



C O R P O R A T E P R O F I L E

A partnership
that delivers a healthcare excellence



A Subsidiary of



Established - 1972 ranked **#62**
in Saudi Arabia is the only Saudi
Distributor that is publicly listed on
the **local stock exchange**

Saudi International Trading Company Ltd



THE COMPANY

Saudi International Trading Company Ltd. (SITCO Pharma), is engaged in the Pharmaceutical distribution business in Saudi Arabia. The company, formed in 1990, is considered a leader in the field of pharmaceutical distribution in the Kingdom of Saudi Arabia. Representing several major multinational pharmaceutical companies, SITCO Pharma has quickly established the standards for excellence in its field. The management of SITCO Pharma has long years of experience in Saudi Pharmaceutical Market. The rapid growth of SITCO Pharma is a testimony to the commitment and dedication of management and staff.

OUR VALUES



INNOVATION

MISSION

PLAN

RESEARCH

STRATEGY

MARKETING

VISION

VISION & MISSION

Be the #1 Pharmaceutical Distributor
in the Kingdom of Saudi Arabia.

We are the leading Pharmaceutical Distributor
in the Kingdom of Saudi Arabia providing
world class quality services to our partners.



CORPORATE GOVERNANCE

As part of its efforts to strengthen the internal control and transparency and to activate the supervisory role in its affiliated establishments, the Saudi Chemical Holding Company initiated the Corporate Governance Act in 2009. The Act includes the policy of nomination and selection of the Board of Directors members, the disclosure, the transparency and the ethical conduct. In April 2012, an independent Internal Auditing Department was established and equipped with professional staff and supporting tools, in order to achieve the desired goals through following systematic methods for evaluating the governance and control processes, to obtain Team Mate license from Price Water House Coopers Company. In this context, the Internal Auditing Department employees were trained to use this program, which was designed by professionals for internal auditing jobs, reports, and working papers using the computer.

LEADERSHIP

The company includes a selection of management leadership with local and global experiences. The concept of leadership in SITCO is based on several principles such as:

- Determining the strategic direction.
- Continuous follow up of the managerial system and institutional performance.
- Strengthening the relationship with concerned parties.
- Supporting quality, excellence and innovation culture.
- Change and risks management.
- Corporate governance and social responsibility.
- The non-stop technological advancement and environment preserve.



INFORMATION TECHNOLOGY

In current era information technology systems are backbone for any business to survive and thrive. SITCO top management always had a vision for sophisticated and fully integrated business applications and they rely heavily on business intelligence applications for operational and strategic business management.

SITCO's IT Systems are managed by its own In-House team of professionals who have more than 50 years of cumulative experience in IT systems management, development, maintenance and support.

SITCO IT department provides full range of IT services to its customers, principals and their employee's in a 24x7 uninterrupted manner. IT department follows established industry standards and best practices such as ITSM, ITIL v3 framework and ISO 27001 IT security. It provides more than 400 services for its users.

ERP System

SITCO business is running fully on state of the art Oracle E-Business Suite ERP system since May'2013 covering all business functions such as Distribution, Finance and Human resources in a fully integrated fashion. Oracle ERP system is running on latest Sun Sparc T7 servers with fail-over management giving zero downtime for the business.

Business Intelligence

SITCO has developed various Dash Boards, KPI's and Analytics based on Oracle Business Intelligence Enterprise Edition for business decision making and strategic management.

Access to Principals

SITCO IT provides its principals (Business Partners) full access to their Inventory Stock and movement, Sales performance in summary and detail thru its website which is up-to-date till last business day. Also SITCO supports its principal companies to have all reports specifically designed and catered to their requirements on automated scheduled frequency such as daily, weekly and monthly basis. SITCO IT facilitates data exchange thru EDI.



QUALITY INTERNATIONAL AUDITS

Quality compliance department was established in May 2014 to keep all SITCO Pharma processes and operation running in comply with national and international standards. Quality compliance has started with innovation of applying plan which rolled according to FOCUS PDCA concept.

