

Dunia Medical & Technology Equipments Co.

**DMETCO**

**We have the solution**

*We have the solution*

**Kuwait – Sharq, Ahmad Al-Jaber Street., Bahman Building – 5<sup>th</sup> floor**  
**Tel. + (965) 22429216 – 22416184 – 22416594      Fax. + (965) 22429528**

## Dunia Medical & Technology Co. (DMETCO)

### Overview

**DMETCO** has been established in 1992, as a full Kuwaiti owned Establishment with a paid-up capital of KD100, 000.0.

Our partner Company Dunia International Group with a paid-up capital of KD 1 Million has many business divisions and DMETCO is one of them.

Since its inception, **DMETCO** has grown and built a solid reputation in the laboratory, medical, pharmaceutical and educational supplies business community and with our technology, partners for developing and deploying dynamic, robust and flexible solutions built on leading edge technologies.

**DMETCO** is considered one of the fastest growing established medical technology providers among its peers and rivals.

### Brief History

During 1992 **DMETCO** began focusing on:

1. Laboratory Field:
  - Laboratory Furniture
  - Laboratory Equipments
  - Laboratory Supplies
2. Medical Field:
  - Orthopedic
  - Rehabilitation
  - Endoscopy
  - General Surgery
  - Cardiology
  - Hospital Furniture
  - Medical Disposable
3. Pharmaceutical Field:
  - Medicines
  - Dietary & Nutrient food supplements
4. Educational:



**DMETCO** managed to secure sizeable contracts within the providers mentioned fields and proved its reliability in delivering precise solutions to Kuwaiti community.

**DMETCO** has become well established and operates within a framework of Strategies that been assisted to guide and propel our organization towards being a Market player that is unique and demonstrates originality in every field of our business.

### Profile

When **DMETCO** was formed, we asked ourselves two questions...:

- How can we help our client's effectively find and implement solutions that address their needs to improve medical services offered to their patients and help them face new situations?
- How can we generate new opportunities that will help them stay ahead in their field?

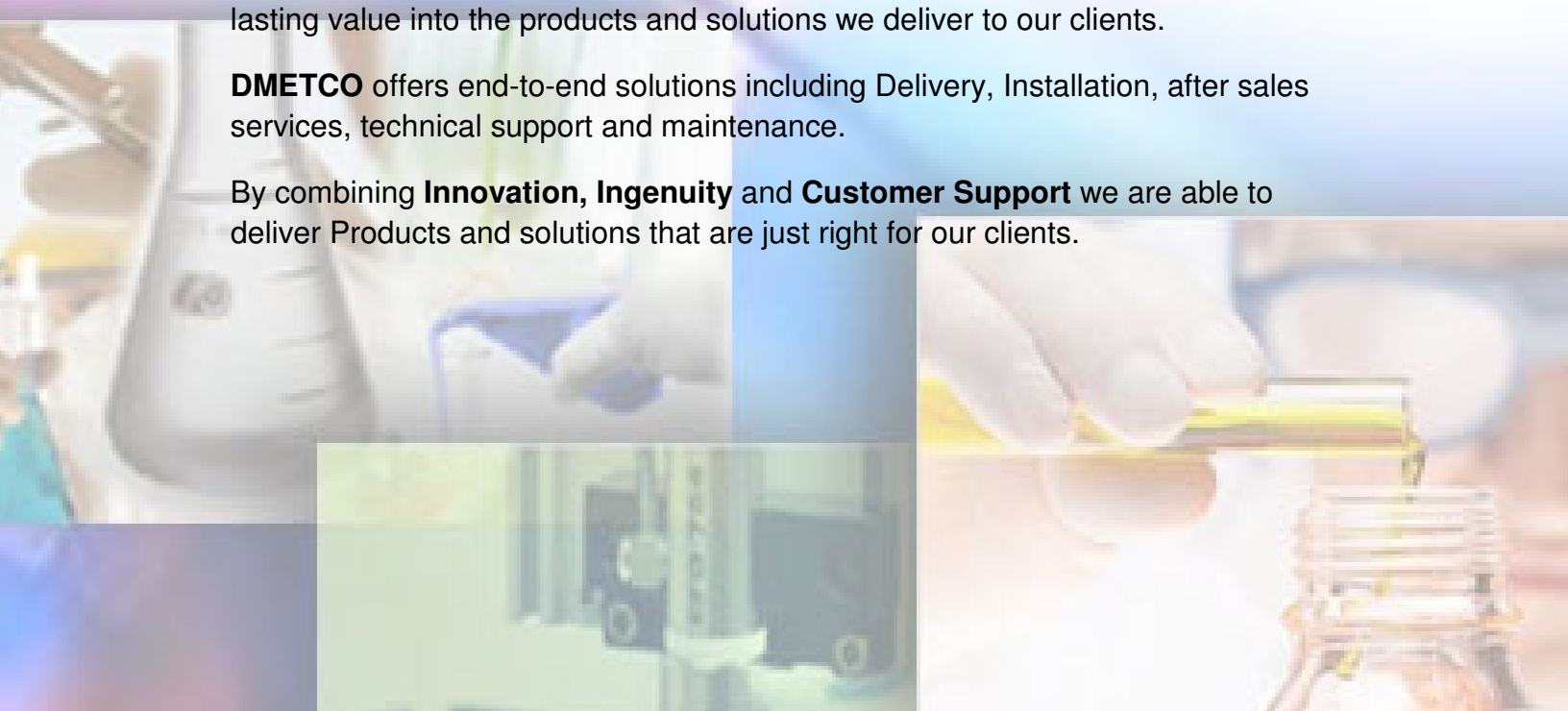
Answers to these questions have led us to direct our focus on three concepts:

#### **Innovation, Ingenuity and Customer Support**

Embracing the momentum of ever changing technology offerings, we continue to believe in our ability to craft the most innovative solutions, such ingenuity, builds lasting value into the products and solutions we deliver to our clients.

**DMETCO** offers end-to-end solutions including Delivery, Installation, after sales services, technical support and maintenance.

By combining **Innovation, Ingenuity** and **Customer Support** we are able to deliver Products and solutions that are just right for our clients.



# Dunia Medical & Technology Co. Organization Chart



## Our vision

Our organization was inspired by Introducing New; solid and dynamic products can only enhance customer satisfaction, have a positive impact on laboratory, medical & Educational performance and ultimately enhance the patient's recovery.

**Our vision** coupled with years of experience, delivered by our professional workforce, and has enabled us to thrive on the challenge of new and unique medical project.

**Our pursuit** is to deliver exceptional and progressive core medical products that are right for our clients today and tomorrow.

## Our Culture

In this challenging environment, partnering is a widely used phrase that speaks of commitment, trust, understanding and excellence. Through collaboration and partnership, we are renewing our dedication to market growth and customer satisfaction. We grew to be strong, by developing fields of opportunities with our clients, and we must continue to relate as a partner with clients, suppliers, and consultants.

We have also learned that collaborating must be internal. All our team members collaborate to share technology, conduct joint planning, analysis and development efforts, create and enhance services, and leverage our resources. We are promoting the transfer of medical information and technology to all our clients.

We capture and cultivate the highest caliber of professionals, continue to help them grow, and extend their talents to the market and to our clients. At **DMETCO** we believe that investing in our people translates into a better solution and a better experience for our clients.

## Our Clients

**DMETCO** is clearly focused on satisfying clients. We create and conclude all projects to full success, always recognizing and catering for cost, quality, and delivery restraints' carefully listen to our clients and share their ideas. We aim to surprise our clients by delivering beyond their expectations. We can truly say that the shape of **DMETCO** is in the hands of our clients.

- Ministry of Health
- Ministry of Education
- Ministry of Defense (Military Hospital)
- Ministry of Interior (Criminal Laboratory)
- Kuwait University
- Public Authority for Applied & Training
- Kuwait Institute for Scientific & Research
- Kuwait Oil Company (Kuwait Oil Hospital)
- Private Hospitals, Clinics & Pharmacies.

## *Marketing Strategies*

- Direct Marketing
- Maintain competitive prices
- Develop a consistent pricing strategy
- Investing in acquiring loyal customers

### ***Market Penetration philosophy***

- Product sales, through continuous promotional programs.
- Provide our team with tools, knowledge and coaching to foster creativity and professional growth.
- Provide exceptional service that exceeds customers' expectations.
- Innovative forward and creative vision focused strategy to remain competitive at all times.
- Seek new market segments.
- Continuous Interaction with the medical community.

*We have the solution*



Selected Principals

**1. Laboratory Field**

<b>COMPANY</b>	<b>COUNTRY</b>	<b>PRODUCT LINE</b>
ARREDI TECNICI VILLA	ITALY	LAB. FURNITURE
BINDER	GERMANY	INCUBATORS & OVENS
CENTURION SCIENTIFIC	UK	CENTRIFUGES
SNIJDERS	NETHERLANDS	ULTRA LOW FREEZERS & GROWTH CHAMBERS
JULABO	GERMANY	WATER BATHS
WHATMAN BIOMETRA	GERMANY	THERMOCYCLERS
Climas	SPAIN	Freezers
ANI LABSYSTEM	FINLAND	BLOOD SCREENING & SPECIAL TESTS
MACHERY – NAGEL	GERMANY	ANALYTICAL CHEMISTRY
SERCON	BRAZIL	AUTOCLAVES & STERILIZERS
BIOKIT	GERMANY	LAB SUPPLIES
BIOTEC	GERMANY	LABSUPPLIES
FL - MEDICAL	ITALY	LAB. DISPOSABLES
PBI INTERNATIONAL	FRANCE	LAB. SUPPLIES

