



Company Profile Jan 2024

Green International Medical Co. GIMCO ~ WLL

Bahrain

Kingdom of Bahrain-Country profile

Macro-dynamics

- Geography : 760 sq. km
- Demography
 - Population
 - Total: 1,600,089
 - Locals: 62%
 - Expats: 38%
 - Growth rate: 2.5%
 - Age structure
 - 0-14 years: 19.7%
 - 15-24 years: 15.9%
 - 25-54 years: 56.2%
 - 55-64 years: 2.7%
 - 65 years and over: 2.6%
 - Birth rate: 1.5%
 - Literacy rate: 93% (age 15 and over can read and write)



Kingdom of Bahrain-Country profile

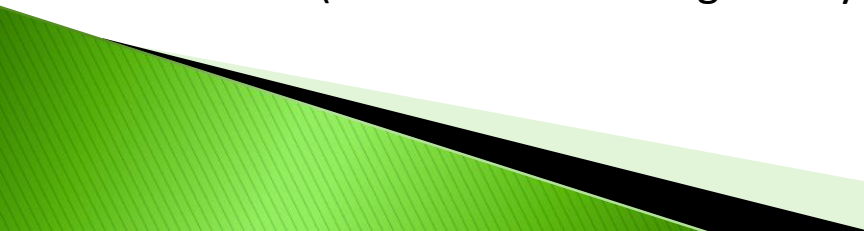
Macro-dynamics

- Economics
 - GDP: US\$ 37.35 Billion (Est. 2020)
 - GDP/Capita US\$ 41.9 K (Est. 2020)
 - GDP sources
 - Industrial : 63.7% mainly Oil refinery , Petrochemical and Aluminum)
 - Service: 35.9%
 - Agriculture: 0.4%
 - BD is pegged to the US\$
 - Expenditure:
 - Health : 3.8% of GDP (2012)
(168 comparison to the world)
 - Education: 2.6% of GDP (2012)
(153 comparison to the world)