The main opportunities that present were:

- Establish system of SOP writing and approval.
- Attend all international audits.
- Establish an applying program.
- Establish of documentation system.
- Participate in six sigma programs.
- Establish the improvement programs.
- Enhance the culture of quality.
- Participate in annual meeting.

In 2014 and 2015, SITCO faced 8 international audits in all warehouses -except southern region- that was done by SITCO partners from international principals. This audits differ in organize and depth of audit but are similar in concepts. All audits observations were cleared or has a plans to clearance. Those visits give SITCO Pharma an excellent opportunity to contact with international auditors and make all SITCO concept came more and more strong and intense.





GEOGRAPHIC COVERAGE

SITCO Pharma has four primary, SFDA approved, distribution centers located in the major metropolitan areas (Riyadh, Jeddah, Dammam and Khamis Mushayt), which provide service in less than 24 hours to 90% of all pharmacies within the Kingdom. SITCO Pharma has a fleet of tens of trucks and vans for delivery of the medicines to these pharmacies. Considering the nature of the stock, inventory control is strictly monitored to ensure that adequate supplies are available and properly stored. All invoicing records are computerized allowing immediate access in the event of a drug recall. Customer transactions are strictly monitored and are easily tracked through the computerized system.

We have five sales offices (Riyadh, Jeddah, Khobar, Khamis Mushait, Madina) and four warehouses in the four main regions. Our future plans is to establish our fifth warehouse in Madina region, and other two new sales offices in Qasim and Makkah. Our coverage orientation is (Border to Border).





DISTRIBUTION AND WAREHOUSING

SITCO Pharma has been characterized by powerful, and high quality warehousing and transportation services, which can be summarized as follows:

- Storage capacity of 8,000 SKU, and planned expansion in the eastern new warehouse to reach total of 10,000 by the end of 2016 or early 2017.
- SITCO has one of the largest pharmaceutical cold chain in the Saudi market with about 2,000 cubic meters refrigeration area. That is a critical element in the TTSP (Timing and Temperature Sensitive Pharmaceutical Product). Our near future plan is to enlarge

our total cold storage capacity to 3,000 cubic meters within one year from now in all regions.

- We have a wide variety of modern vehicles ranging from 40 feet trucks to small vans.
- SITCO Pharma has a mature experience in the highest quality standards and GDP compared to all competitors.
- All SITCO fleet system is covered by satellite tracking program called "Automatic Vehicle Location AVL" that monitors the vehicles inside temperature, safety and licensing validity 24 hours 7 days a week.
- Safety is our major concern " Safety First".
- Labeling, we have designed specific area, filing, and qualified staff to apply labels by highest standard with speed of 15,000 label per hour.





OPERATIONS MANAGEMENT

OPERATIONS

- **Monitoring stock and Stock Transfers**

- All vehicles are refrigerated
- Weekly shipments
- (I) Two trips to Jeddah, one trip to Khobar, one trip to Khamis Mushait, one trip to Qasim – Hail & Northern Area. More trips can be arranged upon request.
- (II) Two Trips from Jeddah to Madinah, Yanbu & Tabuk.
 - New shipments particularly for out-of-stock items will be entered in the system & transferred to all regions to help Sitco & the Principals to generate sales & achieve the target particularly during the last few days of the month.
 - Transfers to branches can be done as per the request of the Principal or as per the regional target & budget.

- **Sales Reports**

- Providing Reports about the sales and stock to the Principals on weekly as well as monthly basis.
- Any additional requirements of reports will be taken into consideration upon request to support our partners.

HUMAN CAPITAL

- The Human Resources Department of the Saudi International Trading Company (SITCO) in coordination with its counterparts in the international agencies and through their scientific offices recruits the marketing staff. Currently the company includes more than one thousand distributed in all principals. Because of this big number of staff, the company has created a system that provides accurate services to cover all SITCO employees as well as other employees who market the principals products.
- The Human Resources Department internally coordinates to ensure the consolidation of employees data, and retain and update staff personnel files using automated system.

