



Leading the **excellence.**

## Message from our founder



Since our humble beginning, our journey has been filled with challenges, triumphs and countless moments of growth. Today, our factory stands as a symbol of excellence and commitment to improving pharmaceutical security across Iraq and beyond. Pioneer has become a reliable source for generic and distinctive products that cater to the diversified needs of everyone we cross paths with.

At the heart of our success are dedicated professional teams who have been instrumental in fortifying our promise of becoming a leading industry base where health meets quality. The field of healthcare is ever-evolving, and it is crucial that we stay at the forefront of advancements, embrace new technologies and continuously raise the bar for quality and safety.

We have achieved greatness, but our journey does not end here. Together, we will create a legacy that extends far beyond our factory walls, leaving an indelible mark on the pharmaceutical landscape.

Warm Regards,  
Salah Al Hassan

A handwritten signature in black ink that reads "Salah Al Hassan". The signature is fluid and cursive, with the first name "Salah" and last name "Al Hassan" clearly distinguishable.

# We are Pioneer

Pioneer is a leading Iraqi pharmaceutical company established in 2011. Since our very beginning, we have been driven by our passion and commitment to establishing pharmaceutical security in our nation and across borders.

With our continuous growth and adherence to the highest standards of quality and safety, we stand today as market leaders in the manufacturing of affordable top-quality generic medicines that satisfy the diverse needs of all patients and healthcare professionals within our reach.



Pioneer Factory - Al Sulaymaniyah, Iraq

Inspiring change  
for a healthier future.

# Our Vision

We aspire to elevate the standards of pharmaceutical production in Iraq and across the region through our unwavering determination to maintain and grow our leading position in the Iraqi market.

By consolidating our network in the market, we seek to expand our production lines to more diversified market sectors as well as expand further into the regional export markets, establishing our footprint and creating a Pioneer stronghold in the entire region.



Pioneer Factory - Al Sulaymaniyah, Iraq

**Our vision drives us to  
exceed expectations.**

# Our Philosophy



## Commitment to Excellence

We strive for excellence in every aspect of our operations



## Patient-Centric Approach

We place the well-being of patients at the heart of everything we do.



## Scientific Advancement

We invest in cutting-edge research and development technologies.



## Ethical Conduct

We uphold the highest ethical standards in every aspect of our operations.



## Social Responsibility

We create a positive impact on society beyond our core business.

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# Meet Pioneer **Family**

Since its inception, Pioneer's management has sought global expertise in the pharmaceutical industry to develop and mentor a highly skilled workforce of national professionals, fully capable of realizing our vision.



**Our exceptional team of dedicated professionals are the backbone of our success.**



**1350**

Dedicated Team Members



**90%**

Local Employment

# Manufacturing Facilities

Pioneer has established itself as an industry titan through the integration of cutting-edge technologies and highly advanced facilities.



Injectables  
and drops



Cephalosporins



General  
Formulations



Penems



Oncology and  
Hematology



High Potent



**90m**

large  
volume  
bottles

**90%**

of Iraqi  
market  
demand



**300m**

Tablets



**1.64b**

Tablets



**30m**

Vials



**360m**

Tablets



**3m**

Bottles



**600m**

Capsules



**600m**

Capsules



**2.2b**

Capsules



**1m**

Tablets



**76m**

Plastic & Glass  
Ampoules



**76m**

Vials



**110m**

Bottles



**42m**

Units



**30m**

Bottles

**The  
Only**

Pioneer is the sole manufacturer  
for these dosage forms in Iraq

\*The Above Numbers Represent the Annual Capacities

# Our Manufacturing **Dynamics**

In our commitment to delivering products with the highest quality and precision, we have utilized the latest technologies in the pharmaceutical industry; such as the Blow-Fill-Seal (BFS) advanced technology.

This has emerged from our strategic collaborations with reputable global suppliers of high-tech machinery and equipment; such as Rommelag, Romaco, Bosch, Syntegon, Korsch, Glatt and others.



**Where technology shapes  
our State-Of-The-Art  
facilities.**



# Achieving Quality and Excellence

At Pioneer, quality control is not just a regulatory requirement but an integral part of its commitment to patient safety and satisfaction.

Pioneer is constantly striving to maintain and develop the standards of its facilities in order to guarantee exceptional quality in every dose.



