

Fadi Al-Atrash

Amman Pharmaceutical Industries



“ I saw an opportunity to turn my father's pharmaceutical business into a high-impact enterprise, setting our sights beyond Jordan. ”

COUNTRY	Jordan
INDUSTRY	Healthcare
EMPLOYEES	220
YEAR SELECTED	2011
WEBSITE	www.ammanpharma.com

COMPANY SNAPSHOT

With more than 120 registered eye, ear and nose medications, API is helping people come to their senses. Since its founding in 1989 by pharmacist Mohamad Al-Atrash, it has become a leading regional manufacturer of niche branded generics, including eye drops and ointments, nasal sprays and topical preparations. Mohamad's son, Fadi, joined the business in 2006, and in just a few years has reinvigorated API. He added new product lines and export markets, introduced license manufacturing into its strategy, implemented HR and finance policies and procedures, and effectively rebranded the company. The pharmaceutical industry is Jordan's second largest export industry; much of API's revenues came from exports to 25 countries.

Born into a family of pharmacists, the pharmaceutical industry was a natural choice for Fadi. After working for various multinationals, his father Mohamad started a pharmaceutical manufacturing company, JPM, with a few colleagues. In 1989 he sold his shares in this company and with the proceeds, plus additional money from his savings and extended family members, he founded API. For 15 years the company grew steadily, manufacturing and distributing niche branded generics starting with sterile and non-sterile eye, ear, and nose drops. During this time, Fadi gained significant sales and marketing experience in the industry. After receiving his bachelor's degree in Pharmacy from Ahliyah Amman University in 1998, he worked in sales at the French pharmaceutical company, Les Laboratoires SERVIER. Following this, he moved to Saudi Arabia to work for Novartis as a product manager, one of the largest pharmaceutical companies in the world. When SERVIER offered him a promotion to come back to Jordan, he returned to his former company for two years and worked his way up the ladder to become the Regional Sales Manager for the Levant area. After eight years of work experience, Fadi joined API in 2006 as the Deputy General Manager and gained a seat on the board in 2007.

Fadi has since injected new life and energy into API, growing both the number of products the company manufactures and the markets it exports to – all while establishing a dynamic R&D pipeline. Until 2007, API concentrated on niche markets for sterile eye drops and ointments. However, over the last five years, Fadi has expanded API into new product lines including sterile eye ointments and nasal metered dose sprays. With the new growth in nasal sprays, API now manufactures numerous product lines and distributes more than 120 registered products in eye, ear and nose preparations including eye drops, eye ointments, oral liquids and topical preparations (creams, ointments, gels, lotions, etc.).

The company is continually growing currently exporting to almost 20 countries in the Middle East and expanding into the international markets of Romania, Bosnia, Tanzania, Vietnam, Uganda, Eritrea, Ethiopia and Nigeria. API is solidifying its status as a major international player and an innovator in the Pharmaceutical market, rapidly recognizing and taking advantage of the possibilities for expansion.
