

COMPANY PROFILE

Introduction

DELTA MEDICAL, based in Cairo – Egypt, was established in 1980 with three employees. It now employs over 200 full timers. Delta Medical is now divided into two main sectors:

- 1) Healthcare Sector :
Medical Equipment, Hospital Furniture as well as Consumables
- 2) Pharmaceutical Sector :
Industrial Equipment

The healthcare division mainly upgrades and equips Sterilization Departments, Operating Theaters, ICU Departments, and Patient Rooms; in addition it provides consumables to the different specialties within the healthcare facility. It also performs Turn-key operations for major hospitals in Egypt.

The Pharmaceutical division specializes in supplying Water Still Systems, Freeze Dryers, Clean Areas, Pharmaceutical Sterilizers and Filling lines. It is involved in all phases of pharmaceutical industrial projects starting from Consultation, Conceptual Design and Plan, to Execution, Supply, Installation, Operation and Technical Support. The division also performs Turn-key projects to pharmaceutical companies.

The company is thoroughly involved in the after sales service of its past projects which includes; warranties, maintenance, refurbishment, training hospital staff on machinery operation and handling as well as infection control.

Mission

We will be recognized through our proven record of supplying, serving and producing highest quality healthcare systems serving Egyptian hospitals and pharmaceutical manufacturers by offering maximum customer flexibility and satisfaction before, during and after sales.

Vision

Delta Medical consistently strives to be the go-to company in the Egyptian healthcare market, providing our customers with premium solutions and after sales service; while creating the best possible working conditions for our employees.

Objectives

- Sustain high market share in current growing markets.
- Maintain a high performance level in after sales service.
- Enhance internal operations.
- Diversify by increasing our product range, to fill in market gaps and take advantage of the current and future medical market place.
- Vigorously market new product lines.
- Increase employee satisfaction.
- Invest more on training, recruiting and reorganization.

Headquarters and Technical Support : Street 14 - Block 659 - Mokattam - Cairo – Egypt

Tel: + 202 - 25070120 (10 lines) *Fax:* + 202 - 25074450

Email (Headquarter) : info@deltamedical.com.eg

Email (Maintenance) : maintenance@deltamedical.com.eg

Activities

Healthcare Division

Pre Sales

- Pre-tender work.
- Consultation services specializing in planning and designing projects of major Operating Theatres, Central Sterilization Departments and ICU units.
- Seminars and lectures for medical consultants and specialized doctors.
- Educational programs for hospital staff.

Sales

- Sales of capital Medical Equipment as well as Surgical Instruments and Endoscopes to the Healthcare Industry.
- Performing *turnkey* operations for major hospitals (Conceptual Plan, Design, Construction, Installation, Operation and Maintenance).
- Contracting, subcontracting and managing projects for healthcare industries.

After Sales

- Machinery installation, operation, warranties and maintenance.
- Training customer staff on sold machinery and infection control.

Pharmaceutical Division

Pre Sales

- Pre-tender work.
- Specialize in planning and designing projects of (1) Sterile Area, (2) Filling lines and (3) Distribution Loops for WFI & Purified water & Pure steam according to GMP regulation in the pharmaceutical industry, in addition to performing these projects on turnkey bases.
- Seminars and lectures for project planners and specialized consultants.

Sales

- Sales of capital Processing Equipment that complied with GMP regulations as complete lines or separate machines to the Pharmaceutical industry.
- Performing *turnkey* Projects for pharmaceutical companies (Conceptual Plan, Design, Construction, Installation, Operation and Maintenance).
- Contracting, subcontracting and managing projects for Pharmaceutical industries.

After Sales

- Machinery installation, operation, warranties and maintenance.
- Our engineers (local & International) perform minor and major maintenance, start up, calibration, and validation (IQ & OQ).

Support Functions

Preparing for Tenders

We do not believe in tenders that are already publicized. Pre-tender work is a crucial part of our sales team's effort. From our vast networking through our sales and after sales teams we keep a constant eye on the market and we succeed in knowing a great deal of information about most projects before tenders are issued and where healthcare and pharmaceutical budgets and expenditure are going to be allocated. We start discussing planning with consultants in the preliminary phase of any project, which gives us an advantage to have in tenders the right specifications, given the customer needs.

Marketing

We mainly conduct personal marketing strategies where we tailor making marketing mix strategies (product, place, price and promotion) for each and every project or customer individually. We develop market studies upon which specific forecasts are based. After a forecast we devise a broad marketing plan and put into action to meet the target for each product line.

We also plan and participate in events and advertise in specialized publications. The marketing function helps the company find market gaps and identify suitable products to fill these gaps.