The first Iraqi company classified as class A manufacturer by the Iraqi authorities.

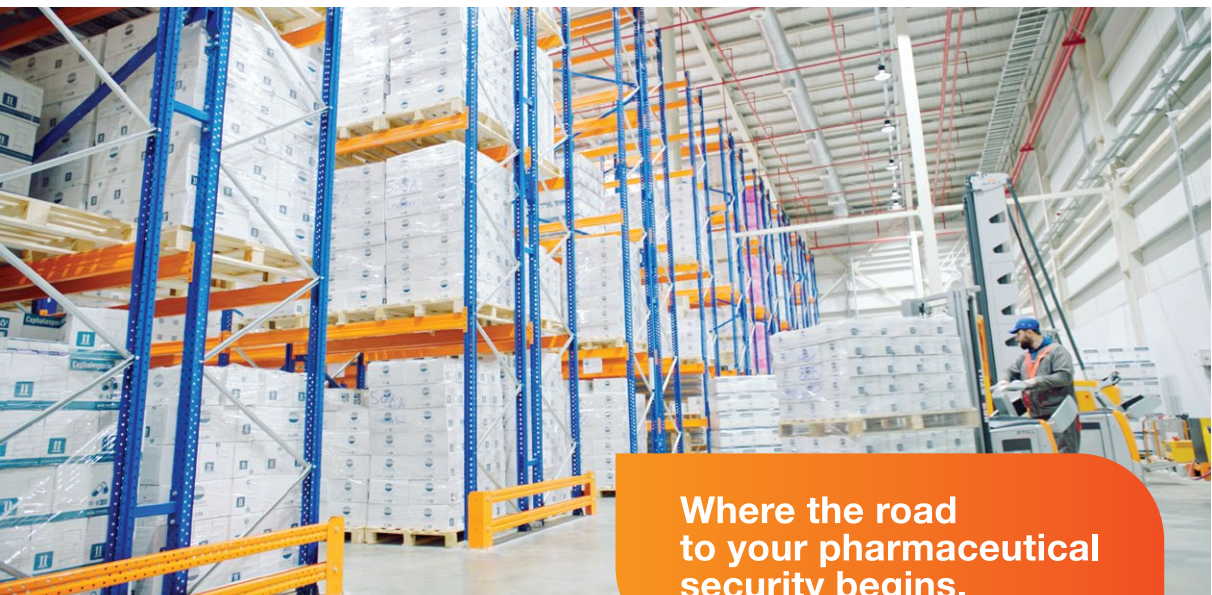


The first Iraqi company to acquire and maintain the GMP certificate from the Iraqi MOH authority



Pioneer implements and maintains quality, safety and environmental management systems that are in compliance with the latest ISO relevant standards.

# Logistics and Supply Chain



Top global suppliers of raw materials



A comprehensive and integrated enterprise resource planning system (ERP)



ISO-GMP standards and safety management system.

5

Primary warehouses in our main production facilities in Baghdad and Al-Sulaymaniyah, each with a specific purpose and uncompromised maintenance standards



Overall capacity of **35,000** Pallets



Raw Materials Warehouse



Packaging Materials Warehouse



Spare Parts Warehouse



Finished Products Warehouse Baghdad



Finished Products Warehouse Al Sulaymaniyah

# Research and Development

Our dedication to enhancing health through research and development is the lifeblood of our company. From drug discovery to clinical trials to regulatory approval, we're pursuing new ways to address patients' most challenging health issues.

Pioneer places a strong emphasis on investing in research and development, recognizing it as the cornerstone of a pharmaceutical company's successful journey. This enables us to discover and deliver innovative medicinal products that solve serious health issues, enhance people's lives, and address future medical challenges.



**Innovation and creativity  
are the pillars of research  
and development.**



# Product Portfolio

At Pioneer, our distinctive and dynamic product portfolio represents our dedication to empowering health and implementing pharmaceutical security in the region.



Large and growing portfolio and pipeline

**350+** Products

**150+** Products in our pipeline

## Injectables



- Diversified portfolio of IV fluids and large volume injectables based on the Blow-Fill-Seal (BFS) technology.
- Extensive range of small volume glass & plastic ampoules (BFS).