Micro-dynamics

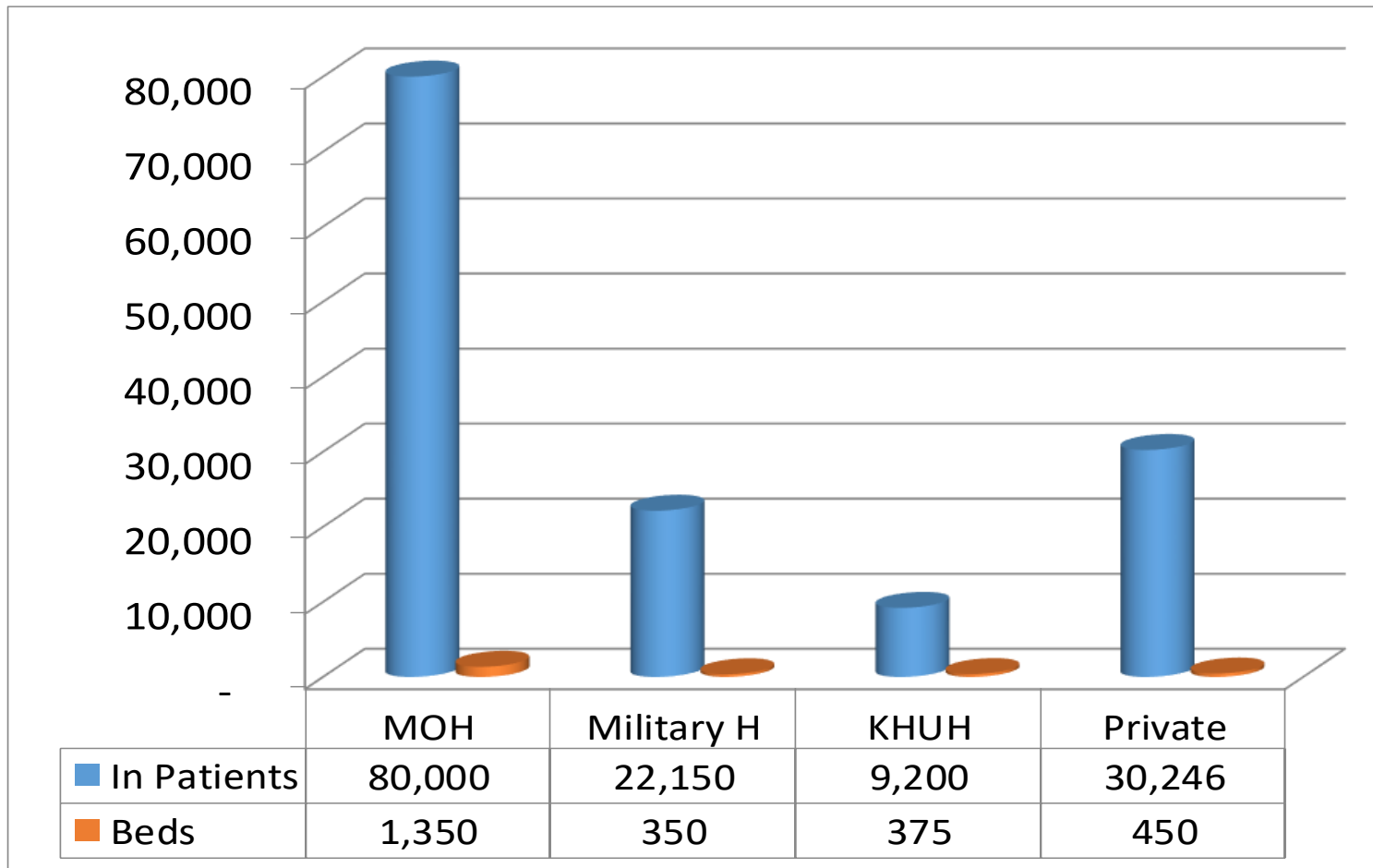
- **Healthcare industry**

- The healthcare sector comprises of 3 governmental hosp., 15 PVT hosp., and 33 PHC
 - Total beds : Government 2,200 , Private 500 Beds.
 - One Oncology Center , One Cardiac Center , One HLA Lab , Five IVF Centers, 50 Dental PVT clinics.
 - The PVT market is growing over the last couple of years Vs. the governmental market. It is now 70:30 Vs. 80:20 in 2009
 - A strong shift towards the SGH tender is witnessed recently on the expense of the local tenders.
 - There are more than 350 pharmacies in the market, out of which 5 groups represents 50% of the total market (Ruyan, Nasser, Hamad Town, Gulf Pharmacy, and Bahrain Pharmacy)
 - NHRA (National Health Regulatory Authority Established on 2011).
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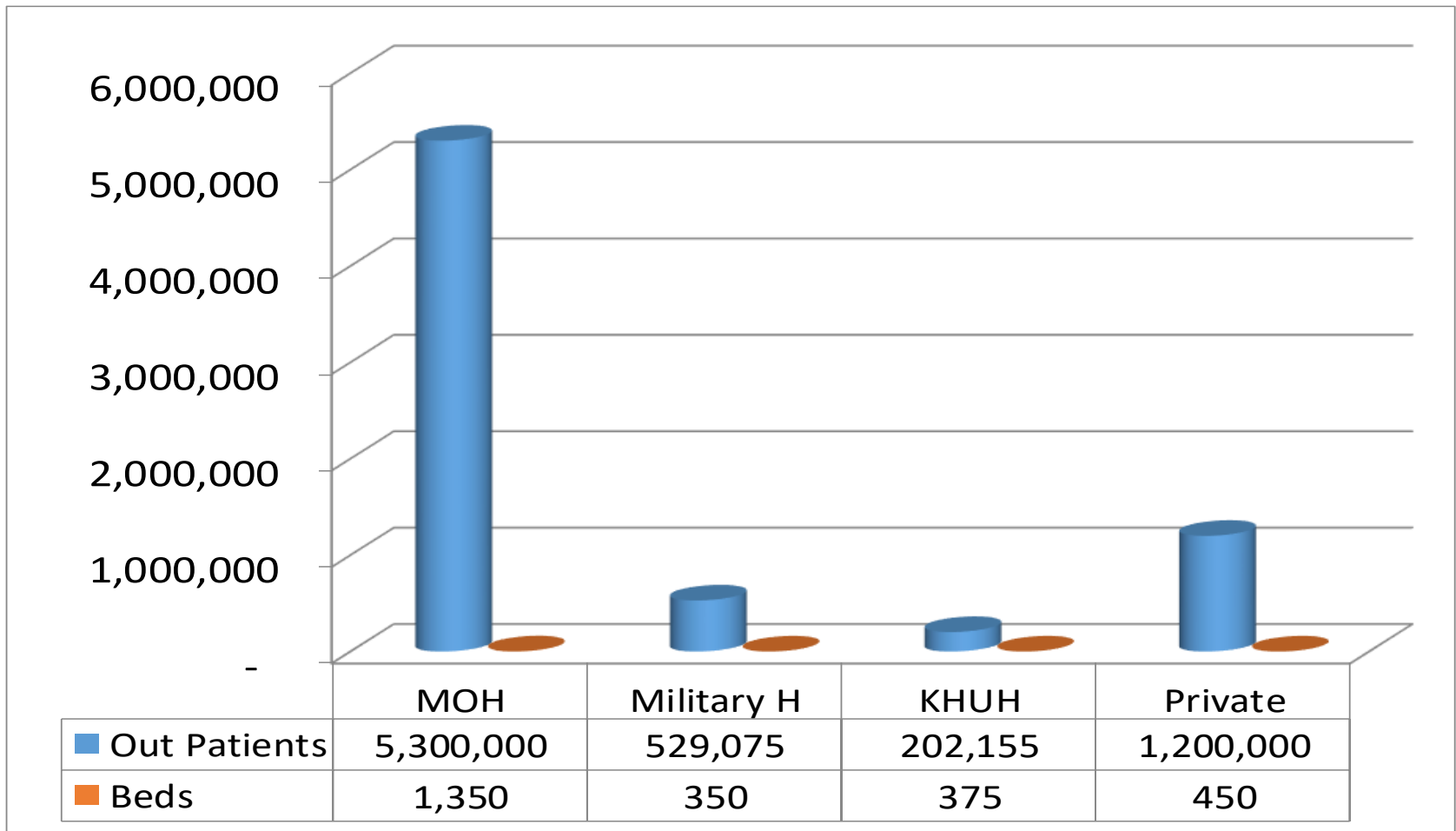
Micro-dynamics

