



Company

Profile

TABLE OF CONTENT

#	TITLE	PAGE
1	INTRODUCTION	03
2	OUR PURPOSE , VISION	04
3	OUR MISSION	05
4	OUR SALES STREATEGY	06
5	PROFESSIONAL RELIABLE & EFFICIENT	07
6	OUR PRODUCTS	08-09
7	OUR SERVICES	10-11
8	OUR PARTNERS	12
9	GEISTER MEDIZINTECHNIK GMBH	13
10	APT MEDICAL INC	14
11	MERIL LIFE SCIENCES PVT. LTD	15
12	LSI SOLUTIONS, INC	16
13	NEOS SURGERY S.L	17
14	SMARTCANULA LLC	18
15	BIOCER	19
16	CLINICAL AND TECHNICAL SUPPORT	20
17	INTERNATIONAL PARTICIPATION	21
18	LOCAL PARTICIPATION	22
19	AWARDS	23
20	WHAT PEOPLE SAY ABOUT US	24
21	OUR CUSTOMERS	25
22	Contact us	26



INTRODUCTION

Al Holol Al Tibbiya for Medical Supplies Trading LTD, previously known as BMD, specializes in the import and distribution of a comprehensive array of medical supplies and equipment. Our clientele includes both government and private hospitals.

Based in Najaf, Iraq, we concentrate primarily on interventional cardiology products, as well as instruments for cardiovascular and thoracic surgery, and neurosurgery.

Our expertise has been cultivated through collaboration with professionals in the cardiovascular surgery sector. At Al Holol Al Tibbiya, we adhere to the highest standards of business ethics, maintaining a strong reputation for honesty and integrity in the marketplace.

We are committed to delivering quality products and tailored services to the medical industry. As we expand, we will continue to seek innovative solutions to support those who rely on us and to empower our employees to achieve new levels of success.



OUR PURPOSE

We are dedicated to continuously enhancing our healthcare offerings, products, and services, while also supporting healthcare professionals in their careers.

Our commitment to ethical principles and consideration of social and environmental issues will be evident in the satisfaction of our customers, the effectiveness of our teamwork, and the overall quality of our business operations.



OUR VISION

Al Holol Al Tibbiya aims to be the premier provider of cutting-edge medical products to healthcare facilities and hospitals nationwide.

This goal is underpinned by our commitment to enhance customer service by delivering exceptional After Sales Support and ensuring Customer Satisfaction.

We achieve this by investing in the education and development of our team members, while upholding our values of integrity and transparency with our employees, partners, and



OUR MISSION

Al Holol Al Tibbiya is dedicated to ensuring that all customers receive high-quality products and services consistently through various channels.

Our company focuses on enhancing the quality of life for our users and supporting the leading medical institutions and professionals in our country in delivering exceptional healthcare.

All products from Al Holol Al Tibbiya comply with both government and international standards. We are resolute in our commitment to providing only the finest and most advanced products to our clientele.

OUR SALES STRATEGY

Our sales strategy involves creating a comprehensive sales map by conducting an analytical assessment of various business opportunities.

We aim to leverage our products' capabilities to explore all potential avenues in three distinct ways.



1

We engage in pre-tendering sales promotion and marketing to ensure our specifications are well represented across the sales map.

2

We focus on addressing all tendering opportunities and existing potentials that may not align with our technical specifications.

3

We strive to influence customers' perceptions of their current products by offering superior quality and more advanced equipment with enhanced technical specifications.



PROFESSIONAL RELIABLE EFFICIENT

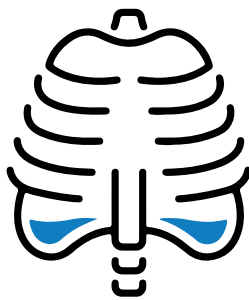
We take great pride in being recognized as one of the most professional and effective partners in our industry within Iraq. Our team stands out for its unparalleled experience, comprehensive training, and proven efficiency in achieving results.

The founders of Al Holol Al Tibbiya possess a remarkable track record of establishing market leaders in the healthcare sector and beyond.

Our company engages in various activities, including commercial agency, product distribution, and service provision. With offices located in Najaf, and Baghdad, we are well-positioned to collaborate with our partners and suppliers, ensuring efficient distribution channels and robust networks tailored to the Iraqi market.