## 2. Medical Field

<b>COMPANY</b>	<b>COUNTRY</b>	<b>PRODUCT LINE</b>
ZIMMER	USA	ORTHOPEDIC SURGERY
EUROS	FRANCE	SPINE SURGERY
BIOMET Cementing Technologies	SWEDEN	BONE CEMENT & MIXING SYSTEMS
BIOMET DEUSCHLAND	GERMANY	ORTHOPEDIC BIOMATERIALS
BECKER	USA	ORTHOPEDIC & ARTIFICIAL LIMBS
SCHEIN ORTHOPEDIE	GERMANY	ORTHOPEDIC & REHABILITATION PRODUCTS
ORTHOMEDICAL	GERMANY	ORTHOPEDIC & GENERAL SURGERY PRODUCTS
US ENDOSCOPY	USA	ENDOSCOPIC ACCESSORIES
Hebu Medical	GERMANY	SURGICAL INSTRUMENT
LINVATIC	USA	SURGERY PRODUCTS
HOSPIMEDICAL	SWITZERLAND	OBESITY SOLUTIONS
CONFLUENT SURGICAL	USA	NEUROSURGERY

MINDRAY	CHINA	CARDIOLOGY
GIVAS SRL	ITALY	HOSPITAL FURNITURE
MEDISA	SPAIN	HOSPITAL FURNITURE
TECHLAM	USA	STRECHERES, LIFTS & TROLLEYS
MEDLINE	USA	MEDICAL DISPOSABLE
BIOMETRIX	NETHERLANDS	DISPOSABLE GOWNS, DRAPES, TUBES & CUSTOM PACKS
MULTIGESTION	GERMANY	GEL POSITIONING

### 3. Pharmaceutical Field

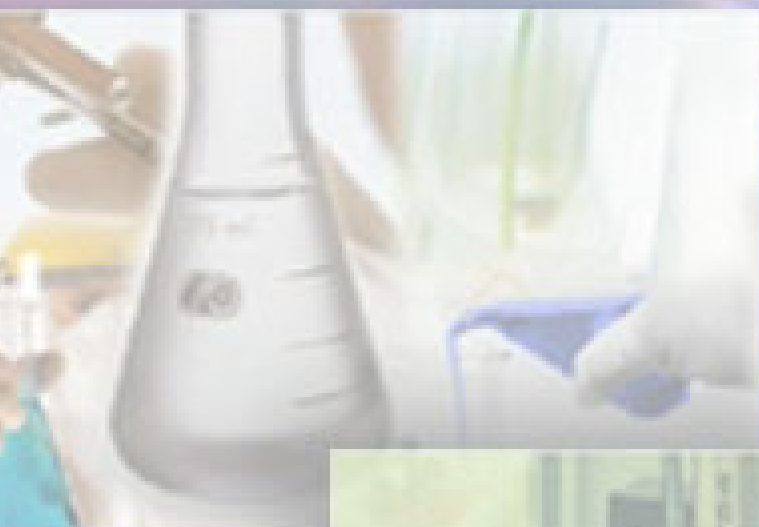
<b>COMPANY</b>	<b>COUNTRY</b>	<b>PRODUCT LINE</b>
REMEDICA PHARMACEUTICALS	CYPRUS	medicines
WASSEN NUTRITION	UK	FOOD SUPPLEMENTS & VITAMINS
NUTRACEUTICAL	USA	FOOD SUPPLEMENTS & VITAMINS

### 4. Educational Field

<b>COMPANY</b>	<b>COUNTRY</b>	<b>PRODUCT LINE</b>
PHYWE	GERMANY	COMPLETE DIDACTIC SYSTEMS FOR

		<b>NATURAL SCIENCE EDUCATION (CHEMISTRY, PHYSICS &amp; BIOLOGY)</b>
<b>ELWE</b>	<b>GERMANY</b>	<b>PHYSICS EXPERIMENTS</b>
<b>WARD'S</b>	<b>USA</b>	<b>GEOLOGY</b>
<b>ARCO</b>	<b>INDIA</b>	<b>EDUCATIONAL MATERIALS SUPPLIES</b>

*We have the goods*



## Our Future

The one fact about the future is that it's coming. Our future success lies in the hands of our clients. We have full confidence in our Clients and we are working very hard to provide them good reasons for our continued success. This demands agility, creativity, and the ability to innovate using the latest and most effective technologies available.

### Corporate Address:

Kuwait – Sharq.

Ahmad Al-Jaber St.

Bahman Building – 5<sup>th</sup> floor

P.O.Box 27137 Safat, 13132 Kuwait

Tel. +(965) 22429216 / 22416184 / 22416594

Fax. +(965) 22429528