- New regulations are implanted by NHRA Bahrain from Jan 2012, 2016 & 2022 which controls registration of products, pricing, Pharmacy, Traceability System & warehouse facilities.
- From 2014 to import any lab products, medical devices and cosmetics registration with regulatory bodies is mandatory.
- **New Price Structure for Pharmaceutical Products .**
 - **Price Reductions for Pharmaceutical products on Two Phases:**
 - 1. Mark up reduction for Private Market from Jan 2014**
 - 10 % Reduction for Products < 20 BD
 - 20 % Reduction for Products > 20 BD
 - 1. CIF Price unification among GCC**
 - Will be implemented by 15th May 2014
 - Reduction range from 20 – 50 %.

In Patients /beds (2022)



Out Patients /beds (2022)



GIMCO Company Profile

- Green International Medical Co. is a well-established limited Liability company since 2005
- GIMCO is a legal distributor for more than 30 Multinational Companies from more than 15 countries worldwide.
- GIMCO has its own Medical, Sales, Service & Marketing teams whom promoting their products through clinics, hospitals, pharmacies & key accounts and hypermarkets.

GIMCO Company Profile

■ GIMCO own 2 Headquarters:

Bahrain Headquarter:

- To cover & support Bahrain and other countries in Gulf region according to the targeted market & product of interest.

Egypt Headquarter:

- To cover & support the demand of the huge market in Egypt.
- Owning our manufacturing facility to supply the Egyptian market

GIMCO Company Profile

GIMCO Divisions:

1. Aesthetics & Dermatology
2. Cosmeceuticals
3. Medical Devices
4. Pharmaceutical
5. Health Products & Food Supplements
6. Compounding Lab
7. Rehabilitation & Assistive Technology
8. Retail pharmacies

MISSION

To enable people to live a better life by providing innovative solutions and deliver them to as many people as possible through our professional team.

VISION

To be the first choice partner that people think about to improve their daily life and health.

VALUES



Strategy

- Focus on better understanding of customer expectations and to tailor-made our offers to meet and exceed these expectations
- Build a strong and complete portfolio all the divisions
- Attract, Develop and retain a strong team of professional employees
- Establish a well equipped and state of the art Supply-chain system
- Strong and well equipped customer service department

Core competencies

- Highly diversified portfolio with top-notch corporations in Biomedical businesses, Aesthetics, Rehabilitation & Pharmaceutical and.
- Professional and well-trained team.
- Excellent Company reputation.
- Accessibility & coverage of ME region specially Gulf countries.

