

Asharq for Trade & Agencies Co. (ATA)



Medical Division - Profile

❖ Contacts

Asharq for Trade & Agencies Co. (ATA)

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Our Company was founded amidst the global changes of the early 90's confronting the economic deep impacts and market challenges with a

clear vision we embarked aggressively and courageously to serve and cater an essential part of the national economy based on our market orientation and perception.

Though our targeted objective as a service provider to the health sector, we had to survive whilst introducing quality health care products to the medical industry ensuring simultaneously affordable price tags to the public as a result of hard work and endurance, we were able to cultivate the rewards gradually but firm, utilizing our quality brands and standards enabled us to gain market respect and appreciation a fact that ATA established its own brand of excellence among the medical industry in Yemen.

Mohammed Othman
General Manager

(PHARMACEUTICAL SUPPLEMENTS & MEDICINES):

ATA are proud representing some of the world's reputed pharmaceutical companies such as:

- Johnson & Johnson Medical Middle East – 
- Riyadh Pharma 
- AstraZeneca Company – 
- LEO Pharma – 
- Sanofi 
- Abbott 
- FERRER 
- GINSANA 
- Pharmaton 
- STEMA 

ATA possesses its own Pharmaceutical outlets in addition, ATA distributes their products all over Yemen (*all kinds of medical drugs and associated equipment, disposables, surgical equipment and tools, machinery*).

ATA has a highly qualified sales task force (*which consist of doctors and pharmacists representing each pharmaceutical company*) constantly scour the market for new clients and new opportunities in all regions of Yemen.

ATA has maintained good relationship with many hospitals and Pharmacies such as:

- Al-Thawra Hospital
- Al-Kuwait Hospital
- Military Hospital (MOD)
- Aden Refinery Company
- Yemen German Hospital
- Saudi German Hospital
- University of Science and Technology Hospital
- And others....

Being established as a leader in the medical field, ATA is now concentrating on enhancing its other sectors.

(PHARMACEUTICAL- NUTRITIONAL BEVERAGES)

ATA is an agent and also proud to represent one of the world's reputed brands such as:

- Régilait (France Lait) - 

Régilait is the European pioneer in milk powder in the form of soluble granules.

Diverse on its markets, the brand develops commercial milks, infant nutrition and vending machines products.

With commercial milks, the firm proposes instant granulated milks and condensed milks to meet the nutritional needs of all the family.

All infant nutrition products manufactured by Régilait are sold under France Lait brand. They are elaborated by a laboratory which has 50 years of experience and works with French pediatric units at the cutting edge of their discipline. Stringent controls are carried out at each stage of the manufacturing process to guarantee every aspect of product quality.

Régilait is the world leader in granulated milk powder for vending machine professionals, offering a full range of top-quality milks and toppings.

Our clients include local market, stores, pharmacies as well as with doctors, midwives, nurses and key pharmacists.

By our continuous and strong work, we are taking a strong prescriptions percentage for a lot of new born babies (in addition to the current users for our products) which make the market leader in term of prescription and ensure complete liquidation for any quantities available in the market.

COMMERCIAL DIVISION:

ATA is also engaged in some of the biggest Government Tenders as well as the Private Sectors. Owing to its image in the market as a prominent Pharmaceutical distributor and a recognized Oil services company, ATA has also been active in supplying to the Government Health Sector, medical drugs and medical equipments.

ATA is also one of the biggest providers of components and accessories to the Government owned Electrical and Telecommunication Sectors, ATA have supplied various equipments to the Agricultural and Educational Sector in Yemen.

The degree of our success in the tender division is measured by the following components:

1. The latitude of our P.R. proximity with the concerned official
2. The range of our quality product
3. Price, competitiveness
4. The warranty and maintenance services package we provide.

OUR PRODUCTS:

Tender (Electrical) Division, has supplied materials to the Government (through tenders) from all over the world ranging from European and American states, (the importation of items, e.g. insulators, transformers, protection equipment) and lately we are exploring the Fareast and Asian markets to source out suppliers and manufacturer of cable, conductors and OHL hardware.

In this regard, ATA has been extremely successful and has grown to become one of the major providers to the Public Electricity Corporation – PEC Yemen (the main organization dealing with all Government, World Bank and other similar tender enquiries).

ADVERTISING AND PROMOTIONS DIVISION:

Our Advertising & Promotions division has shown tremendous opportunities for growth & success during the past few years.

The division undertakes & manages advertising & promotional programs for some of the leading national & multinational companies in Yemen.

Our most valued clientele includes leading banks, oil & gas companies, Fast Moving Consumer Goods (FMCG), telecom service providers etc.

We supply custom made quality items and has some of the best desktop designers and copy writers at their disposal.

We have our own highly professional, qualified and experienced team. With a workforce of over 8 staff members which includes a team of experienced Marketing and Sales staff, constantly capable of sourcing the market new potential clients and opportunities.

MAIN ACTIVITIES:

- Advertising & Promotion Materials
- Printing and Publishing
- Hoardings & Glow sign boards
- New Product Launching and Brand promotion
- Publicizing & Campaigning
- Multimedia Advertisement

OUR MAIN SUPPLIERS:

We have our own in-house production and assembly unit for works that can be locally produced. However, in the event that high standard quality products are demanded, we are tied with a global chain of suppliers to source out the required item in question for production.

REFERENCE LIST OF OUR VALUED CLIENTS:

- Vintage Petroleum Yemen
- Total Fina Elf Yemen
- Encana Petroleum Yemen
- DNO Oil & Petroleum
- OMV (Yemen Block S2)
- Hasco & Shell Marketing Company
- Mobil Oil Company
- Spacetel Company
- Sabafon Company
- Yemen Mobile Company
- Leo Pharma.
- Johnson & Johnson Middle East
- Nestle Product Export Co
- Baker Hughes
- Cooperative & Agricultural Credit Bank (CACB)
- Yemen Drill
- Tihama Group
- TATCO
- United Insurance – Yemen
- Coca Cola Company
- International Bank of Yemen
- Arab Bank Plc.

ATA TELECOMMUNICATION DIVISION

ATA has a well developed Telecom and IT division. ATA is the official agent of MITEL Network In Yemen which is headquartered in Ottawa Canada.

MITEL Networks Corporation  MITEL is a leading global provider of enterprise and small business communications solutions and services.

The company focuses on blending powerful infrastructure, with an intuitive human interface to deliver the benefits of voice, video and data convergence to the user.

ATA recognizes the client needs and provides the latest solution in the ever-growing telecommunication industry. We provide leading edge, high quality solutions to our clients which meets their specifications, delivered on time and at a competitive price.

MITEL's broad portfolio of solutions provide advanced voice, video and data communications platforms, desktop phones and Internet appliances, intuitive application for customer relationship management and mobility, messaging and multimedia collaboration. Building on a foundation of success in enterprise communications, the company now focuses its efforts on Internet Protocol (IP) and the benefits, it enables through the convergence of voice, video and data over a single broadband network. These new IP-based communications platforms are designed to allow customers of all sizes to seamlessly implement and/or migrate, in an evolutionary manner, without sacrificing any of the features or functionality of traditional Private Branch Exchange ("PBX") and Key Telephone System ("KTS").

Through the best-in-class strategic relationships MITEL can offer businesses the choices and flexibility of an end-to-end converged Local Area Network or seamless interoperability with any existing infrastructure.

Because of the co-ordination with MITEL, ATA is capable for the supply and installation of all types of Telecom and IT equipment's. For providing better services to our clients, ATA has a well developed team of skilled Telecom Engineer's and also this team consists of a professional sales team for the promotion of the business.