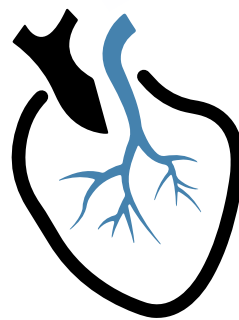
OUR PROUDCUTS

CARDIOVASCULAE AND THORACIC



An extensive selection of products designed for cardiovascular and thoracic surgery, emphasizing minimally invasive techniques that are less traumatic for procedures such as valve repair and replacement, coronary artery bypass, vascular system maintenance, and lung tumor removal.

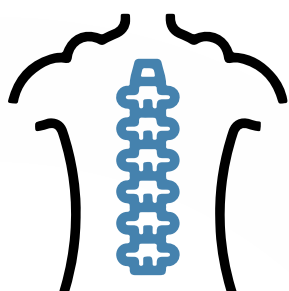
CARDIAC , PERIPHERAL AND STRUCTURAL INTERVENTION PRODUCTS



We offer a wide range of Cardiac ,peripheral and structural intervention products which constantly brings confidence to clinicians for tackling clinical challenges. Al Holol Al Tibbiya is dedicated to being a leader in the interventional field while protecting the health of humanity.

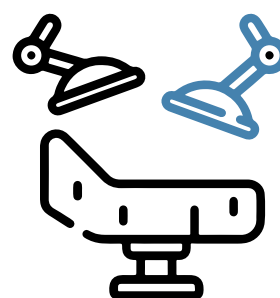


NEURO, SPINE AND ORTHOPEDIC SURGERY



A complete array of products for neuro , spine and orthopedic surgery has been created in collaboration with surgeons, emphasizing less invasive and minimally traumatic techniques aimed at restoring and preserving spinal function, as well as achieving the complete excision of tumors and vascular abnormalities.

GENERAL SURGERY



An extensive selection of general surgery instruments, expertly crafted by skilled artisans, each playing a crucial role in the success of diverse surgical operations.

OUR SERVICES

WARRANTY



We are unique in providing the longest warranty period for our products in the Iraqi market, due to our high confidence in the quality of our products and to increase our customers' confidence in our company.

CLINICAL AND TECHNICAL SUPPORT



We at Al Holol Company know the importance of continuous communication with our customers, therefore, we stay in close contact with our customers to provide the required clinical and technical support through our well-trained employees.



TRAINING



The Objective Of Our Training Program Is To Provide Advanced Training And Education In different medical fields. The Programs Aims To Enhance Physician's Knowledge And Technical Skills In Various Procedures. We are collaborating with famous international centers to provide advanced training for our customers.

MAINTENANCE AND REPAIR



We are proud to be the only company in the Iraqi market to provide free of charge repair and maintenance for our instruments through out and beyond the warranty period.

OUR PARTNERS

we improve the quality of life of every individual by collaborating with our international network of reliable and prestigious healthcare partners.

We partner with the most reputable names in the health industry, those who share the same values as ours. Together we provide innovative solutions to improve the quality of everyone's life.

Our products and services have been recognized for their reliability, convenience, and sophistication





Excellence is the result of caring more than others think is wise, risking more than others think is safe, dreaming more others think is practical, and expecting more than others think is possible.

GEISTER MEDIZINTECHNIK GMBH, founded in 1984, is a leading German manufacturer and supplier of surgical instruments, specializing in conventional and minimally invasive surgeries, including cardiovascular, neuro, and joint procedures. Located in Tuttlingen, Germany, the company is known for its high-quality craftsmanship and innovation. With over 10,000 products distributed in more than 70 countries, GEISTER focuses on

precision, quality, and innovation to support medical professionals worldwide. Their goal is not to sell the most instruments, but the finest ones, maintaining a commitment to excellence and technological advancement.

APT Medical, a leading manufacturer and supplier of EP and Vascular Intervention medical devices, is committed to advancing the interventional medical field by utilizing technologies and innovations.



Since its inception in 2002, APT Medical has consistently invested in Research and Development (R&D), laying the solid groundwork for its success in both technology advancement and market expansion. As an experienced medical manufacturing company, APT Medical has forged collaborations with clinicians, hospitals, and universities to foster the development of pioneering products and solutions that empower healthcare professionals to enhance patient care.

APT Medical's ever-expanding product portfolio encompasses Electrophysiology, Cardiology, Peripheral, and Neurointervention, which constantly brings confidence to clinicians for tackling clinical challenges; with innovation in mind, APT Medical is dedicated to being a leader in the interventional field while protecting the health of humanity.