Core Values

Talent

Efficiency

Achievement

Motivation

Work

Our services

Importation, Warehousing, Distribution, Sales & Marketing of:

- Aesthetic medicine
- Dermatology & Cosmetics
- Compounding Products
- Medical Equipment, Surgical & Disposables Products.
- Rehabilitation & Assistive Technology
- Healthcare & Nutritional products.
- Pharmaceuticals Products
- Provide after Sale Services for Medical & Surgical Equipment

Regulatory & QA:


- GIMCO is an **ISO 9001** Certified company
- Compliance to local HA requirements
- Compliance to Principal's GDP (Good Distribution Practice) expectations
- Develop & Monitor IMS throughout the organization
- Monitoring PV & PQC (Product Quality complain)

Training Center

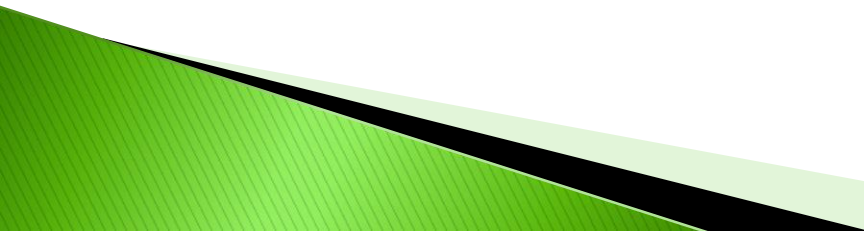
- ▶ We are the only company in Bahrain that have its own Training Center:
 - Holding continuous training to our clients according to each therapeutic area
 - Hands on training on different product ranges we are promoting in Bahrain specially Aesthetics & Medical Devices
 - Inviting speakers from our Multinational principles to run scientific sessions, training & workshops
- ▶ **Showrooms**: Four showrooms to display & demonstrate our diversified medical products
 - Aesthetic Medicine
 - Medical devices
 - Assistive Technology & Rehabilitation
 - Sensory integration

Marketing Department

- ▶ We are the only Medical company in Bahrain that have our own Marketing & Advertising Department
- ▶ We have our designers within the marketing team who handle all advertising & marketing activities
 - Designing all of our promotional & marketing materials
 - Designing all Social Media posts
 - Designing marketing campaigns for our customers specially new centers planning to open
- ▶ Offering marketing bundles to our customers as a package with our medical supplies they purchase from us
- ▶ Utilize the Power of our Social Media channels
 - 4 Instagram accounts, 3 Facebook, Twitter, TikTok, SnapChat
 - Specialized Instagram account for Aesthetics, Derma & Cosmetics
 - Three websites (GIMCO, Rehab, Online Store)
- ▶ **Hiring well-known Celebrities, Bloggers & Models to do promotion & ads for our products & services on Social Media**

- ▶ Running regular awareness campaigns through social media to increase brand orientation
 - ▶ Designing websites for our unique products in both English & Arabic versions to assure delivering our messages to different segments
 - ▶ Arranging online training & Webinars to keep connecting with our customers
 - ▶ Creating promotional videos for our products
 - ▶ Making videos for private clinics combined with our products & services.
 - ▶ Initiate sponsored paid campaigns on Instagram & social media targeting end users/patients directly to increase awareness level toward our solutions.
 - ▶ Sponsor paid campaigns to our clients
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Added Value/Marketing

- ▶ Keep leading the market & take the privilege of been always pioneer in our field
 - ▶ Differentiate ourselves from other competitors in terms of the offered services & position ourselves away from them
 - ▶ Show flexibility toward market changes
 - ▶ Accept the new market challenges & requirement based on the current global Covid19 condition
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Social Media Accounts

▶ Instagram

- [@gimcompanybeauty](#)
- [@gimcompany.bh](#)
- [@gimcompanyhealth](#)
- [@inshapebah](#)

▶ Facebook:

- [@gimcompanybeauty](#)
- [@gimcompanyhealth](#)
- [@inshapebah](#)

