

**107<sup>th</sup> Marketing Club**

**1st Morocco. 67<sup>th</sup> Business Club**

# **Transformative Business**

**Tuesday 12-9-2023**

**10 PM EGY 10 PM KSA 11 PM UAE**

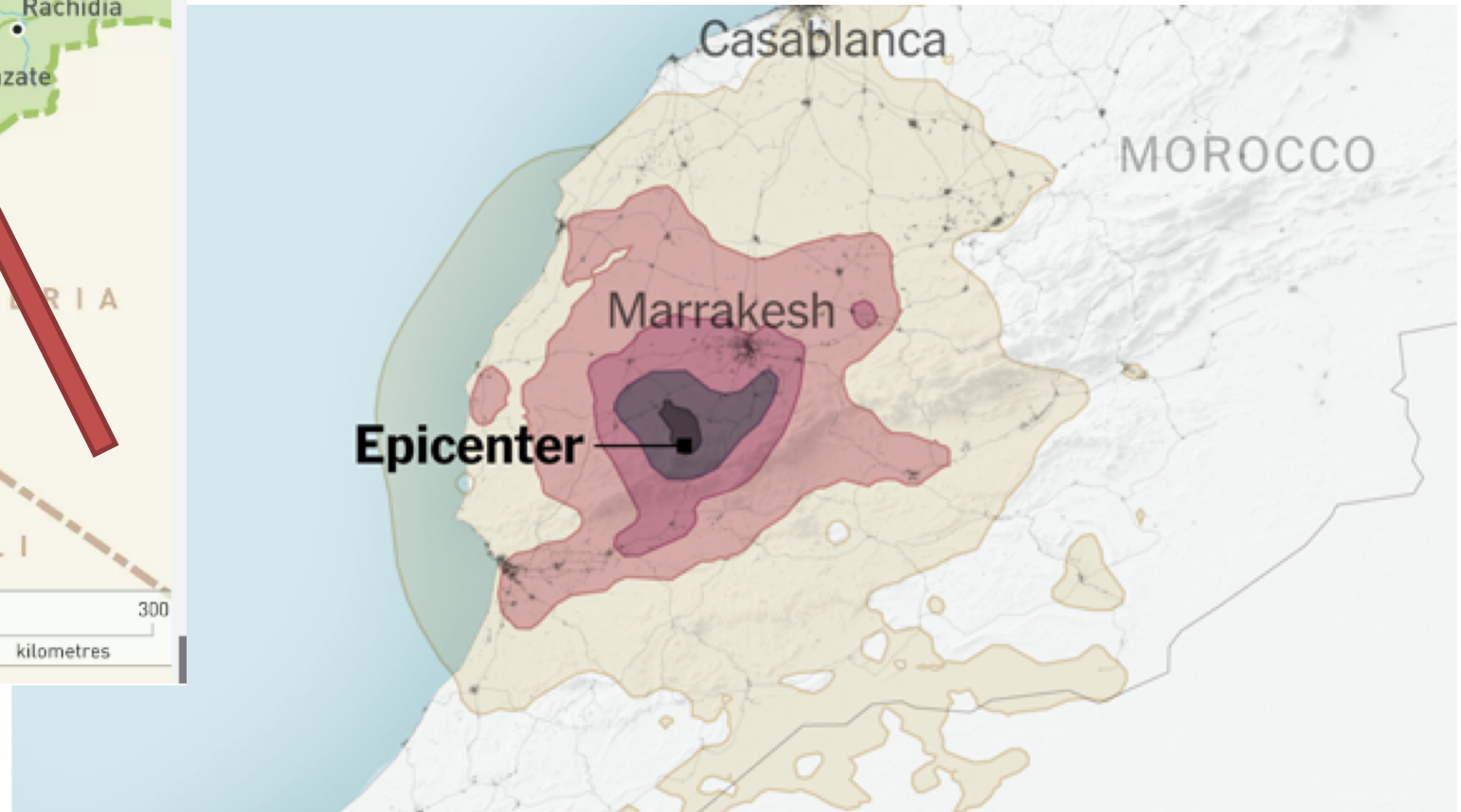
**FOUNDER & HOST**

**Dr. Mahmoud Bahgat**



**INSTRUCTOR**

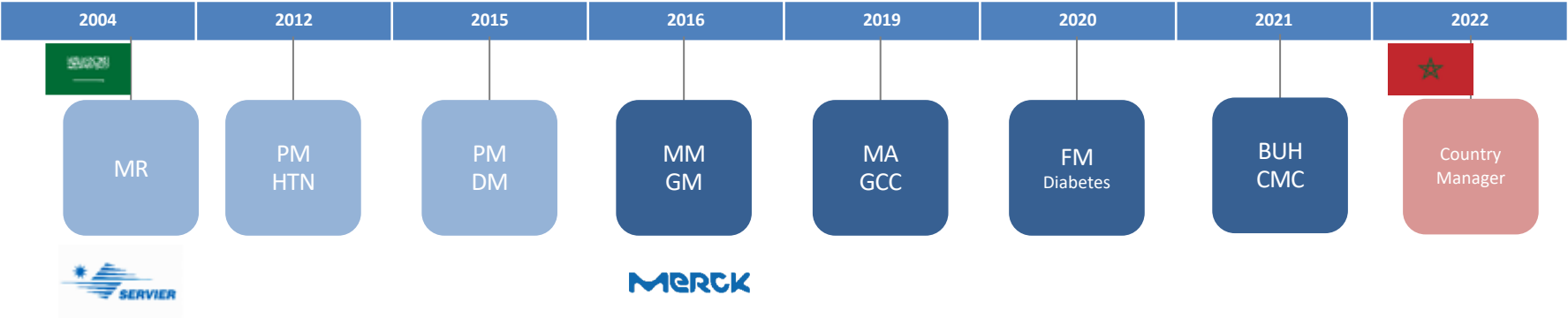
**Dr. Ahmad Almwakeh  
GM Merck Morocco**