Founded in 2006, Meril is an India-based, global medical device company that is dedicated to the innovation, design and development of novel, clinically relevant and state-of-the-art devices. As a leading healthcare solutions company, our fundamental aim is to champion the alleviation of human suffering and improve quality of life. To enable this, we are committed to R&D, innovation in manufacturing medical technology, scientific communication, and contemporary distribution avenues.



Meril was established by the Bilakhia Group, to improve the quality of human life through innovative and advanced healthcare solutions. As a medical device manufacturer, we strive to improve the inventiveness in healthcare so that people's lives are enriched. We continually seek excellence in providing answers to some of medicine's toughest questions.

Meril manufactures medical solutions in the form of vascular intervention devices, orthopedic implants, robotics, endo-surgery, ENT products, and in-vitro diagnostics. It is our core commitment to ensuring the delivery of

advanced healthcare solutions. Our inclination towards research and development is reflected in our diverse offerings. We ensure that we adhere to the best quality of standards in manufacturing, scientific communication and distribution to deliver path-breaking healthcare products to the world.

We collaborate with physicians and global innovators to identify unmet clinical needs and develop revolutionary therapies. We encourage research and academic collaborations and remain available to interact on exciting opportunities.

Headquartered in India with a manpower of more than 4000, Meril, by Bilakhia Group, currently conducts business in more than 100 countries. We have %100 subsidiaries in India, USA, Germany, Brazil, Russia, South Africa, Bangladesh and Turkey. We have set up operations in China and Japan too.

LSI SOLUTIONS® was founded in 1986 by our President & Chief Executive Officer, Jude S. Sauer, M.D., with a passion to focus on patient outcomes. What once started with a focus on laser tissue welding has evolved into a world renowned company dedicated to advancing minimally invasive therapeutics through research, development, manufacturing and marketing of proprietary products.



LSI SOLUTIONS® has established research relationships with medical schools at several top universities including University of Rochester Medical Center (Rochester, NY), Duke University (Durham, NC), Blackpool Victoria Hospital (Victoria, UK) and AKH Vienna General Hospital (Vienna, Austria).

These fellowships are designed to provide an educational experience for the Fellow while providing LSI with research and surgical insights to inform our design process.

manufacture and commercialization of medical devices in the field of neuro, spinal and other surgical fields.

Another major key activity of NEOS Surgery is the continuous participation in sustainable R&D projects in collaboration with third parties.

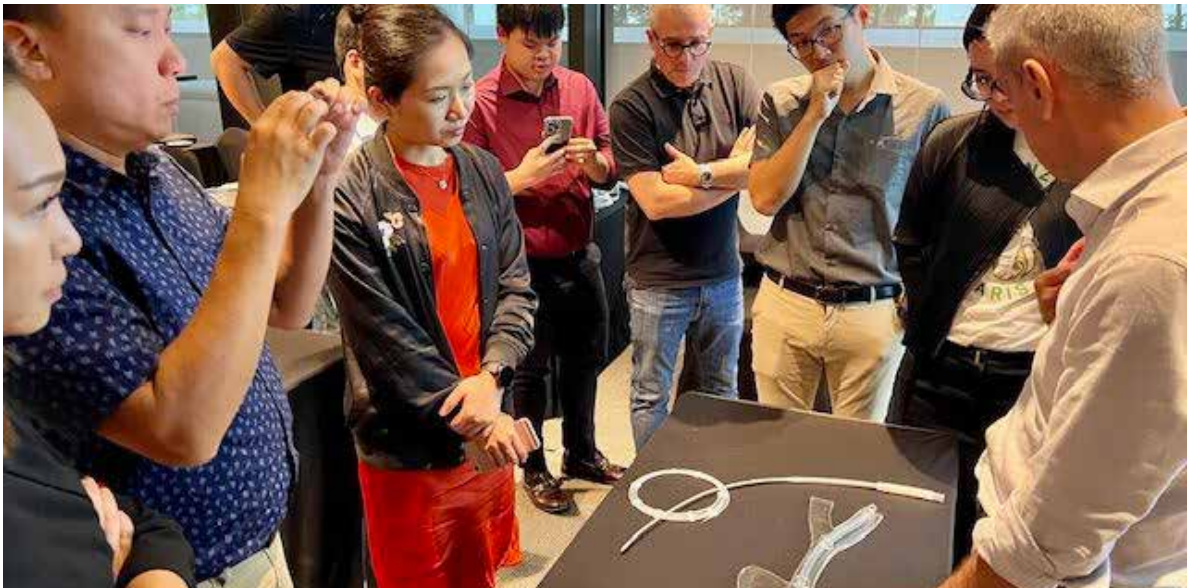


NEOS Surgery was born in October 2003 as a micro-SME that combined the efforts of neurosurgeons with two Technology Centres with a sound reputation and professionals specialized in the Medical Technology sector: EURECAT Foundation and TECNALIA Research Corporation.

