



# SUN IS UP SERVICES

*Your Health, Our Priority*



**Pharmaceutical & Healthcare Consulting | Market Entry | Growth Acceleration.**

## Contact Us

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# Pharma Consulting

We bridge the gap between global innovation and local market reality.

## Who We Are

**SUN IS UP SERVICES** is a specialized pharmaceutical and healthcare consulting firm that helps international healthcare companies successfully enter, expand, and scale in Africa and the Middle East.

We bridge the gap between global innovation and local market realities, providing hands-on strategic, regulatory, and commercial support across the entire market access journey.

## Our Mission

To empower healthcare companies with practical, compliant, and growth-oriented solutions that transform market entry challenges into sustainable business success.

## Our Vision

To become a trusted regional partner for pharmaceutical, medical device, nutrition, and healthcare companies seeking long-term presence and impact in emerging and high-growth markets.

## What Makes Us Different

- ✓ Deep on-the-ground knowledge of Middle East & African healthcare markets
- ✓ Strong regulatory, commercial, and medical expertise
- ✓ Flexible engagement models: consulting, success-fee, hybrid partnerships
- ✓ Strategic alignment with Saudi Vision 2030 and localization strategies
- ✓ Senior-level involvement — no junior outsourcing

## Our Core Services

### 1. Pharmaceutical & Healthcare Consulting

- Market assessment & opportunity mapping
- Go-to-market strategy
- Portfolio positioning & launch planning
- Pricing & reimbursement strategy
- Commercial & medical strategy alignment

### 2. Market Entry & Market Access

- Country & regional entry strategies (KSA, GCC, Africa)
- Distributor identification & evaluation
- Partner negotiation support
- Tender & institutional market guidance
- NUPCO & public sector pathway support

### 3. Regulatory & Compliance Advisory

- Regulatory roadmap definition
- Coordination with local regulatory consultants
- Product registration strategy
- Compliance audits & readiness assessments
- Alignment with SFDA & regional requirements

### 4. Business Development & Partnerships

- Strategic partner scouting (distributors, manufacturers, JV partners)
- Commercial negotiations support
- Contract structuring (distribution, consulting, success-fee models)
- Localization & manufacturing partnership advisory

### 5. Commercial Excellence & Growth

#### Acceleration

- Sales force structure & KPI definition
- Marketing & medical promotion strategy
- CRM & performance optimization
- Product lifecycle management
- Launch & post-launch optimization

### Industries We Serve

- Pharmaceuticals (Rx & OTC)
- Medical Devices
- Specialized & Clinical Nutrition
- Dietary Supplements
- Feed additives (Veterinary)



### Geographic Focus

- Saudi Arabia & GCC
- North, West & Sub-Saharan Africa
- Strategic bridge between Europe / Asia and emerging markets

### Engagement Models

We adapt to your business needs:

- Consulting-based engagement
- Success-fee / performance-based models
- Hybrid advisory + commercial support
- Long-term strategic partnership



## Leadership

### Dr. Zaher Abid

#### Founder & Managing Director

- MD , PMP, MBA
- 20+ years in multinational pharmaceutical & Nutrition companies
- Former leadership roles across Medical, Sales, Marketing, Audit & Operations
- Extensive experience in Africa & Middle East markets
- Proven track record in market launches, audits, and growth strategy

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### Dr. Hamada Maghdoub

#### Business Development Director

- BSC in veterinary medicine sciences and pharmacology
- 14 years experience in pharmaceutical & infant nutrition industrie

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## Why Partner with SUN IS UP SERVICES

- ✓ One single partner from strategy to execution
- ✓ Strong local insight + international standards
- ✓ Agile, ethical, and results-driven approach
- ✓ Trusted advisor mindset — not just a service provider

## Let's Build Sustainable Growth Together

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