

An enterprise on the move

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was called in 2010 in order to boost the development of Group SAIDAL in parallel with the economic policy set by the public authorities during the financial year of 2009.

Between 2002 and 2010, he served as a consultant for both national and international offices, having responsibilities relating to the economic sector as well as occupying senior management positions.

SAIDAL is a public company with a social capital of €23 million. 20 per cent of SAIDAL's shares were issued by the stock exchange in favour of institutional and private investors.

Established in 1982, SAIDAL's mission is to develop, produce and commercialise pharmaceutical products.

SAIDAL is a leading generic drugs producer in Algeria, with a portfolio of 200 products spread over 20 therapeutic classes, a turnover of €112 million in 2013 and a market share of between 4 and 6 per cent.

Currently, SAIDAL boasts nine plants with a total production capacity of 200 million sales units. The group also has three regional distribution centres and a research and development centre.

The current development plan, which was established in 2010, will allow SAIDAL to improve its production capacity and to participate in the achievement of the national drugs policy set by the public authorities.

The company's present €200 million development plan includes the modernisation of five existing plants as well as the factory production of insulin. It also includes the construction of four new branded plants for generic drugs, a plant specialising in the production of cancer drugs, and one specialising in the production of insulin in cartridge form.

Two other support structures are also listed in this development plan: a research and development centre and a Bioequivalence centre.

As part of this development plan, SAIDAL Group will look to achieve the following strategic goals:

- Consolidating its leading position in the Algerian market
- The diversification of its product range and the expansion of its production to new therapeutic classes such as oncology, ophthalmology, immunology and products derived from biotechnology
- The development of partnerships.

To support its development plan, SAIDAL has adopted an action programme based on the development of human resources, the improvement of the organisation and information system, the promotion of the company culture and the implementation of an effective communication policy.

The promotion of partnership is a key strategic goal for SAIDAL, which is why the Group adopted a new partnership policy in 2010 that was essentially based on the transfer of technology and know-how. Through establishing strategic alliances with major international pharmaceutical laboratories, SAIDAL will develop its activities and extend its product range to original and innovative medicines. These win-

win partnerships are based on trust and ensure to each party the achievement of the desired strategic goals.

The concluded partnerships come in several forms (industrial and commercial partnerships, licensing agreements and joint ventures) and SAIDAL lists among its major international partners such laboratories as Novo Nordisk (insulin production), Sanofi, Pfizer and Servier.

Fully engaged in its transformation process, SAIDAL is able to eliminate its weaknesses and consolidate its strengths.

For SAIDAL, change and progress is well underway. **E**



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