▶ Twitter: [@GIMcompany](#)

▶ YouTube: [@GIMcompany](#)

▶ Website:

- Gimco: <https://www.gimcompany.com/>
- Online Store: <https://www.gimcompany.com/store.html>
- Inshape: <https://www.inshape-bahrain.com/>
- Rehabilitation: <https://www.gimcompany.com/rehabolutions/>

Our Valuable Partners

- Medical Equipment and General Items



Quanta System



Nova Clinical, Italy



Hironic Company, South Korea



GTG wellness Company, Korya



Bayer Company, Germany



Rossmax Company, Switzerland



Classys Company, South Korea



Biotec Company, Italy



Synapse Biomedical, USA



Affimedix Company, USA



Cardiochek - PTS Company, USA



DMC - International Trading GmbH - Germany



Mascomid Company, Egypt



Jett Company, Czech Republic



Canon-Toshiba Medical, Japan

• Cosmetic Department



croma
For creators of beauty.

Croma Company, Austria



sesderma
listening to your skin

Sesderma Company, Spain



medi+derma
professional care

Mediderma Company, Spain



DS
LABORATORIES

DS Laboratories Company, USA



LOVE
COSMEDICAL

love cosmedical, Italy



M
MARCMEDICAL
esthetic medicine
MADE IN ITALY

Marc Medical, Italy



FLOSLEK
LABORATORIUM

Floslek Company, Poland



L'ACTION
PARIS

L Omaraction Paris Company, France



Lavena
SINCE 1962

Lavena Company, Europe



Scar Heal
Advanced Skin Therapy

Scar Heal Company, USA



Color & Soin

3 chenes, France



inno
INNOAESTHETICS

Innoaesthetics, Spain



SIMPLE STICK
Simplify the Absolute Value.



