

EUROPA

AMONG THE
TOP 5
IMPORTERS AND
MARKETERS OF
PHARMACEUTICAL
PRODUCTS IN
KENYA

EUROPA
TOWERS

CORPORATE BROCHURE

ABOUT US

Europa Healthcare Limited (EHL) is an importing, marketing and distributing (IMD) company of pharmaceutical and healthcare products in Kenya and was established in 1996. Sunpar Pharmaceuticals (SPL) was established in 1998 in Kenya.




EHL & SPL are ISO 9001-2015 certified

various agencies of the government of Kenya including Pharmacies and Poisons Board, Kenya Revenue Authority and other parastatal bodies as respectable organizations.

The business philosophy of Europa group is to represent select pharmaceutical manufacturers from all around the market products

exclusively in the Kenyan Market. Our representatives cover the entire medical field of doctors, hospitals, nursing homes and retail chemists. In addition, Europa has established an excellent relationship with both the Government and Non-Governmental agencies as supplier of quality healthcare products.

EUROPA GROUP COMPANIES

-  **Europa Healthcare Ltd**
-  **Sunpar Pharmaceuticals Ltd**
-  **Europa Healthcare (U) Ltd**

MISSION & VISION

We provide world-class medicines at affordable prices & serve as a valued partner to the medical fraternity



We are committed to setting standards in the marketing and distribution of pharmaceuticals in East Africa



COMPANY STRUCTURE



CORE PROMISE

Quality

Quality is the bedrock of any successful pharmaceutical marketer's strategy. When it comes to healthcare products, patients and healthcare professionals alike demand reliability, safety, and efficacy. As a result, we at Europa look upon ourselves as guardians of quality.



Late Mr. Ashwin Kotadia
Founder Director

Quality is Not just about products

"We strive to identify and develop a clear and concise technique of conducting business and ensuring that customer satisfaction is achieved through supplying only the highest quality products in the market"

ISO COMPLIANT

First Pharma Company in Kenya to be awarded the ISO 9001:2015 certificate from UK



First and the only pharma company in Kenya to be awarded 'International trophy for quality'



OUR QMS (QUALITY MANAGEMENT SYSTEM)



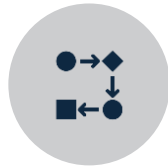
1. Customer Focus:
Understanding needs, exceeding expectations



2. Leadership:
Influence employees to achieve their objectives



3. People Engagement:
Strengthen our employee's abilities. skills



4. Process Driven:
Efficiency through process



5. Continuous Improvement:
Systematically analyse, plan and act



6. Evidence-based Decision Making:
Utilize data and information available to take decisions

ADVANTAGE EUROPA GROUP

Customer Knowledge

- More than 25 years of presence
- Comprehensive coverage across Kenya
- Excellent relationship with govt. and private customers

Financial Strength

- Best-in-class in extending credit to customers
- Disciplined & systematic financial approach

Business Integrity

- Conducting business consistent with all applicable laws
- Transparent in dealing with customers, employees, partners and suppliers

First-rate Logistics

- Fully integrated SAP system
- In-house warehouse with facility for controlled drugs & walk-in cold rooms
- Same day delivery in Nairobi & overnight delivery countrywide

Marketing Excellence

- Experienced & trained sales & marketing team
- Continuous process review & improvement

OUR PARTNERS

Europa

- 10 Inventia Healthcare
- 10 Martin Dow Ltd (Pakistan)
- 10 Mundipharma (Switzerland)
- 10 Modi-Mundi Pharma
- 10 Panacea Biotec Ltd.
- 10 Rainbow Pharmaceuticals
- 10 Signutra Inc. (USA)
- 10 The Himalaya Drug Company
- 10 Unichem Laboratories
- 10 Win Medicare

Sunpar

- 10 Gufic Biosciences Ltd
- 10 M J Biopharm
- 10 Medopharm Ltd
- 10 MIL Laboratories
- 10 Orchid Pharma
- 10 Pulse Pharmaceuticals
- 10 Sun Pharma East Africa
- 10 Zen Pharma Ltd.
- 10 Zifam Pinnacle (Australia)

INFRASTRUCTURE

Epoxy floors & shelving of highest standards with polyethylene pallets



Modern shelving & racking



Multi-storied facility with adequate spacing



BRAND BUILDING

100+ years
combined
executive
experience

"Proof-of-life" in branding

Total 28
brands in
'blockbuster'
status

In last 5
years, 12
'blockbuster'
brands

Highest activities in branding

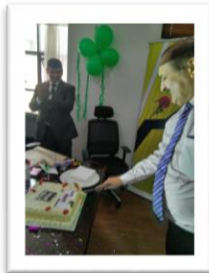
CME leadership
with one CME a
week

One CRM
activity a day

15 days medical
and two days
selling skills
training

MARKETING ACTIVITIES

Brand launch for partners



Customer Engagement Activities



ANALYTICAL TOOLS

Primary
Market
Research

Dynamic
Disease
Modelling

Brand
Launch
Plan

Annual
Marketing
Plan

Rolling
Sales
Forecast



Europa Towers, Lantana Road, Westlands,
Nairobi, Kenya.

Email: info@europakenya.com

Website: www.europakenya.com

Website: www.sunparkenya.com

Phone: +254 722 206 200