## Cephalosporins



- The most widely used class of antibiotics with a unique microbiologic spectrum offering varied dosage forms of injectable and oral preparations.

## High Potent



- Our newly added high potent line delivers safe and accurate production of important drugs, incorporating advanced containment, automated systems, and adherence to global GMP standards to ensure top quality and operator safety.

## Drops



- Variety of multiple eye drops covering key therapeutic areas; glaucoma, anti-infective, lubricant.
- The most advanced sterile single dose preservative-free eye-drops with innovative technology (BFS).

## Penems



- The latest and most advanced generation of Beta-Lactam family,
- the most effective antimicrobials for the treatment of infections caused by the most resistant bacteria.

## General Formulation



- Widespread therapeutic areas: cardiovascular, antiallergic & antitussive, central nervous system, gastrointestinal, anti-Inflammatory & analgesics, vitamins, etc...

## Oncology and Hematology



- include a range of medications specifically designed to treat cancer. These are chemotherapeutic agents tailored to combat various types of cancer, and are considered the cornerstone of cancer treatment, targeting and killing rapidly dividing cancer cells.

**Delivering unique and diverse solutions.**



More about our  
**Portfolio**



# Rare Diseases

At Pioneer, we take pride in developing and manufacturing high-quality pharmaceutical products for rare diseases.

Our mission is to deliver innovative, life-changing treatments to patients with limited therapeutic options. Through cutting-edge research, advanced technology, and a deep commitment to access, safety, and efficacy, we strive to improve health outcomes—locally and globally.

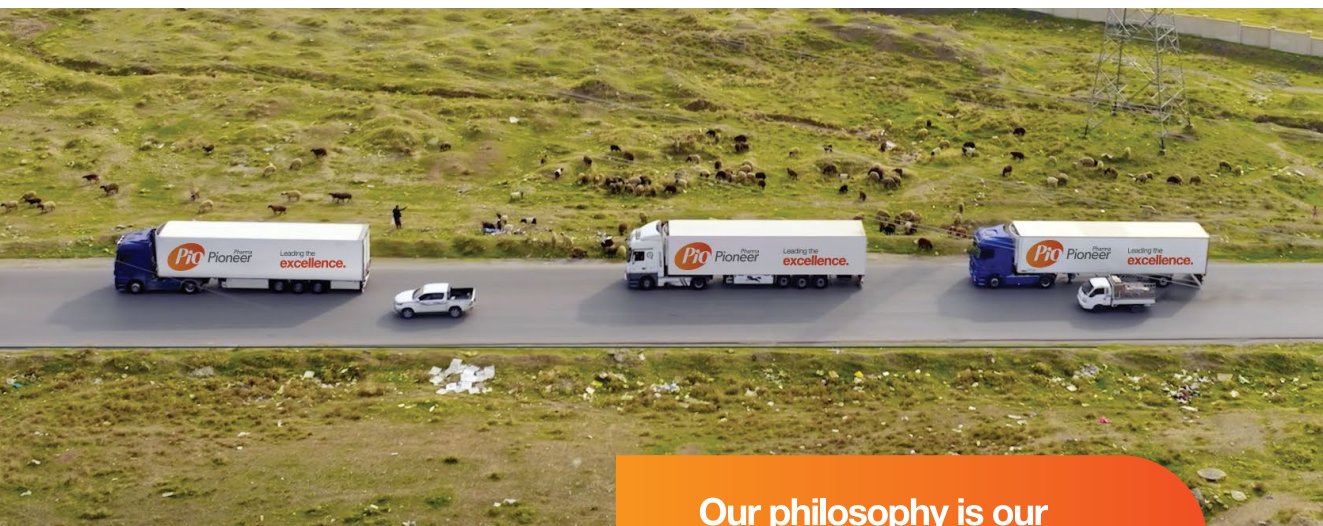
**Inspiring the next  
chapter of success.**





# Sales Force and Distribution

With a vast, well-coordinated and optimal distribution network, Pioneer guarantees a far-reaching and prompt delivery of pharmaceutical products. In our efforts to maintain a remarkable scope of operations and elevate work standards as we continue to grow, Pioneer established sales and distribution centers that spread across all regions of Iraq.