# Ahmad ALMWAKEH



## Experience



## Education

- 2004** • **B.Sc. Pharmacy**  
J.U.S.T  
Irbid, Jordan
- 2016** • **MBA**  
Bradford University  
Bradford , UK
- 2019** • **PGD**  
Digital Marketing Institute  
Dublin, Ireland
- 2022** • **PGCert**  
University of York  
York, UK

## Achievement

- Prediabetes HE Dashboard*
- Digital Implementation in GCC*
- Digital Leadership in Saudi Arabia*
- Leadership in CM in Saudi Arabia*

## Personal Profile



- Married and have two boys  
16 & 12 years old*
- Scuba Diving/ Open Water Diving Instructor*
- ISPOR:** *int. Society of pharmacoeconomic and outcome research*
- DMI:** *Digital Marketing institute*





# FWA is one of the fastest growing pharma market in MEA at ~10% PPG mainly driven by local/regional players with 16% PPG



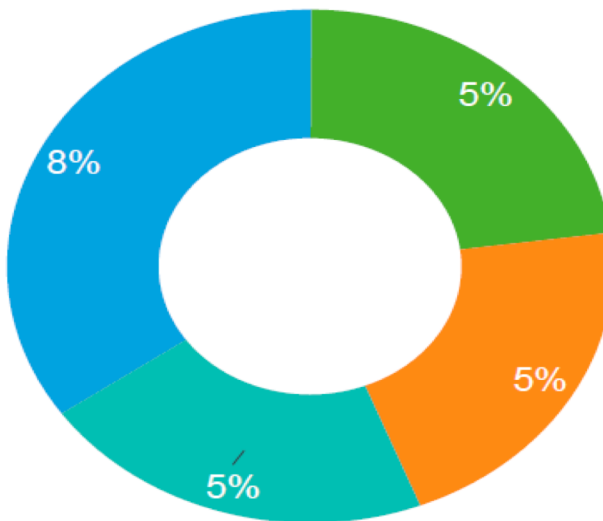
## Algeria (ALG)

- Algeria retail channel sales declined by -3.8% PPG accounting for \$2.4 B sales in MAT Q1 2023 period
- Top TAs for Algeria include Insulin & Analogs, Antihypertensives. **Non-Narcotic Analgesics is the fastest growing TA at 8.8% PPG** (apart from non therapeutics) amongst the top 10 TAs
- Sanofi is the top corporation in Algeria with 11% of market share, however Biocare Lab is the fastest growing company amongst the top 10 at 36% PPG
- Amongst the top products of Biocare Lab like Bioclav (86% PPG), Antag (4% PPG) and Diaglinide (9% PPG),



## Morocco (MOR)

- Morocco retail channel has increased by 9.2% PPG accounting for \$1.4 B sales in MAT Q1 2023
- This increase in Moroccan market is mainly attributed to MNCs that have grown by 5.6% PPG while accounting for 55% of total sales
- Amongst the top 10 corporations, **Bottu SA** continues to lead Moroccan market with 6% share in MAT Q1 2023 and **Novartis** is the fastest growing top MNC at 11% PPG
- Amongst the top products of **Novartis**, **Galvus Met** and **Uperio** are the fastest growing products at 26% and 54% PPG respectively



## Fr. West Africa (FWA)

- FWA retail channel has grown by 9.2% PPG (5<sup>th</sup> fastest growing country in MEA) accounting for \$1.6 B sales in MAT Q1 2023
- Local/Regional players** have driven this growth as they grew by 16% PPG while accounting for 46% of total sales
- Amongst the top 10 corporations, **Sanofi** continues to be the top selling corporation with 7% share while **Pharma 5** is the fastest growing top corporation at 27% PPG. Pharma 5 growth is driven by top products like **Aclav** (35% PPG), **Astaph** (40% PPG) and **Nuravit** (5% PPG)



## Kuwait (KWT)

- Kuwait sales increased by 20.8% PPG accounting for \$1.4 B sales driven by hospital channel with 76% contribution of total sales
- Top 10 corporations account for 55% share in sales with **Johnson & Johnson** leading the market with 6% share and increased by 62% PPG and it is the fastest growing among top 10 corporations.
- Johnson & Johnson** growth is driven by high growth products like **Tremfya** (202%), **Rhinocort** (601%) and **Opsumit** (767%) PPG

Source: IQVIA Audited Data, MAT Q1 2023, includes IQVIA private, LPO, Institutional data where available; Value sales at ex-factory price level without discount; All sales are at constant exchange rate and don't account for any currency fluctuation or devaluation

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Saudi Arabia Diabetes Snapshot June  
2020



