



Letter of the CEO

At MS Pharma, we strive to fulfill our business philosophy of “improving our communities’ quality of life”, which is why we are actively engaged in business by introducing new innovations and affordable drugs to our various markets across the META region.

We have set our long-term strategy to fill the gaps in the market, to add value to existing products, and to create new solutions for our customers’ unmet needs through our different business models. Instead of moving toward easy-to-manufacture products, we are determined to acquire new technologies and know-how to be able to launch products with higher entry barriers, giving MS Pharma a superior competitive advantage.

With our deep understanding of the regional market specifications and needs, we have decided to develop our business around clusters assuring decentralization and creating a more efficient form of decision making in each sub region. This set-up has enabled our different affiliates to outperform regional and global competitors. We believe this method of operation will keep us on the right track to be among the most dynamic companies in the region.

Through our highly focused and integrated product portfolio, a history of success in our strategic markets, and our dedication to achieve our vision, MS Pharma is fast becoming the leading pharmaceutical and healthcare company in the META region.

Thank you for visiting our website and for your support.

Essam Farouk
Chief Executive Officer

A handwritten signature in black ink, consisting of a long horizontal line followed by a stylized, looped flourish.