- Currently , the company occupies the platinum range of the Ministry of Labor, which allow the company to obtain all available services such as new work visas, which confirms the continuity of expansion for our partners and the possibility to attract new pharmaceutical principals.
- It also organizes internal and external training courses for all employees in all job levels, so as to ensure enhancing their performance and keeping them acquainted with the developments in the fields the company works.
- The Government Affairs Section in the Company includes employees highly experienced in dealing with governmental transactions.





GOVERNMENT SALES

The Government sales department with its two sections: tender & direct purchase is the SITCO point of contact with all government hospitals and the medical service departments in all governmental bodies kingdom wide including the independent bodies like GCC office and NUPCO. The department is working to offer premium services to all clients and to provide the products that SITCO distributes according to the highest international standards of quality and safety.



REGULATORY AFFAIRS

The regulatory Affairs department has the responsibility of registration of the new products at the Saudi Food and Drug Authority according to the highest professional standards and local regulatory requirements in coordination with our international partners. It also handles the activities of update & renewal of the currently registered products and to ensure getting the required approvals on any variation or change in the products. It coordinates with other SITCO departments to grant all regulatory approvals that are required to perform their duties. In addition, the department is following up the Pharmacovigilance issues locally and globally including the reports concerning product quality & patient safety and acts as a contact point for both regulatory authority and international partners in PV aspects.



PROCUREMENT

The objective of purchasing is to provide adequate stock for all registered items of the Principals to all SITCO Pharma branches, taking into consideration the % share & requirements of each region.

SITCO Pharma & the Principals objective is not to be out-of-stock of any item throughout the year but also not to exceed a certain level of inventory.

A Six Sigma project has been carried out by the department on optimization of stock inventory.

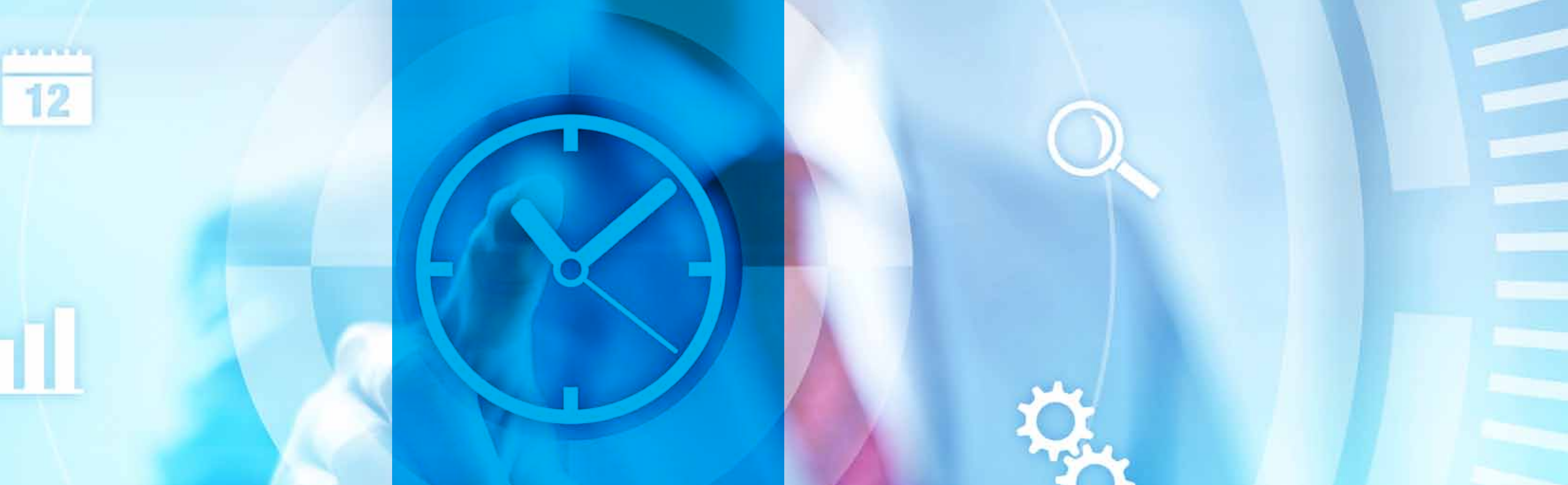
The objectives behind this project can be summarized as follows:

- Availability of the items in sufficient quantities throughout the year.
- Avoid out-of-stock situation in normal circumstances.
- Optimizing the excess stock will help us improve the shelf life of the products & hence boost customer & Principal satisfaction.
- To reduce the volume of expired goods (SITCO & Principal satisfaction). Stock & Sales Analysis for the items is usually prepared. The findings will be reviewed & discussed with the concerned supply chain or logistic manager of the Principal to decide on the requirements of future shipments.

SUPPORT SERVICES

- Customer Service and Principals Relations are managed by well-trained staff, responsible for customer service, electronic transfer of the company activities, and managing the company site.
- Commercial service; responsible for taking the in-between area of principals and distributors that covers bonus schemes, discounts, installment and contract sales.





CUSTOMS CLEARANCE

SITCO has a very disciplined Customs Clearance Department. It is run by very efficient & experienced staff.

The department personnel in both Jeddah & Riyadh will secure a smooth release of goods imported from various European, American & Middle East countries.

The Customs Clearance process can be summarized as follows:

- **Documentation**

Shipped documents will be received by a highly qualified department staff who will scrutinize the documents to ensure that they are complete in numbers and free from errors or discrepancies.

- **Saudi FDA Import Permit & Clearance Request Application:**

A clearance request is placed in Saudi FDA System called IBRCS prior to the arrival of shipment at Saudi Port.

- Saudi FDA & Saudi Customs Inspection & Release. Sitco uses the service of Customs Clearance brokers on a contracting basis, who will arrange to SFDA & Customs inspection of the goods upon arrival at the destination port in both Jeddah & Riyadh.
- SITCO has a representative at KKIA - Riyadh to help & facilitate a smooth release of shipments upon arrival at the airport.





NEW PROGRAMS

In its innovation to keep SITCO Pharma comply with new competitive opportunities, quality compliance departments have started several programs for that:

- **Quality coordinators team:**

This team is created to transfer the concept of quality across all SITCO level by nominating one from each site to be a quality coordinator in parallel to main task. This action can help to trans the concept very fast and without any additive cost.

- **Warehouse committee:**

Warehouse committee was built to help warehouses management to get one decision regarding same issues and topics which will help in share of opinion and experience transition between all warehouse managers.

- **Self-Inspection team:**

This team was created to help self-auditing and investigation to keep all SITCO operations work smoothly and as it design. This team consists of highly experienced professionals by choosing one member from sales and other from warehouse with the presence of sales and distribution director and leaded by quality compliance manager. This team made 16 site visits for all warehouses and sales offices, 8 as preannounced and 8 as surprised visits. This action helped SITCO Pharma to establish an auditing program which will help its growth and improvement.

- **Risk Management committee:**

This committee was created by nominating all managers as members to identify and treat the risk prior to its affect. This action will help SITCO Pharma to get the right decision in the right time.



STRATEGIC ALLIANCES

SITCO pharma is a partner with top and well-known global pharmaceutical organizations to bring the best medicine and practice to Saudi Arabia. We pursue strategic alliances with other international pharmaceutical manufacturers who assist us in improving our efficiency in delivering various products throughout an efficient pharmaceutical value chain.

SITCO is proudly committed to the basic values and principles that guide our strategic work such as, sincerity, transparency, commitment and superior performance.

We pledge to provide long and broad experiences for all our beneficiaries, transfer the global experiences to the local market, and always be the first choice for our customers and the global companies we represent.



OUR PARTNERS



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