4



# Transformative Business Model

Ahmad ALMWAKEH



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# 2001

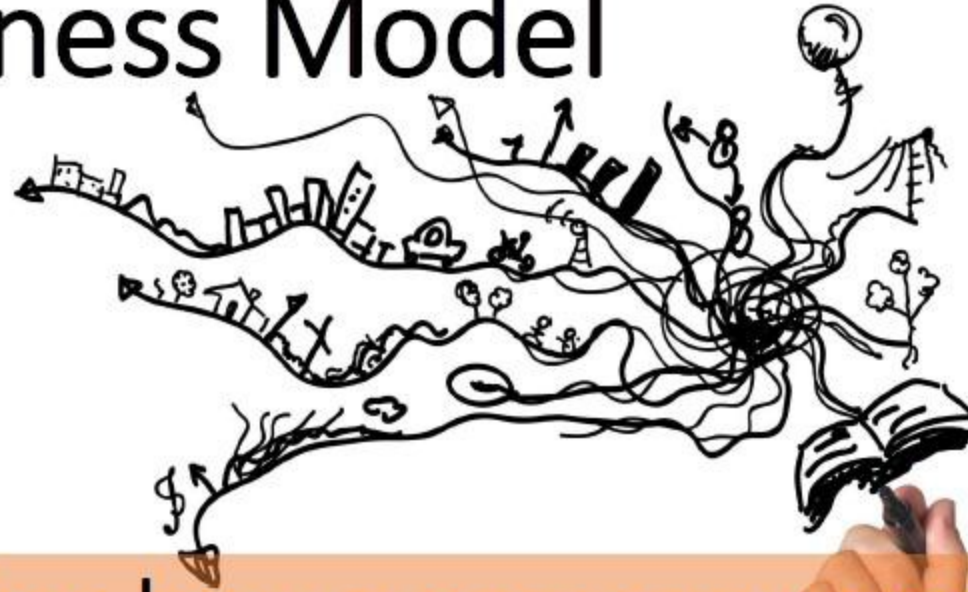


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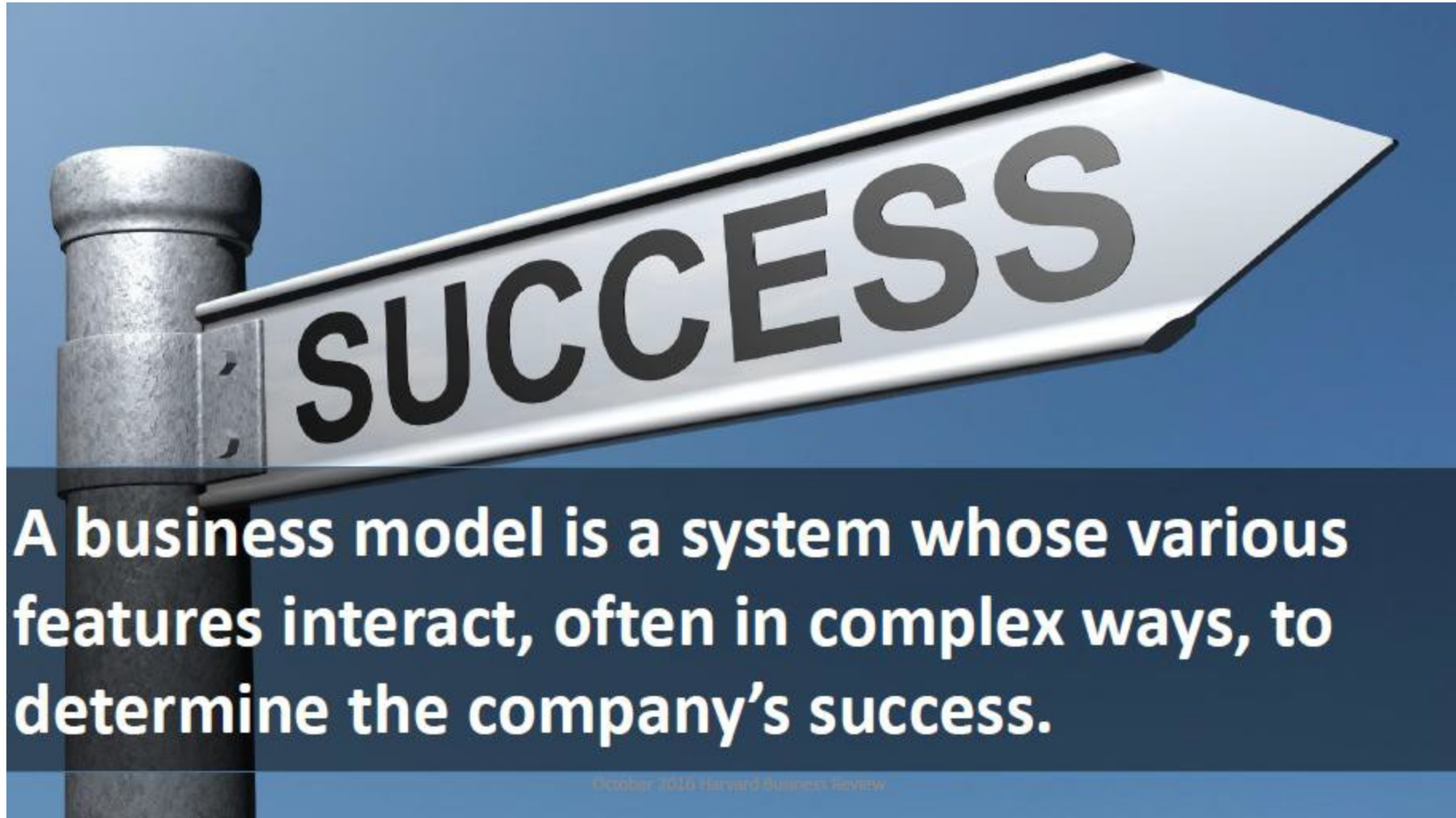
# Business Model



It describes how a company creates and captures value.