Finance

Egypt is facing a liquidity problem and foreign currency crisis. Delta Medical has been reluctant to take a few projects these couple of years that would have been very hard to finance due to the terms of payment put forward by the customer. However, by careful selection, persistence and strong financial base we were able to go through difficult payment terms successfully with no financial burden on the company. We understand that our customers are limited by their organizational yearly budgets; therefore in some cases we facilitate payment terms to them. We offer delayed payment and installments plus other promotional payment methods.

We are very aware that sometimes we should lose or breakeven to add references in important hospitals. Our financial analysis and feasibility studies are a crucial part of our planning. When a new opportunity arises, after proper market research, we are ready and able to invest on a product on its preliminary phase and possibly break even until we reach good reference points.

Banks

Delta medical has excellent relations with its banks. On average we finance \$ 15,000,000 worth of projects with our banks yearly. In certain years, depending on the market, we do reach \$30,000,000. We are proud to have credible solid banks at our side, supporting us and eager to do business with us even in difficult times with Egyptian liquidity problems and Dollar/Euro Crisis.

Bank Reference

- Misr Iran Development Bank
- Bloom Bank Egypt
- National Bank of Greece S.A. (NBG)
- HSBC Bank

Technical Support

We are a company that emphasizes on technical support. We believe that medical products are worth much less without proper after sales service and maintenance. With our maintenance and installation expertise, we have been able to build a great reputation for our company in the Egyptian market and Arab countries. We have become a field training centre for neighboring countries.

Our specialized medical equipment technical department is one of the largest in Egypt. We have more than 350 maintenance contracts. Due to its big size, the technical support department has separate premises for its offices, near the headquarters.

Our engineers and technicians are well-trained experts in their field. We have 30 engineers with an average of 9 years with Delta Medical and 15 technicians with an average of 6 years with the company. They all are prone to learning new repair techniques and technological advances.

All our engineers, more than once, and some technicians have received intensive technical training on manufacturer's equipment abroad. Whenever the manufacturer has any models renovated or new technologies introduced, a group is immediately sent to update their training with the new trends. Throughout the years our technical department has become a training center of its own: training new comers, customers and even utilized by STERIS as its base in the Middle East. We are occasionally called for by STERIS to fix any major problem they encounter with their equipment in the region.

We are proud to say that we have never faced any maintenance problem that we could not fix, during our 32 years of operation.

Reference

In the Healthcare industry we have supplied to almost all the major and medium sized hospitals in Egypt and to more than 300 MOH hospitals with CSSD, Operating Rooms and Central Labs along our 32 years of operation. Within the Sterilization field, our market share

is approximately 80% of the major hospitals in Egypt. In the Pharmaceutical industry we have supplied to 90% of the major pharmaceutical companies in Egypt. Our reference record is extensive and the following is a small selection:

HEALTHCARE

Selected References

Public Hospitals

- Kasr El Einy Hospital, Cairo University.
6 CSSD & 20 O.R
- Ein shams University
Demerdash Hospital
Ein Sahms Specialised Hospital
Specialized Hospital
- El Mansoura University
Pediatric Hospital
Ophthalmology Hospital
- All El Azhar University Hospitals
Al Hussein Hospital
Sayed Galal Hospital
Al Zahraa Hospital
- Tanta University Hospital

- Wadi El Nil Hospital
- Police Hospital, Agouza
- Nephrology Hospital El Matareya
- Cancer Institute
- Heart Institute
- Egypt Air Hospital
- Al Doaa Hospital

Private Hospitals

- El Salam International Hospital
- El Salam Hospital Mohandessein
- Dar EL Foad Hospital
- Ebn Sina Hospital
- Maghraby Ophthalmology Hospital
- El Nile Badrawy Hospital

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- Assiut University Hospital
- Suez Canal University Hospital
- Banha University Hospital
- All Military Hospitals
 - Maadi Military Hospital
 - International Military Hospital
- Health Insurance Hospitals
 - Portsaid Hospital
 - Bani Sweif Hospital
 - Suez Hospital
 - Ismailia Hospital
- Arab Contractor's Hospitals
- Red Crescent Hospital

- Demescus Hospital
- El Safa Hospital
- Cleopatra Hospital
- EL Sherouk Hospital
- EL Borg Laboratories

Turn Key Projects

- Nasser institute
- Rod El Farag
- Nour El Eyoun
- International Ophthalmology Hospital
- Shaalan Surgical Center