Our team has an extensive expertise in working with several biocompatible materials, such as PEEK, and in developing products that must meet the highest technology and continue to set new standards in terms of quality. Our cranial fixation system, Cranial LOOP is the first cranial bone flap fixation clamp made of PEEK.

NEOS Surgery's continuous mission is to capture the demands of the surgical market to develop innovative products aimed to redefine the gold standard of quality care. Our philosophy is "think out of the box".

“Success comes to those who hustle while they wait.” – Thomas Alva Edison
With over two decades of unwavering commitment, we’ve pursued the innovation and evolution of our smartcanulas since our patent application in 2001.



The concept of the intelligent venous canula was first introduced to the technology transfer office at the University Hospital of Lausanne. Following patent application, numerous bench tests, and trials, the smartcanula was successfully used in human surgeries in 2004. That same year, Professor Ludwig von Segesser established smartcanula in Lausanne as a privately-owned company, which remained the case until 2021.

Professor von Segesser’s extensive publications and patents, coupled with his affiliations in 30+ scientific societies and 10 editorial boards, reflect his dedication.

In medicine, there’s always work to be done. As Professor von Segesser notes, “It’s not about inventing something and searching for an application; it’s about solving the problems medicine presents.”

At BioCER Entwicklungs-GmbH, the focus is on people. As an experienced manufacturer and reliable partner for doctors worldwide, we develop high-quality medical devices that meet the strictest safety and quality standards.

Our goal is to improve the quality of life of patients in the long term. With our pioneering technologies, we make everyday life easier for doctors and create trust through the highest quality and precision.



For us, 'Made in Germany' is not just a promise, but a synonym for reliability, progress and technology at the highest level. Every day, we work to set new standards in medical technology and pave the way for better patient care.

As a developer and manufacturer of medical devices, BioCER Entwicklungs-GmbH places the highest demands on quality and safety. Our advanced solutions meet the high demands of medical professionals and improve global patient care.

A strong quality management system forms the backbone of our processes. From planning to production, we precisely control and optimise all processes to meet international standards such as Regulation (EU) 745/2017 (MDR) and EN ISO 13485.

Trust in our expertise when it comes to quality, reliability and the best solutions for modern medicine.

CLINICAL AND TECHNICAL SUPPORT



INTERNATIONAL PARTICIPATION



LOCAL PARTICIPATION



AWARDS



Shining Star Award – APT Medical



Best Distributor in MENA – Geister
Medizintechnik GmbH



Among the Best Supporters of the
Healthcare Sector in Iraq as Geister
Distributor – Iraqi Heart Association



Among the Best Supporters of the
Healthcare Sector in Iraq as Geister
Distributor – Iraqi Heart Association

WHAT PEOPLE SAY ABOUT US



"When we met with your team, we were looking for new ways to solve our challenges, and they really delivered. Their solutions were very impressive and helped us a lot."

Prof. Wadhah Mahbuba / Head of Cardiac Surgery Department - Najaf Cardiac Center



"I was really impressed with the support we received. The team was always quick to respond and very helpful. It made everything much easier."

Dr. Firas Salim / Head of Cardiac Surgery Department - Al Kawthar Teaching Hospital



"We feel like true partners with this company. They take time to understand our needs and always come up with great solutions that fit what we're looking for."

Prof. Firas Fakhri / Head of Cardiac Surgery Department - Iraqi Center for Cardiac Diseases



"Overall, our experience was very positive. The team was friendly and professional, and they helped us achieve what we needed. I highly recommend them."

Dr. Hassanain Alogla / Head of Cardiac Surgery Department - Hasan Mujtaba Teaching Hospital

OUR CUSTOMERS



المركز العراقي لأمراض القلب





CONTACT US

- +964 787 777 1818
- info@holol-tibbiya.com
- Najaf, Al-Zahraa Dist. Near Al-Hafidh Co., Iraq