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**A business model is a system whose various features interact, often in complex ways, to determine the company's success.**

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# Tech Trends





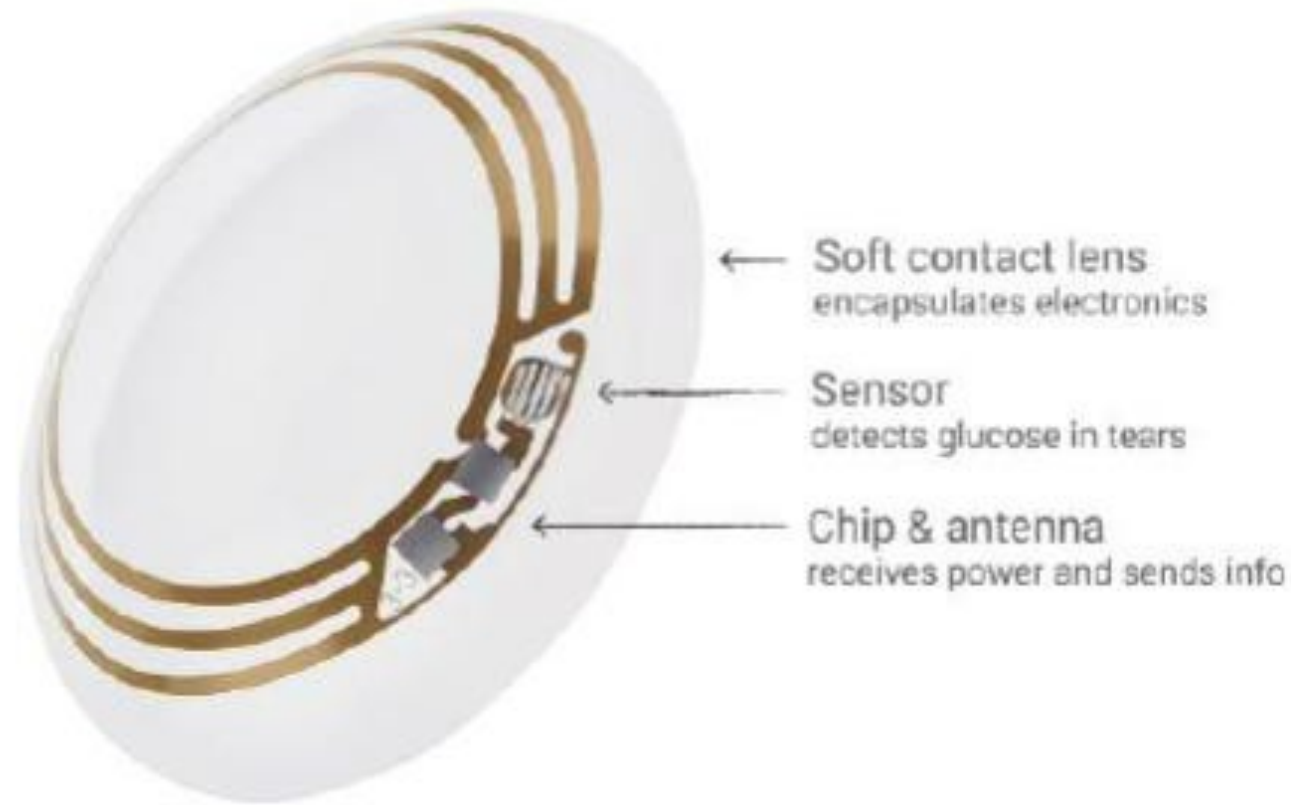
# Tech Trends

- Sensing, interfacing, and material technologies
- Optimization technologies (AI, big data, robotics)
- Platforms for connecting devices
- Mobility and cloud technologies
- Decentralized small-scale manufacturing (3-D printing)



# Tech Trends:

## Sensing, interfacing, and material technologies



Tech Trends:

Optimization technologies (AI, big data, robotics)

**amazon**SCOT

Supply Chain Optimization Technologies





# Tech Trends:

## Platforms for connecting devices

Transform with cognitive IoT

# IBM Watson IoT

#WatsonIoT

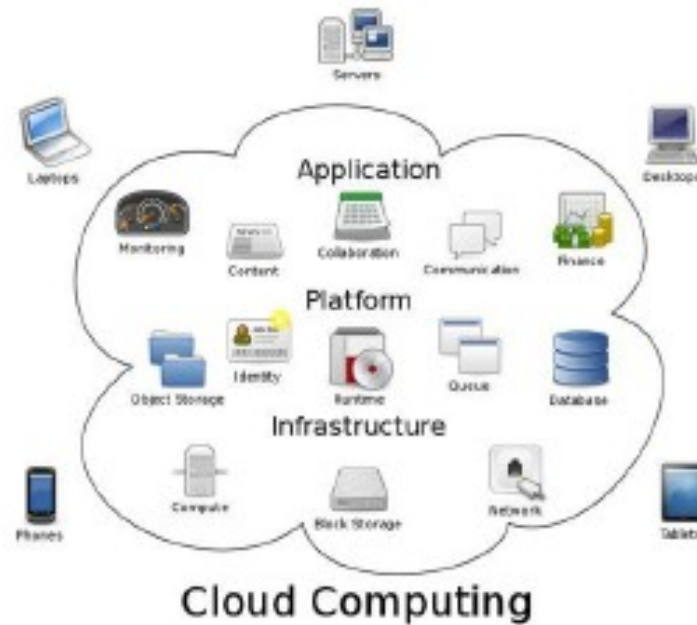
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# Tech Trends:

## Mobility and cloud technologies

**the practice of using a network of remote servers hosted on the Internet to store, manage, and process data, rather than a local server or a personal computer.**



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# Tech Trends:

Decentralized small-scale manufacturing (3D printing)



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# MARKET NEEDS



- Increase in demand for products and services
- More diversity of consumer preferences
- Rise of input costs (resources, labor, transportation)
- Greater regulatory pressure

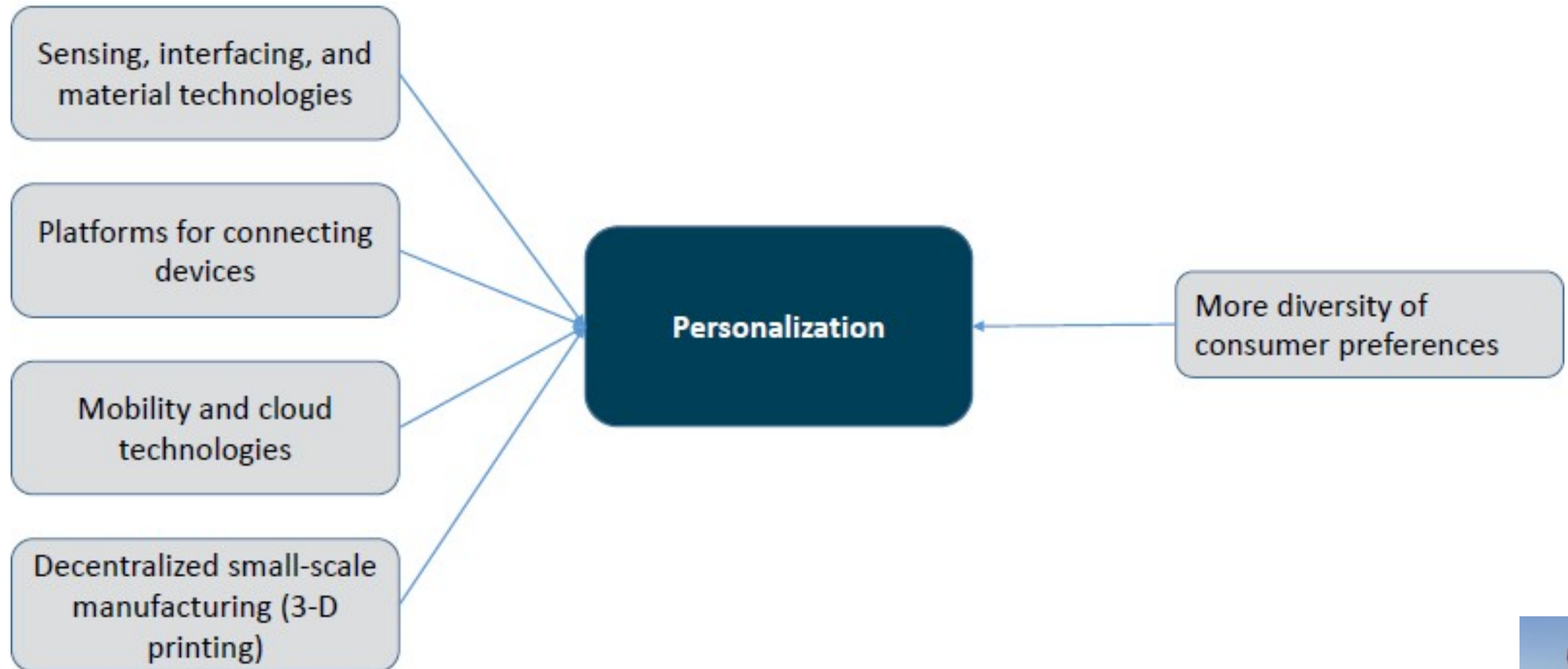
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# Linking Technology & the Market



