



## Atlas Medical FZCO celebrates its success on Tejari.com

Atlas Medical FZCO, a Dubai Airport Free Zone based pharmaceutical company, has recognized the advantages of e-commerce and online trading via the Tejari.com marketplace. Celebrating its success on Tejari's web portal, Atlas Medical FZCO sees the changing landscape of the medical industry as an important reason to break through the traditional means of procuring medical equipment. As a company that deals with major corporations and governmental organizations across the region, Atlas Medical has found the Tejari portal an essential means through which to source quality equipment in a cost effective and timely fashion.

"Tejari provides us with a global network of information on tenders in a transparent environment. With the help of Tejari we are

able to position ourselves as the solution provider and supplier for high quality equipment. Since using this unique procurement process we have eliminated hidden costs and streamlined the number of suppliers we do business with", said Mr. Saif Al-Yasi, Sales Manager of Atlas Medical FZCO.

He added "Atlas Medical FZCO received a suggestion from Dubai Health Authority to register with [www.tejari.com](http://www.tejari.com) in order to participate in the online tenders posted by DOHMS. Since then Atlas Medical has had many successful wins for highly significant tenders. In 2008 Atlas Medical among other tenders successfully accomplished tenders for Dubai Police, Dubai Hospital and Rashid Hospital in Dubai and supplied them with



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medical equipments for their ophthalmology departments”.

Owing to the access of Tejar’s global membership network, Atlas Medical participated with five big governmental tenders to supply medical equipments during December 2008.

Tejari’s extensive training packages enabled the Atlas team to learn about how to make the most of Tejari’s online trading portal, including that the use of services that integrates mobile and SMS to the web portal, which allow users to know of available tenders via direct notification from Tejari on their hand-held devices.

“As soon as any tender appears online, we receive an SMS notification at the very same minute with an invitation to participate. All we need to do from that point onwards is follow the standard online procedures fulfil the supply process. The process could not be simpler”, added Mr. Said Al Yasi.

The Middle East market is said to be a gold mine for the health care industry.

The market is growing rapidly, and capital is moving quickly to capitalize on this growth. Cutbacks to the health care budgets in Western Europe and the USA, traditionally the main markets for medical products, have left their mark on the suppliers’ balance sheets. According to independent research, the Asian market is proving ever more lucrative.



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Whether in China, India, Thailand or the Middle East – people can increasingly afford to spend more for their health. The experts agree in their forecasts and are predicting a solid annual growth of 10 percent for the health care industry in Dubai until 2015.

Growing at a rate of 3 percent per annum, and with an average per capita GDP of over \$9000, the Middle East region places itself among the more prosperous in the world. Per capita pharmaceutical expenditure was estimated to be about \$58 in 2005, a figure that might seem insignificant when compared to \$885 being spent in the US. Again, according to the research this gap, though, represents an opportunity for exponential growth: many Industry pundits believe the

Middle East's health industry is in top shape and only getting better.



Company name: Atlas Medical FZCO

Company Profile: Atlas Medical FZCO, a Dubai Airport Free Zone based pharmaceutical company, has recognized the advantages of e-commerce and online trading via the Tejari.com marketplace.

Contact Person : Mr. Saif Al-Yasi, Sales Manager

Summary Mr. Saif Al-Yasi said: "Tejari provides us with a global network of information on tenders in a transparent environment. With the help of Tejari we are able to position ourselves as the solution provider and supplier for high quality equipment. Since using this unique procurement process we have eliminated hidden costs and streamlined the number of suppliers".