

## Co-operation profile details from Enterprise Europe SEIMED

**BRIL20180207001 - An Israeli distribution, marketing and sales company experienced and highly professional in the field of medical / pharma products and devices, is looking for distribution services / commercial agency agreement with manufacturers of these products**  
**REQUEST**

### Abstract

An Israeli company greatly experienced in sales & marketing the pharma products and devices, food supplements and dermal cosmetics is looking for manufacturers of these products. The production is intended for distribution over pharmaceutical and consumer healthcare industries under either name of the represented company or private label. The company is looking for commercial agency and distribution services agreement

### Description

The experienced representative of foreign pharmaceutical companies in Israel specializes in marketing the products under the consumer healthcare category (prescription and non-prescription drugs, nutritional supplements, dermal cosmetics, self-test kits and medical devices in the pharma field).

Based on many years of hands-on senior level experience in the healthcare market, the company focuses on market penetration through interaction with retailers, healthcare professionals and shoppers. The company employs the best science and technologies of consumer healthcare, pharma and generic and innovative medication while making sure to meet all regulatory requirements – providing the company for its unique value and competitive edge.

The company professional staff brings a unique profound understanding and background in the field with significant achievements in the private, business and public sectors, as customer and supplier, dealing in the highest levels with hospitals, pharma chains, food chains, ministry of health and even the ministry of defense.

In its field the company is the perfect choice for introducing overseas brands into the local market and is the ideal partner for private label distribution in the Israeli market.

The company activity in Israeli market includes:

- close cooperation with large enterprises in the field, like Teva pharmaceutical industries, Maccabi Healthcare Services, presidency of the Federation of Israeli Chambers of Commerce.
- Distribution to all pharmacies in the country, both for the private and institutional sector, HMOs (health maintenance organizations) and hospitals, food chains and products stores, including detailing to physicians and pharmacists.
- The company is well known in dealing with regulation requirements and registration in the Israeli Ministry of Health.

The company knows to identify new opportunities through customer needs research and market trends. They build partnerships and contracts with local and international suppliers, strategic cooperation, import and supply of products (developing unique and exclusive products).

Having got an expertise in a wide portfolio across different therapy areas including the diabetes market, the company is actively involved in the cross-fertilization and cooperation between affiliates to improve business performance beyond own market.

In order to enlarge a range of their partners overseas the company is looking for foreign companies interested in:

- 1)a representative in Israel - under their own brand or under a private label, possibly with the service of consulting - business and strategy in the field of pharma,
- 2)export to Israel - especially concerning unique products that do not exist in the Israeli market.

### Target partner expertise sought:

- Type of partner sought: The company believes that the offered pharma products (e.g., medicines) would be FDA-approved, EU-approved and those marketed in the U.S.A., Japan, Australia and New Zealand.
- Specific area of activity of the partner: -TYPE - industry, business

ACTIVITY – 1) manufacturers of products under the consumer healthcare category - prescription and non-prescription drugs, nutritional supplements, dermo-cosmetics, self-test kits and medical devices in the pharma field.  
2) pharmaceutical companies aimed at their representative in Israel.

-ROLE - to provide the company with the required production, according to the conditions of distribution services / commercial agency agreement with further cooperation development expanding to additional consulting service on the aspects of marketing strategy.

## **Key information:**

Country of origin: ISRAEL

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