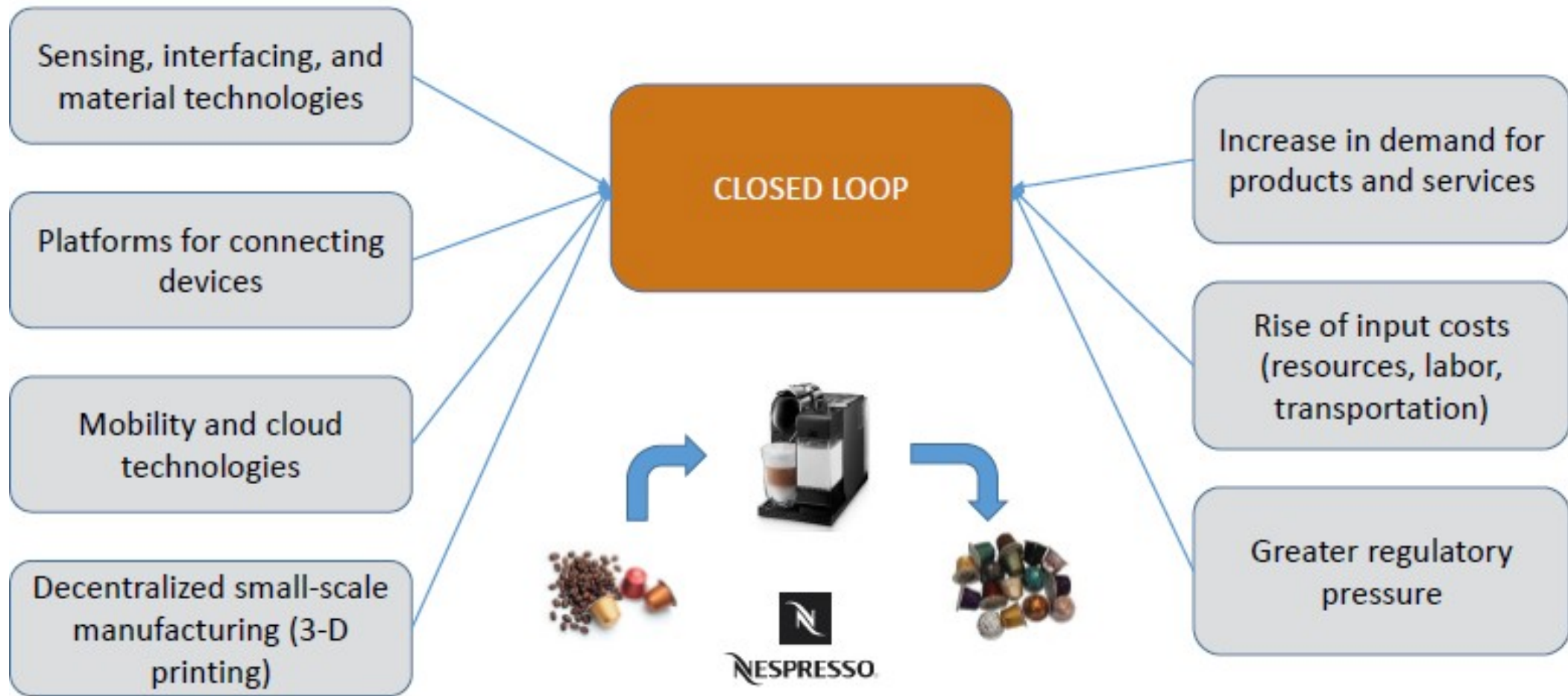
# Linking Technology and the Market: Personalization



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# Linking Technology and the Market: CLOSED LOOP