DERMOAROMA
REGENERATIVE AESTHETICS



Our Valuable Partners

- Nutriceutical Department



BetterYou Company, UK



3 Chenes Company, France



Leosons Company, USA



Ineldea Company, France



surveal, Belgium



Sinomarin- Gerolymatos International
S.A., Greece

Our Valuable Partners

- Rehabilitation Department**



Alber Company



Tender Care Ltd. Company



Offcarr Company



Etac Company



Matrix



Patron Company



Bodypoint Company



Hoggi Company



Broadened Horizons Company



Roho Company



R82 Company



Sunmate Cushion Company



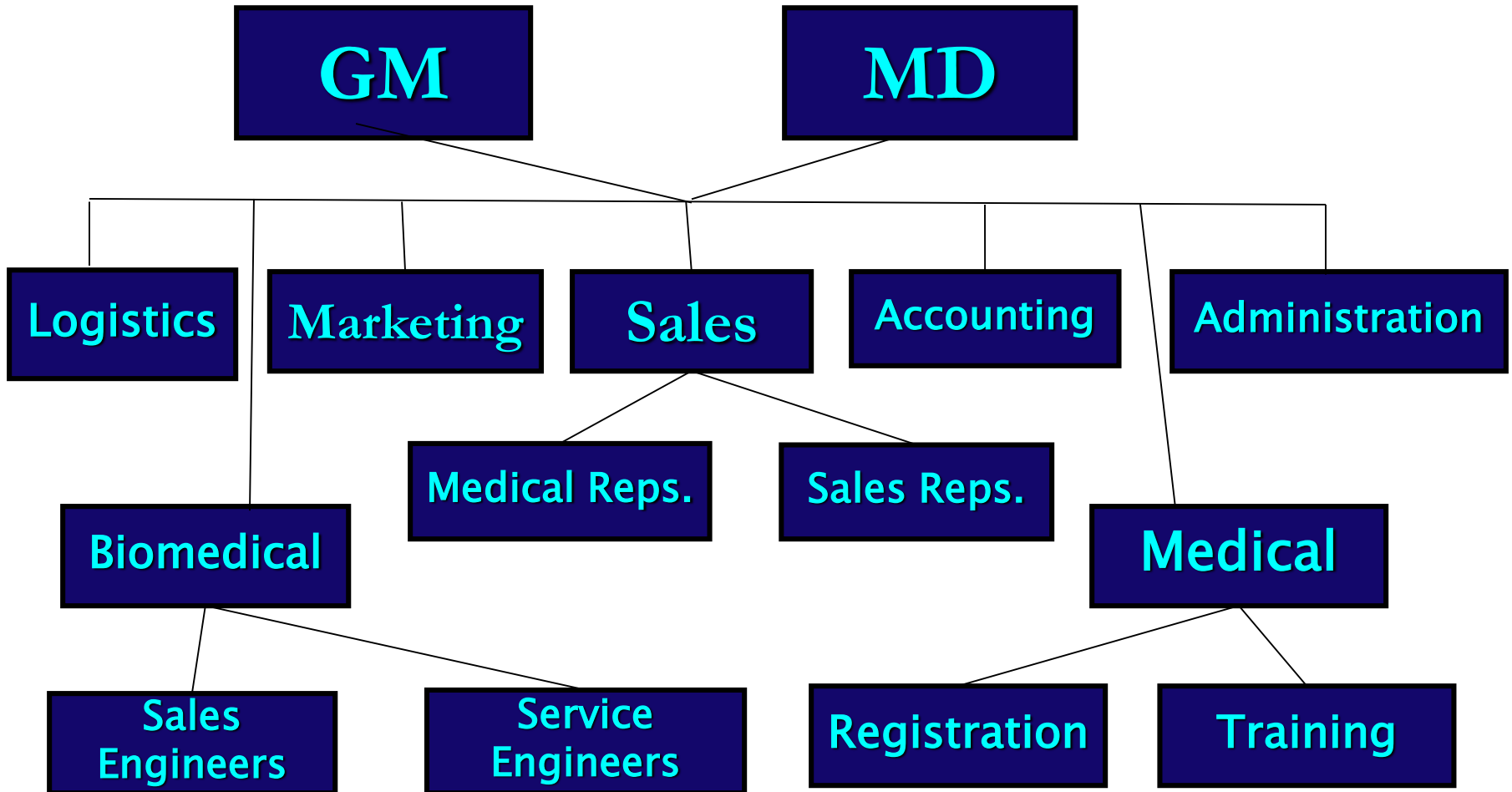
kivi Company



Sunrise Medical Company



Company Structure



GIMCO Structure

Total No. of Employees	112
Total No. of Seles Team	35

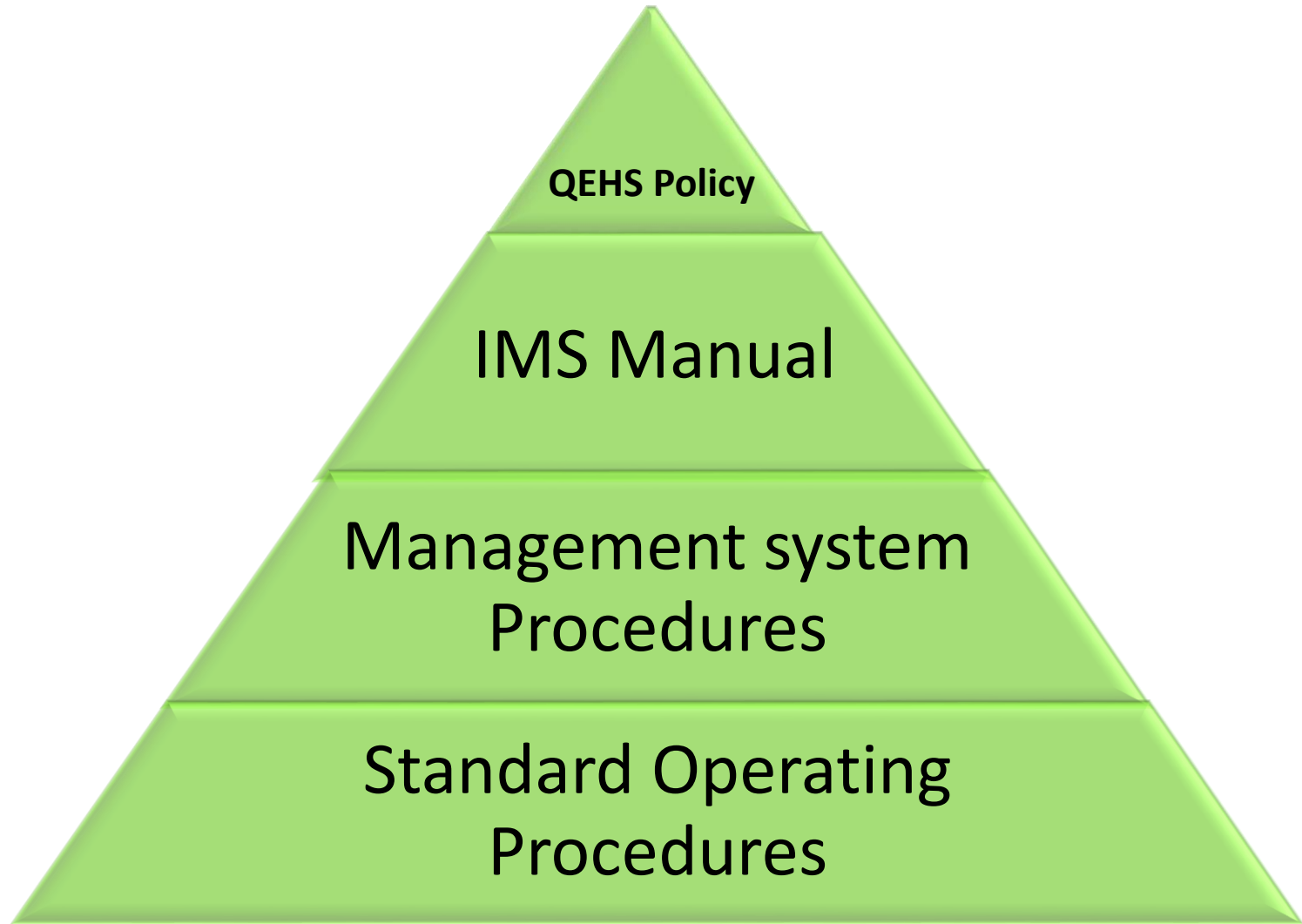
Bahrain Market Dynamics

	Bahrain	Egypt
Population	1.5 M	110 M
VAT %	10%	15%
Customs & Clearance %	6 %	60%
Inflation rate (%)	2.9 %	40%
GDP Annual Growth Rate (%)	1.89 %	3.33%
GDP Per Capita PPP (US\$ is fine)	41.9 K	12 K

Processes



Our IMS System



QEH&S Policy...

- ▶ *Provide our customers the quality of products & services that meet and exceed their expectations.*
- ▶ *Prevent environmental pollution resulting from our activities.*
- ▶ *Eliminate or prevent risks to personnel and other interested parties from occupational health and safety hazards associated with our activities.*
- ▶ *Comply with applicable legal and other requirements related to QEH&S aspects associated with our operations.*
- ▶ *Ensure continual improvement in our Quality, Environmental and Occupational Health & Safety management system.*