**PHARMACEUTICAL
 Selected References**

- Swiss Pharma
- Bristol Myers (Squibb)
- Vacsera
- Sedico
- El Amereya
- MUP
- Fipco
- Penta
- Arab Caps
- El Gomhoreya

- Alexandria Pharmaceutical
- Glaxo Smith Klein (GSK)
- CID
- Memephis
- Amoun.
- Misr Pharma
- Pharco
- Pfizer Middle East
- Delta Pharma

Products

Healthcare Products

Medical Specialty	Product Line	Supplier	Origin
Sterilization & Clean Areas (CSSD)	Sterilization Units (Steam, ETO, H ₂ O ₂ , Endoscopes' Sterilizers), Scrub Stations and Stainless Steel products	STERIS	USA
Cleaning and Disinfection	Ultrasonic Cleaners, Washers Disinfectors, Cart Washers, Bedpan Washers.	STERIS	USA
Sterilization	Plasma Sterilizers in Low Temperature	JOHNSON & JOHNSON	USA
Disinfection	Washer and disinfection's machinery	STEELCO	Italy
Cleaning and Disinfection	Heat Sealing Machine and stainless steel products	FAMOS	Netherlands

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Sterilization Consumables	Quality Assurance Products : Biological and Chemical Indicators for Steam and EO, Autoclave Tapes, Bowie Dick Tests, Steam and EO Incubators, Sterilization Rolls and Pouches	BROWNE	UK
Sterilization / Decontamination Medical Supply	Sterilization Instruments Trays, Disinfection Sterilization Set, Sterilizable Gallipots, Bowls and Kidney Dishes	WARWICK SASCO	UK
Sterilization	Benchtop Sterilizers	NEWMED	Italy
Sterilization	Steam Sterilization Units	PROHS	Portugal
Sterilization	Bench Top Steam Sterilizers	COMINOX	Italy
Sterilization	Ultrasonic Cleaners	BRANSON	USA
Nursing and Care Products	Sterilizable Urinals and Bedpans	WARWICK SASCO	UK
Operating Room	Operating Tables and Lights, Operating Room Cabinets and Storage Consoles.	STERIS	USA France
Operating Room	Wall cladding for Operating Rooms , recovery , intensive care units and Corridors	SHD (SORIMA HOSPITAL DEVELOPMENT)	Italy
Furnishings	Hospital Beds and Furnishing Stretchers and Patient Lifting Systems	HILL-ROM	USA
Anesthesia	Anesthesia machines and Ventilators	STEPHAN	Germany
Infection Control / Isolation	Environmental Containment Unit	MINTIE	USA
Minimally Invasive Treatment (MIT)	minimally invasive medical devices for urology	PNN	Denmark / Switzerland
Quality Assurance	Waste Management Units	CELITRON	Hungary

Pharmaceutical Industrial Products

Product Line	Supplier	Origin
Water Distillers Pure Steam Generators Sterilizers Washers	STERIS Scientific Finn Aqua & HAMO	USA Finland Switzerland
Preparation Tanks, Storage Tanks, CIP/SIP System, 316 L Pipes Purified Water Production Plants	WaterTown	China
Sterile Filling for Ampoules and Vials for powders and Liquids	Xufa Suzuki	China
Mixers, sifters, pharma lifters, Granulators, Transfer tanks	Zhejiang Canaan Technology Limited	China
Freeze Dryer	Shanghai Tofflon	China
Coating, Multi Directional mixers, Heating and agitating tanks, Granulators	Wenzhou Pharmaceutical Equipments	China
Tablet Press, Capsule filling, Automatic line for bottle package for tablet and capsule	Dr. Pharm	China
Blister Packing Machine	Zhejiang Sunry Machinery Co. LTD.	China
Syrup Filling lines	Shanghai East China	China
Design and Consultation	GMP China LTD.	China
Pure Water Technologies	Elettracqua *	Italy

* Agency Agreement is still being processed

Key Personnel

Dr. Hany Enan	: CEO, Founder and Owner.
Ms. Maryam Hany Enan	: Business Development Director and Board Member.
Mrs. Sarah Hany Enan	: Strategic Advisor and Board Member.
Eng. Mamdouh Mostafa	: Vice President.
Dr. Khaled Tablawy	: General Manager.
Mr. Ahmed Shabrawy	: Financial Controller.
Dr. Ossama Abuldahab	: Business Consultant.
Eng. Hussein Nematallah	: Sales Manager.
Dr. Sameh Samir	: Field Sales Manager.
Mr. Mowafak Mokhtar	: Financial Manager.
Eng. Ayman El Kassas	: Technical Support Manager.
Eng. Khaled El Kourdy	: Pharmaceutical Division Head.