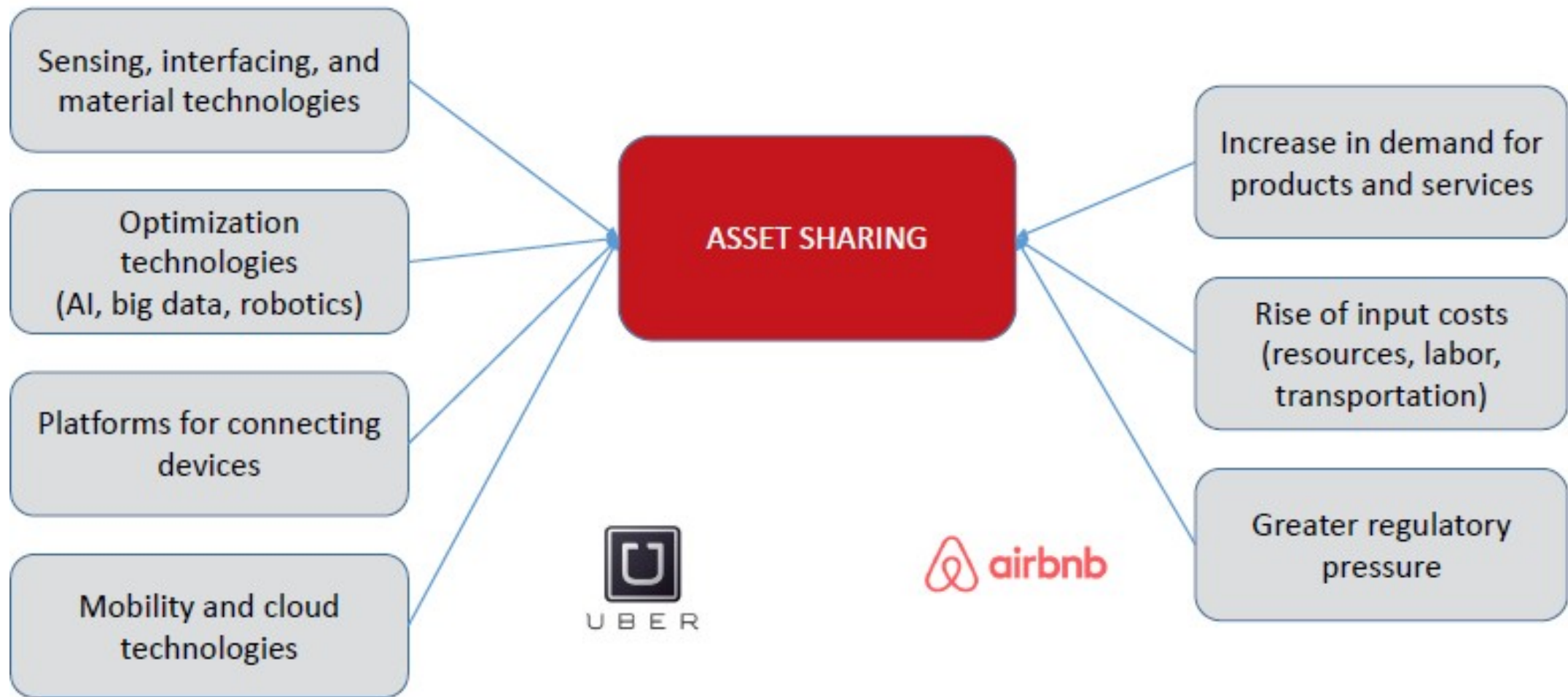


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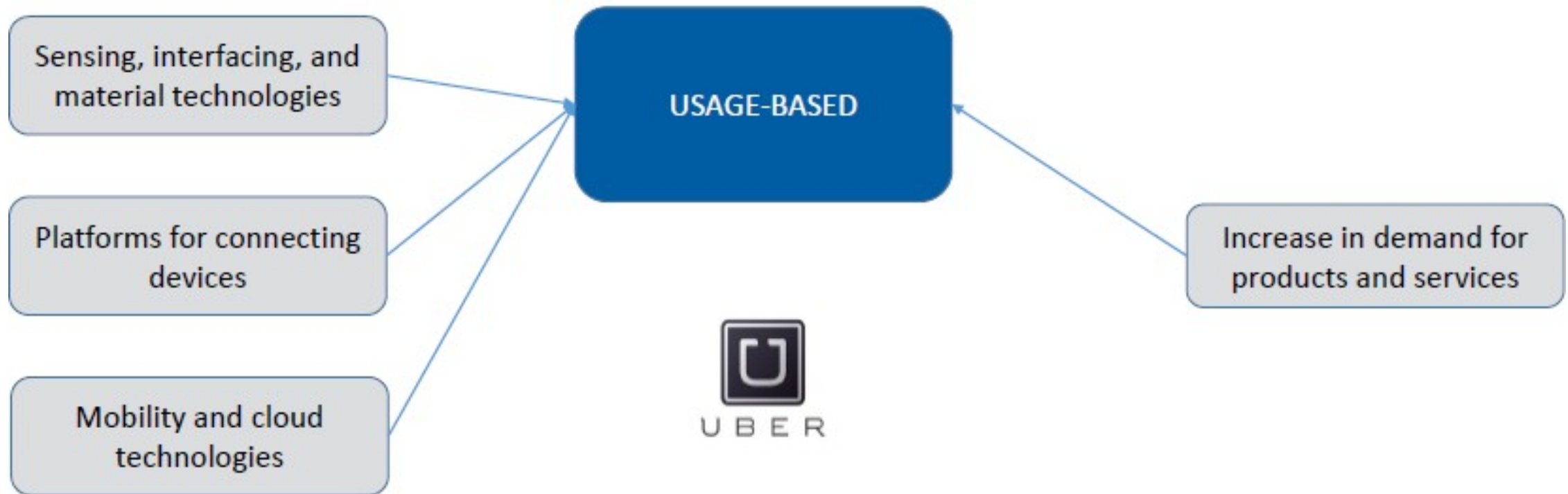
# Linking Technology and the Market: ASSET SHARING



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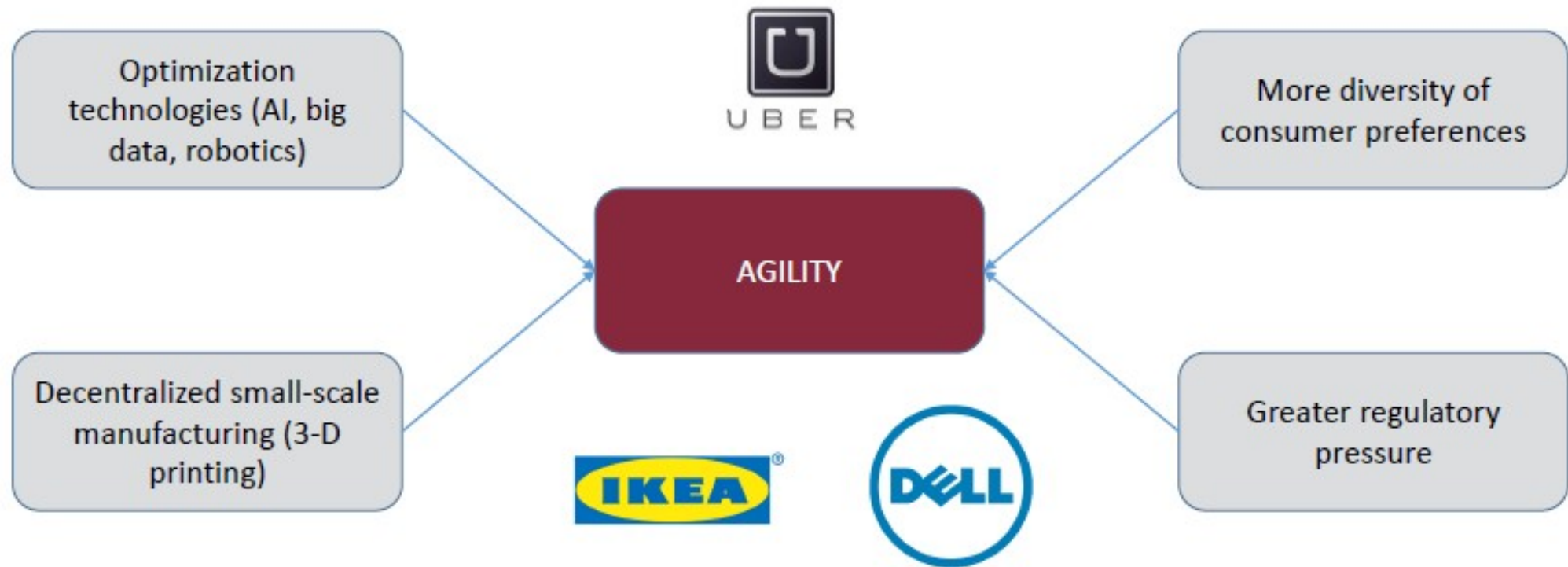
# Linking Technology and the Market: USAGE-BASED