**Our philosophy is our constitution and guidance in everything we do.**



Sales and distribution centers that cover all of Iraq



Wide-reaching fleet across Iraq with more than 180 monthly domestic trips and 50 cooled 40 ft vehicles

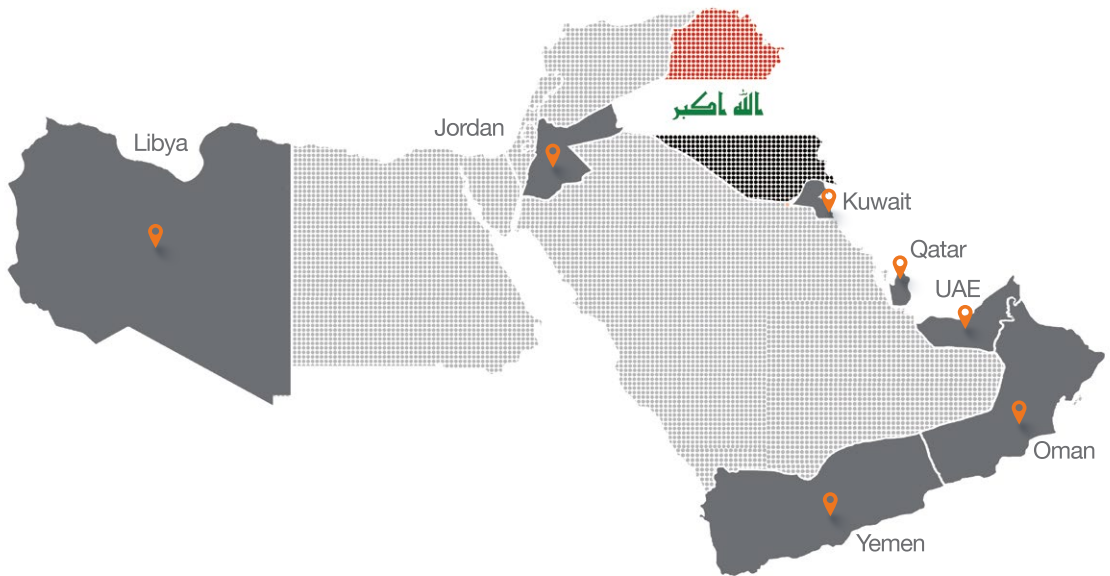
Highly skilled professional teams



More than 1000 daily orders across all regions of Iraq

# Export Markets

We are proud to be the first company for pharmaceutical industries in Iraq, that exports high quality products to the GCC & other countries in the MENA region



Export markets: UAE, Oman, Jordan, Libya, and soon in Yemen, Kuwait & other countries

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Jordan



Yemen



Oman



Libya



UAE



Kuwait



Qatar

# Sales and Market Share

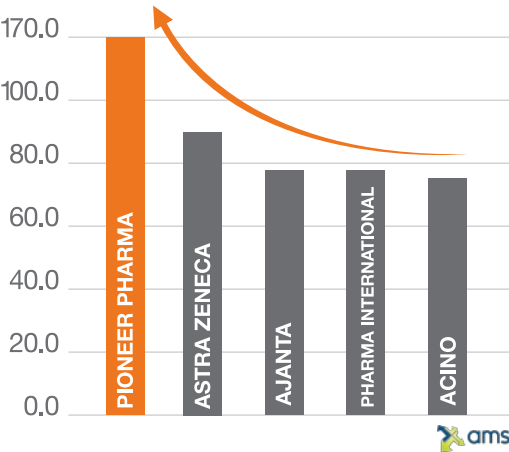
## Private Sector

# Beyond Number 1

Pioneer has been the top market leader in private market sales for

**5 consecutive years**

Top 5 Manufacturers in the Private Iraqi Market - 2024 FY  
(USD MN)



Pioneer Growth VS Total Market

**( 2024 FY / 2023 FY )**



**50%**



**14%**

# Sales and Market Share

## Public Sector

# Beyond Number 1

Deep-rooted in trust and reliability, Pioneer has built a steady strategic partnership with the government sector for over 14 years.



