private market sectors.



Our Vision

Our vision is to be established as the best pharmaceutical company in ME region, in terms of expertise, innovation, and responsible entrepreneurship, while returning values to our stakeholders:

- 1-The medical community: to be highly ranked by healthcare professionals for our expertise and accountability, as well as for the high quality of our products and services.
- 2-Our team: provide an ideal working environment and attract the best talent in our sector.
- 3-Our international partners: to be the partner of choice for the world's leading pharmaceutical and biotech companies.
- 4-Our community and environment: to be the role model for our contribution to society and sustainable development.

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**YOUR HEALTH
IS OUR
SPECIALIZATION**

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Values

Our talented and motivated professionals remain committed to our long-standing values that form the foundation of our company.



Integrity

We are consistently open, honest, advocating, and applying high ethical standards every day.

Innovation

By experimenting and delivering solutions.


Excellence

We always aim high and demand the best from ourselves and our partners. We can only change patients' lives when we perform our best together.

Respect people

This includes our concern for the interests of all people worldwide who impact or are impacted by our company: customers, employees, shareholders, partners, suppliers, and communities.

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**YOUR HEALTH
IS OUR JOB**

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Core Services

1. Marketing Research

Our expert team is responsible for selecting companies that provide products that meet the needs of the local market, in addition to studying market trends and making the required adjustments, they offer a variety of services, they collect and analyze the market data for the tender products in Syria, and they are responsible for studying the market size and the market opportunities.



2. Registration

Our company is responsible for operating the entire registration process from A to Z in a smoothly, effectively, and professional way.

The registration procedure is done by our professional team with minimum timelines because our comprehensive preparation and the high level of relationships.

Moreover, we facilitate the renewing registration for companies and products.

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**YOUR TRUST IS
THE BASIS OF OUR
SUCCESS**

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3. Marketing Affairs

To effectively reach the market, our team is working to develop a marketing plan that ensures access to the target market and promotes our products to potential customers.



4. Supply chain

We are targeting to reach all the public and private hospitals under the authority of the Ministry of Health. Our goal is to reach all the regions even the distant ones and to achieve a high distribution index in the long term. Moreover, our Supply chain team secures the needed logistics for shipping, clearance, and delivering products to MOH institutions.

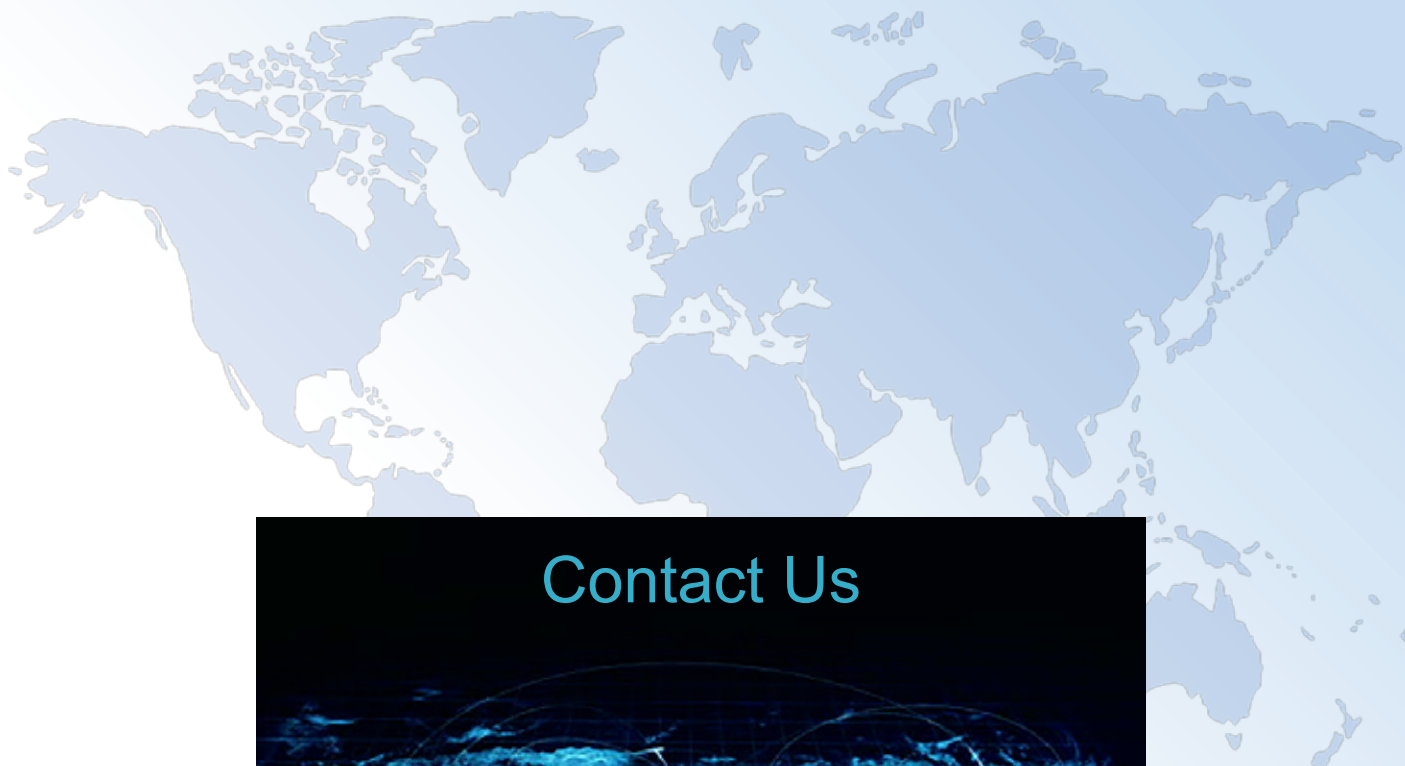
5. Logistics services

We carry out all stages of importing products: importing licenses, Customs clearance, products pricing. In addition to that, we facilitate paying bid and performer bonds for tender business.

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Contact Us

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