# Linking Technology and the Market: COLLABORATIVE ECOSYSTEM



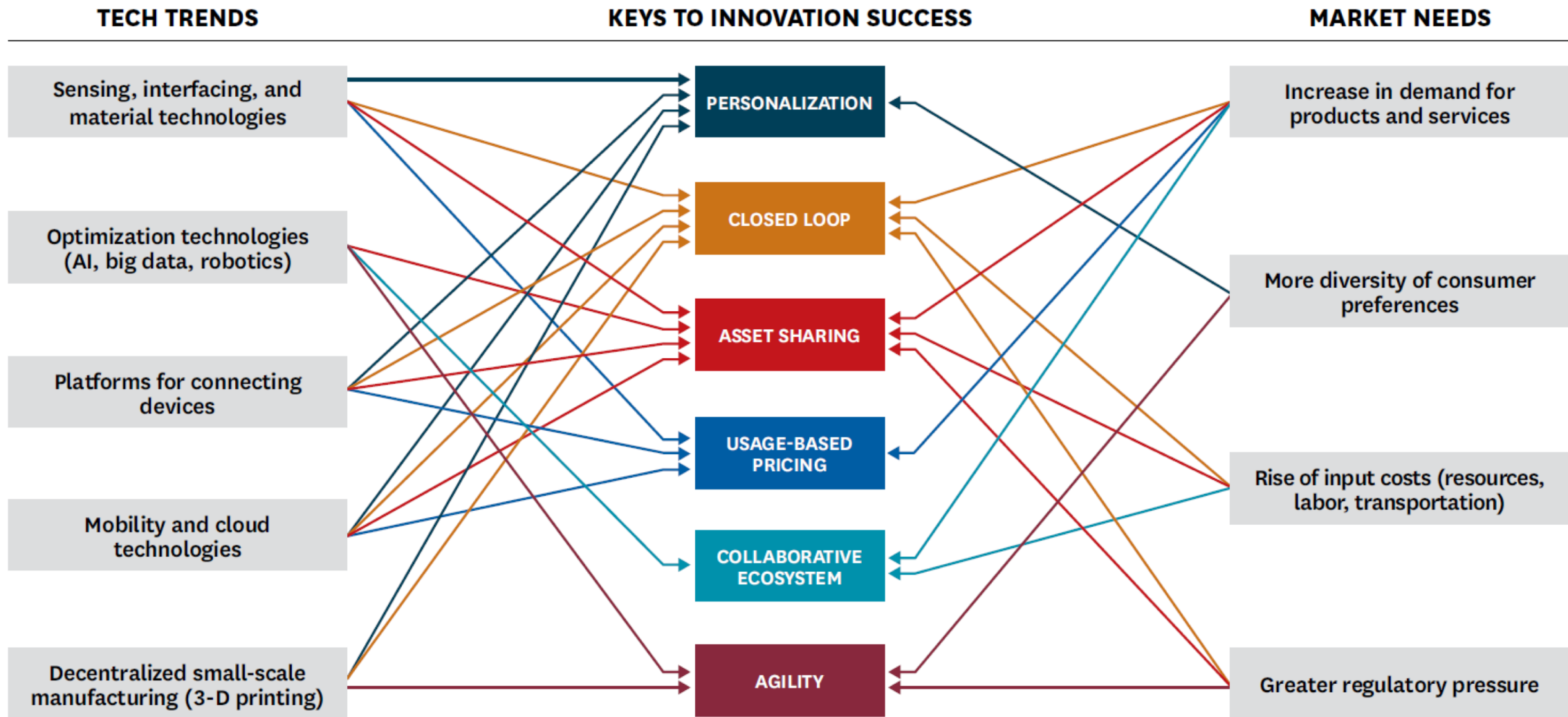
# Linking Technology and the Market: AGILITY



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## Transformative Potential

# 3-5

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# U B E R

Uber can claim  
five of the six  
key features of  
a potentially  
transformative  
business model.



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## Uber | 5/6

PERSONALIZATION



CLOSED LOOP

ASSET SHARING



USAGE-BASED PRICING



COLLABORATIVE ECOSYSTEM



AGILITY



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## Amazon | 4/6

PERSONALIZATION



CLOSED LOOP

ASSET SHARING

USAGE-BASED PRICING



COLLABORATIVE ECOSYSTEM



AGILITY



## Apple iPod | 3/6

PERSONALIZATION



CLOSED LOOP

ASSET SHARING

USAGE-BASED PRICING



COLLABORATIVE ECOSYSTEM



AGILITY

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## Airbnb | 4/6

PERSONALIZATION



CLOSED LOOP

ASSET SHARING



USAGE-BASED PRICING

COLLABORATIVE ECOSYSTEM



AGILITY



## Alibaba | 3/6

PERSONALIZATION



CLOSED LOOP

ASSET SHARING

USAGE-BASED PRICING



COLLABORATIVE ECOSYSTEM



AGILITY

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Q & A

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