

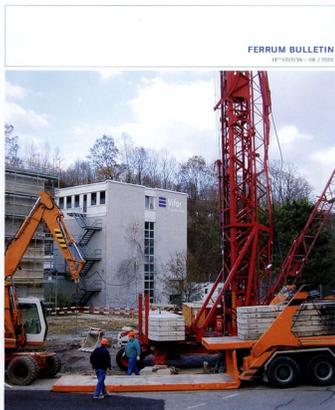


RG's News & Views

Monthly issue

August, 2005

"Iron men"



Dear Colleagues,

Most of you know that Ferrum Bulletin is Vifor news letter circulated on quarterly basis throughout the world. Our two articles published in this bulletin during 2004.

The current edition's editorial gives us highly motivational news, which we are reproducing for you;

Dear 'Iron Men'

According to IMS, global pharma revenues grew beyond 500 billion USD in 2004, Erythropoietin represented in 2004 the 7th largest therapy class with global sales of more than 11 billion USD at a fixed-rate growth of +12% in comparison with the average fix-rate growth of 8.8% of the ten leading therapy classes.

Now what about the global iron market? In 2004 worldwide iron sales grew to a new high of 1.2 billion USD (+10.7%). The split between oral and parenteral sales accounted for 510 million USD (parenteral) and 720 million USD (oral) respectively, with significant growth rates in both segments. Two third of the global iron sales were generated in USA (41%) and Europe (27%). Vifor (International)'s worldwide market share jumped to 29.5% in 2004, meaning on every dollar spent worldwide for iron therapy nearly 30 cents are spent on Vifor (International) iron products!

This is a fantastic milestone and could never have been achieved without the top local performance of our partner network! Thank you! Executive vice president

We are happy that our current growth rate is matching with Vifor international growth rate. But, on the other hand share in local market is low compared to global market.

We have to go a long way to penetrate in local iron market to prove that we are the leading group of, "iron men". And, we believe that you have potential to do this.

... MOUGHAL

Nephrology team at Singapore

Dear Colleagues,

Weldon, you did marvelous job during first half of the year. It shows that we will exceed our sales objective 2005.

RenalCare team consists of six people and they are contributing 28% sales in the total company. Epokine is the brand leader. RenalCare sales yield per man is rupees 11 million in a year. Still, we need a lot of improvement because, "good" is the enemy of the "best". Let's acknowledge Nephro team for good contribution in the company.

During June 2005, a mega international event of Nephrology was held in Singapore for five days. Novartis sponsored 30 Nephrologists and most of them were accompanied with their spouses. It was a good opportunity to serve these customers. Therefore, we decided to send two product specialists; Mohsin and Noman to take care of this big group.

Our principal Vifor International arranged a lunch symposia in this congress. Our job was to ensure good participation from Pakistan and almost every doctor from Pakistan attended Venofer symposia and visited Vifor exhibition booth.

Here are some snaps of this activity...

... Adeeb



Prof. S. A. Jaffar Naqvi with Thorsten, Qureshi & Adeeb at WCN, Singapore



Prof. Akhtar Ali and his colleagues with Adeeb

Lahore team on excursion tour

Dear all,

On the excellent achievement of 2nd Qtr all the members of my team were very excited & decided to celebrate it on some hill station. We requested the company to grant us leave for two days.

We started our journey on Saturday evening & reached Abbotabad early in the morning. From there, we traveled to Shogran via BalaKot. There are beautiful sceneries all the way. We hired a jeep from Shogran & went to Siri & Pai. The way was so dangerous that we 1st time understand the meanings of, "broad".

In the evening, we went to Naran. Next morning, we went to Lake Saif-ul-Malook, which is one of his own kind. People tell several mysterious stories about it, but one thing is sure that it mesmerizes the viewers with its beauty. We did some photography & via Nathigali came back to homes safely. The whole trip was fun, fun & fun & we enjoyed every moment. This was really unforgettable trip of our life as a team.

... Nadeem butt



Lahori Tigers at top of the hill with aim to sell iron as high as K2



Lahori Tigers are relaxing after achieving >52% of 2005 sales objective. Fresh air will enable them to exceed target of 2005.

Heartiest Congratulation!

Almighty Allah blessed Sarfraz Ahmad - ZSM Faisalabad - with a Son on 18th August, 2005.



RG's News & Views

RG's active participation in 12th Biennial Pediatric Conference at Quetta

Dear Colleagues;

There can be several types of investments in the medical conferences and one of them is individual sponsorship. Most of the companies believe that they can make good relations only by sponsoring their customers, which is partially true, because you are pleasing the few and annoying the rest.

Our philosophy is different. Just sponsoring customers and participating in conference is not enough until you are not there, because in conferences you can find the opportunities to strengthen your relations with opinion leaders. Even a smart representative can take the full credit of his doctor's sponsorship by competitor providing personalized services at the spot.

This is the reason we always involve our field force in these conferences. Therefore, on 11th Aug, all ZSMs along with Karachi team were present in Quetta to take care of their customers.

Khaliq reached the venue four days before the start of the conference. He came back on 8th from Dubai and traveled the same day for Quetta to assist PPA for the scientific sessions. For next three days Khaliq, Yasir, Adnan and Ubaid were so busy in scientific sessions that even they had to skip their lunches. Weldon Khaliq & Co.

Nadeem, Faisal, Sohail, Zeeshan, Sarfraz, Nadeem Arshad with Danish, Asif, Khurum and Salman were taking care of their customers on the exhibition stall. Luckily, the stall which we got was one of the biggest in the exhibition area. So, we converted it into the attractive hospitality suite. We also arranged conveyance for those who wanted to go for shopping.

As usual, RG team once again was visible throughout the conference. Now, it is the time to en-cash relations and you know the best place to en-cash relations with a doctor is his chamber.

"Out of sight; out of mind"

Good luck for third quarter

... Naveed



Yasir vigilantly active to move slides during presentation of doctor



Pediatric Conference could not be a successful show without Adnan in time response to presenter request.



Sarfraz is enjoying the company of his customers from Faisalabad



Group of pediatricians filling quiz for Lucky draw at RG exhibition booth



Smiling faces before the start of Conference...



Tired but satisfied faces after the conference...



Focus on Job on hand...



Opening ceremony of 12th biennial Congress of Pediatric Association of Pakistan



We invite you for your news & views to incorporate in next issue!

Dear colleagues;

Our success story of the August is the entry in the Aga Khan University Hospital for dialyzers. Initially, the quantity is low, but always long Journey start with first step and first drop is beginning for heavy rains.

We rated this achievement as good job done by our team, because this reference will open new doors for our business in south region. Moreover, this highly motivates us because purchasing authorities of AKUH always decide on merit of the product. And, no doubt, we are promoting world class equipments & disposables.

This is the result of well-knitted team efforts, close follow-up and high quality professional services. Therefore, we can say that RG-FMC team is on the right track and soon we will get significant business like other business units. In Shah Allah!

... Saeed

Obituary

We pay our condolences and express deep sorrow for intrauterine demise of daughter of Zeeshan Ahmad - Peshawar, when he was at Dubai. May Allah rest her soul in peace!
Ameen