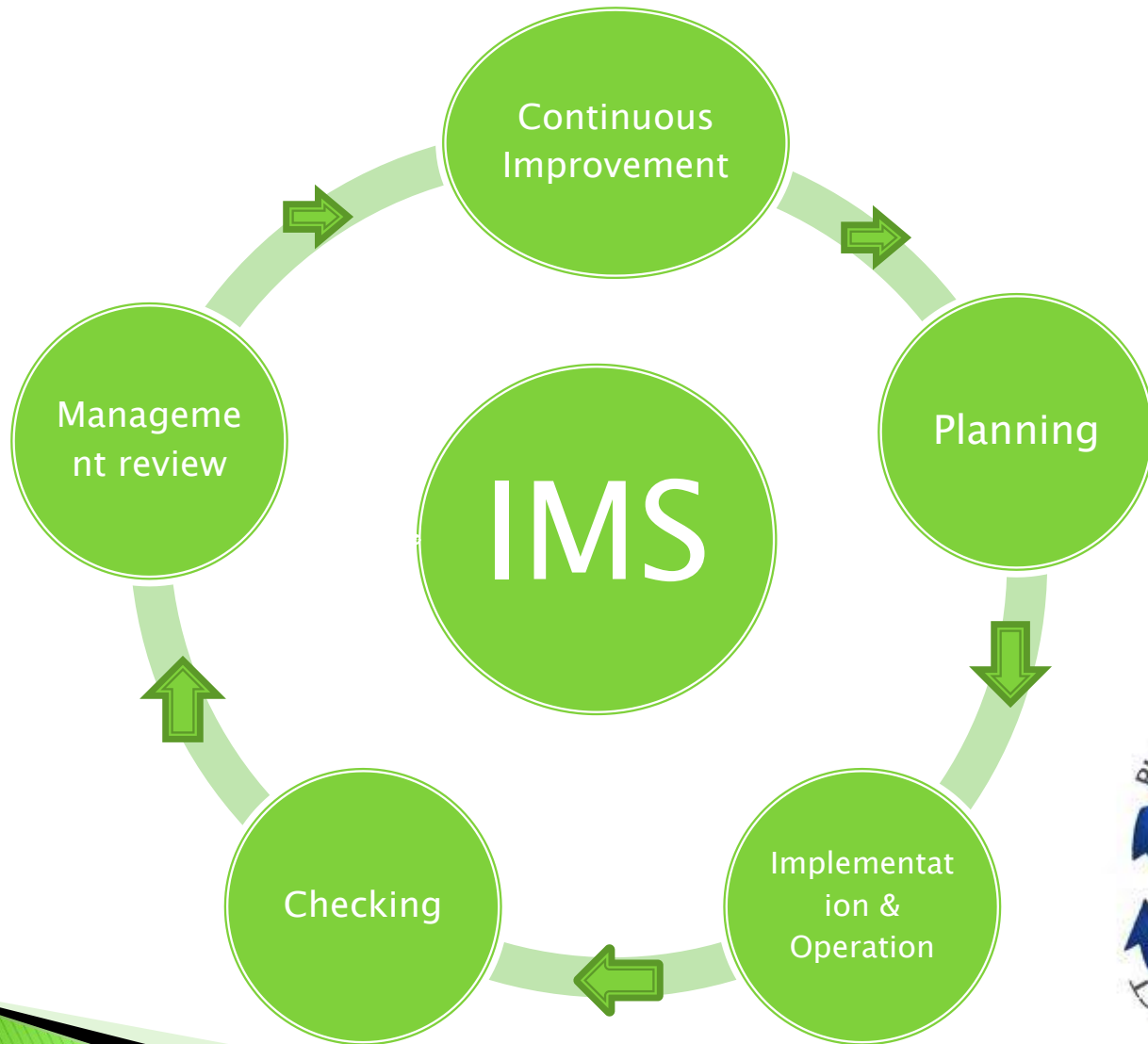
QESH&S = Quality Environment Health & Safety

QEH&S Policy

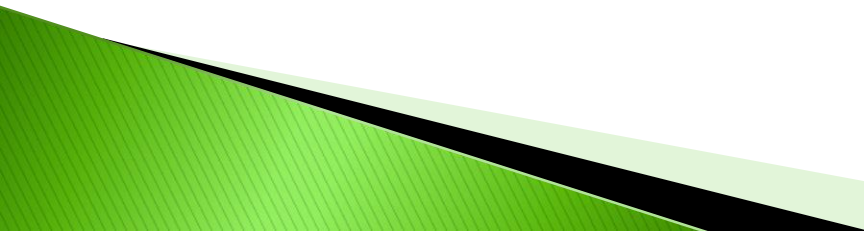
These commitments are achieved through;

- Setting Quality, Environmental and Occupational Health & Safety objectives and developing programs, which ensure the continual improvement of our Quality, Environmental and Occupational Health & Safety management system.
- ▶ Providing resources for achieving these goals.
- ▶ Communicating organization's policy and objectives to all employees and others, as required.
- ▶ Taking appropriate actions in case of deviations from established Quality, Environmental and Occupational Health & Safety management system.
- ▶ Implementing & reviewing actions to achieve planned results for continual improvement of our processes

Continuous Improvement



BUSINESS ETHICS in GIMCO

- We represents many US & EU partner companies and GIMCO officials have been trained by some of them to comply with all applicable international compliance requirements.
 - Has a clear structure of compliance management as below ;
 - CEO acts as compliance responsible and all compliance related processes are controlled by the CEO.
 - The HODs are responsible for the IMS, in particular to maintain & periodic review all applicable legal & other requirements, archiving of relevant document's, training, communication within & interested parties out side the organization.
 - All Sales & Territory managers are fully aware & committed to total compliance
- 



green
international
medical

GREEN INTERNATIONAL MEDICAL, GIMCO W.L.L



*For continuous growth
&
Progress....*