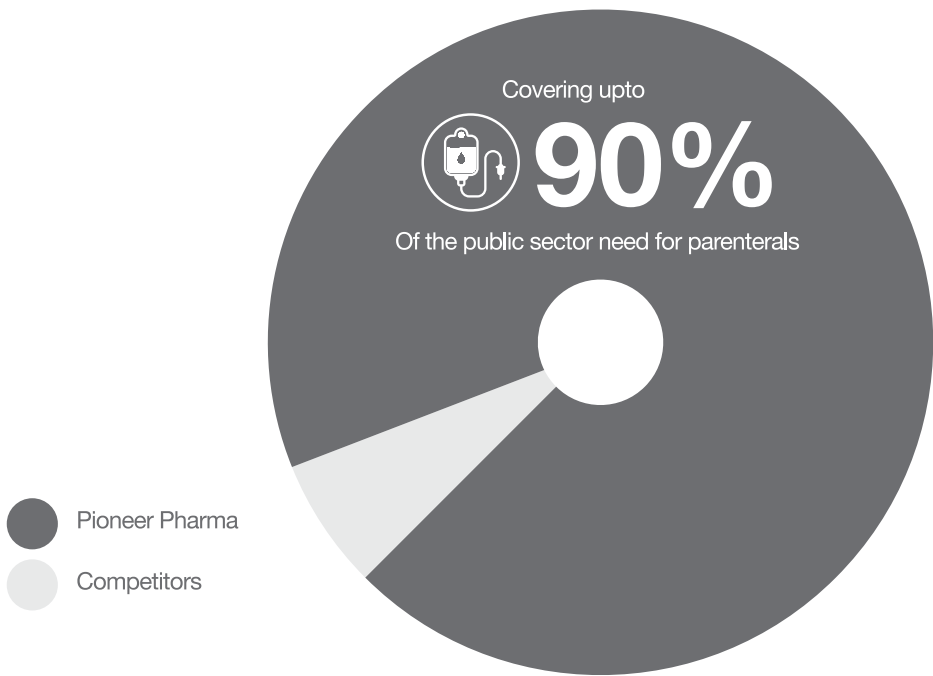
14 years of collaboration with no significant rejection records.



More than 180 monthly domestic trips of 40 ft cooled vehicles.



Massive capacity to satisfy versatile and /or urgent market demand.



# Localization **Empowerment**

Through our distinctive growth plans and strategic partnerships, Pioneer strives to mitigate and resolve current and future challenges in the Iraqi pharmaceutical industry.

We aim to approach emerging obstacles with our localization efforts, through which we empower national employment and enhance the accessibility of Pioneer products across all communities.

## Empowering local communities.



### **Changing Regulations**

Trusted partnerships with key segments in the Iraqi market, including MOH, Kimadia and Product Committees



### **High Quality and Advanced Technology Requirements**

State-Of-The-Art facilities, first-class machinery and comprehensive business growth strategies



### **Market Volatility and Uncertainty**

Through our superior production capacities, wide distribution network and vast warehousing for rapid access to stock, we are capable of covering the growing market demand across diversified areas



### **Intensive Competition and Rapidly Growing Market Demands**

Dedicated team of capable professionals, strong financial and commercial capacities and trusted leading position in the Iraqi market.



# Business Partnerships and Alliances

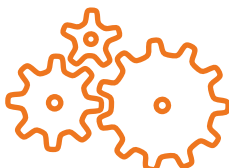
We recognize the power of partnerships and alliances in driving our business forward. With mutual collaboration and focus on shared goals, we can solidify a leading market position and venture into new possibilities for growth and expansion.

Pioneer stands as the ideal partner for strategic collaborations and alliances in the Iraqi market.

**Hand in hand for mutual growth.**



Market leader in Iraq



Advanced Technology  
and State-Of-The-Art  
Machinery



Diverse Product  
Portfolio and Unique  
Product Lines



Spacious Production  
Facilities and  
Warehouses



Far-Reaching  
Distribution Network



Robust System of  
Quality Management



GMP and ISO Certified



Visionary Future  
Growth Plans

# Business Growth Strategies



Building Rich  
Pipelines for  
Sustainable  
Growth



Expanding into  
New Markets



Investing in  
Future Growth  
and Expansion



Maintaining and  
Strengthening  
our Market  
Position



Empowering  
Research &  
Development

Our path to progress.








## Company Profile

Leading the **excellence.**



## Follow Us

-  Pioneer Pharma co.
-  Pioneer Pharma co.
-  Pioneer Pharmaceuticals

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## Contact Us

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