

Bedaya by Genesis

CORPORATE PROFILE

www.bedaya-sa.com



Bedaya by Genesis

People health is our mission

Bedaya is The Partner of Choice
For Leading Brands in the World
of Pharmaceuticals ,Consumer
Healthcare, Beauty Products &
Medical Device In Kingdom of
Saudi Arabia & GCC.

ABOUT



Bedaya by Genesis

ABOUT BEDAYA

Bedaya is a leading Saudi Private Company acting as Sole Agent for many renowned multinational producers of:

- Pharmaceuticals
- Paramedic and Laboratory Equipment
- Fine Chemicals
- Dietary Supplements
- Cosmetics
- Medical Devices



We have partnered with leading global pharma and biotechnology companies to bring essential life sciences offering to the Middle East.



Bedaya by Genesis



OUR MISSION AND VISION

- **Our mission** is to Achieve leadership position in the chosen market through value-added to our clients by providing prompt access to quality pharmaceuticals and medical devices from leading global manufacturers / innovators.
- **Our vision** is to become most trusted pharmaceutical / medical devices distribution company in KSA and contribute to our society's overall health and wellbeing.



OUR SERVICES



Bedaya by Genesis

OUR SERVICES

We've partnered with world-leading companies to bring essential pharmaceutical and life science offerings to Middle East, with extensive industry knowledge and key contacts support its partners in the following steps to success:

- Identify Products with potential in Middle East.
- Select Target Markets and Introduction Strategies.
- Finalizing Registration, Pricing, Promotion and Placement.
- Plan and Execute Distribution, Marketing and Sales Strategies.





Bedaya by Genesis



OUR CUSTOMERS

OUR CUSTOMERS & AFFILIATIONS

OUR CUSTOMERS

Pharmacies || International Importers || Hospitals
Clinics || Research Institutions || Healthcare Professionals

OUR AFFILIATIONS





OUR PRODUCTS



Bedaya by Genesis

OUR PRODUCTS



OVER THE COUNTER



VITAMINS & SUPPLEMENTS



ACTIVE INGREDIENTS



VACCINE



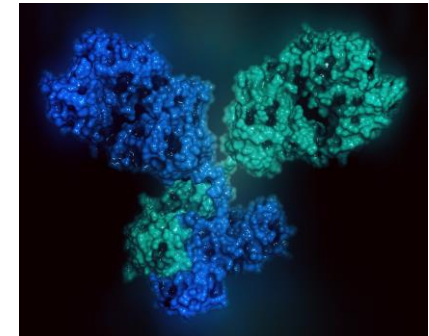
**PRESCRIPTION MEDICINE
(BRAND & GENERIC)**



**MEDICAL SUPPLIES
& EQUIPMENT**



SKIN & BEAUTY ITEMS



SPECIALTY PRACTICES

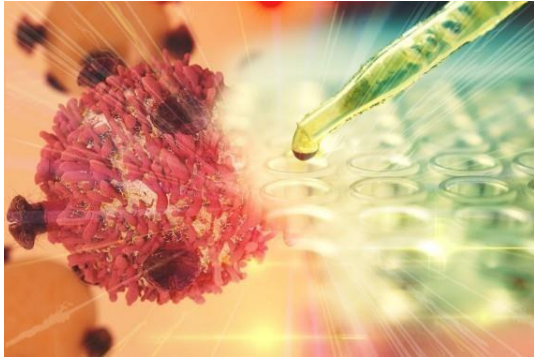


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OUR INTERESTS



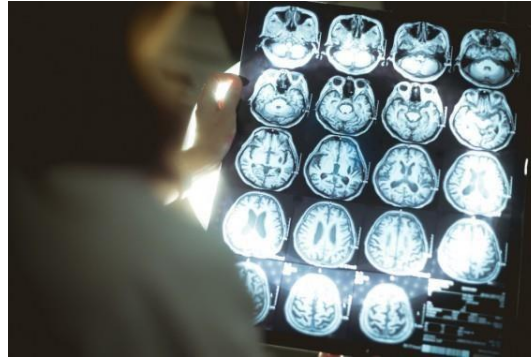
OUR INTERESTS



ONCOLOGY

Our Areas Of Interest Include:

- Solid Tumors
- Hematologic Malignancies
- Next-Generation Immuno- Oncology



NEUROLOGY

Our Areas Of Interest Include:

- Alzheimer's Disease
- Multiple Sclerosis
- Parkinson's Disease



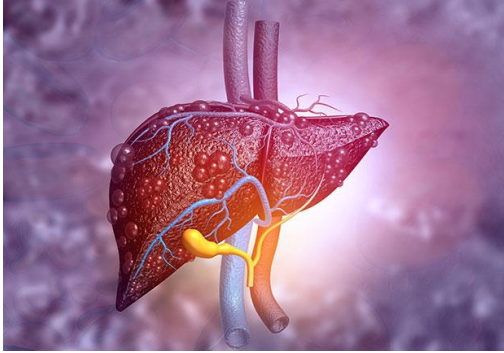
IMMUNOLOGY

Our Areas Of Interest Include:

- Rheumatoid Arthritis (RA)
- Inflammatory Bowel Disease (IBD)
- Psoriasis And Dermatologic Diseases
- Psoriatic Arthritis (PsA)
- Osteoarthritis (OA)
- Systemic Lupus Erythematosus



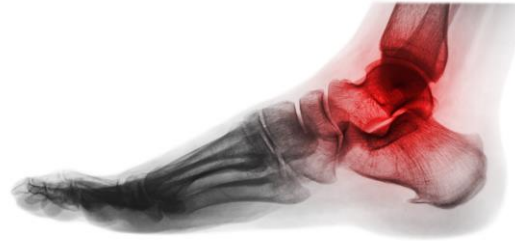
OUR INTERESTS



HEPATOLOGY

Our Areas Of Interest Include:

- Hepatitis C
- liver cancer



RHEUMATOLOGY

Our Areas Of Interest Include:

- Gout
- Osteoarthritis
- Osteoporosis
- Sjogren's Syndrome



VACCINES

Our Areas Of Interest Include:

- MMR
- Varicella
- MMRV
- Dengue Fever Vaccine
- TB
- HPV



Bedaya by Genesis

If you are seeking to do business across MENA, contact us:



Bedaya by Genesis

Bedaya by Genesis

AL-Riyadh

Kingdom of Saudi Arabia

Contact: +966 547 79 1440

Email: Pharma@bedaya-sa.com

Web: www.bedaya-sa.com