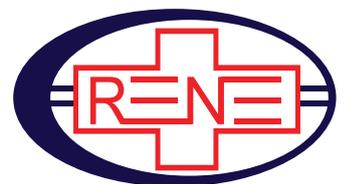


RENE INDUSTRIES
LOCALLY
MANUFACTURED
PHARMACEUTICALS



WE LEARN HOW A FAMILY-RUN FIRM IS PROVIDING UGANDA WITH A HOMEGROWN GENERIC PHARMACEUTICALS INDUSTRY.

LOCALLY MANUFACTURED PHARMACEUTICALS

PROJECT MANAGED BY: **ANDREW BOURKE**

Rene Industries emerged into the market in 1996, when it was founded by Rishi Vadodaria, an MBA graduate and his wife Dr Meera Vadodaria, a pharmacist. It went on to rapidly become Uganda's leading pharmaceutical company and one of the East Africa region's most respected names in the industry. The company is dedicated to developing, manufacturing and selling cost-effective, high-quality generic and branded pharmaceutical products, but it did not start that way.

“The company had very humble beginnings as an importation and distribution pharmaceutical company,” recounts Khushboo Vadodaria, Operations Director of the company and daughter of its two founders. “My parents identified a need for local production of quality generic medicines. They saw that backward integrating the business into manufacturing would reduce dependency on imports, increase employment opportunities and create a self-sustainable industry. Since then, we have grown exponentially and are one of the leading manufacturers of pharmaceutical products in East Africa.”

By building this homegrown production capability, Rene Industries has increased accessibility to life-saving drugs and improved the quality of life of the East African population.

Driven by the belief that access to medicine should be universal, the company has worked hard to become a trusted partner in the pharmaceutical sector. It has done this by building on its four “Pillars of Excellence”—trust, quality, responsibility and collaboration.

“Quality is a way of life in our company,” Vadodaria says. “We’re committed to achieving quality standards through national and international norms, thereby continuously improving our products and services. We are committed to improving the quality of medicine produced locally and saving lives with the increased availability of affordable medicine in the region. We follow international standards and are strictly regulated by the drug authorities of East Africa.”

Rene Industries employs 552 staff across its different facilities, each of which manufactures a variety of dosage forms including tablets, capsules, liquids, sachets, external preparations and penicillin-based formulations. >>



MORE THAN A BUSINESS RELATION – A PARTNERSHIP

BdV Behrens is an international trader based in Hamburg, Germany.

Founded in 1963, BdV Behrens has nearly 60 years of experience. Being specialized in raw materials for pharmaceutical & veterinary products and for food & feed additives, we have know-how in exporting to African markets for more than 30 years.

The business relation with Rishi and Khushboo was strengthened with every order and today we are proud being a key supplier of various pharmaceutical raw materials for Rene Industries Ltd.

We appreciate to learn as well from our partners how to overcome all the new challenges in a continuously changing worldwide market – together.

The development of Rene Industries Ltd. and our cooperation over the years makes us happy and we wish the best of luck for a successful future to the whole team.



BEHRENS

We are worldwide



INDUSTRIAL CHEMICALS

PACKAGING

PAPER

PHARMACEUTICAL & VETERINARY RAW MATERIALS

- Antibiotics
- Analgesics
- Amino Acids
- Anthelmintics
- Excipients
- Stimulants
- Vitamins

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“We currently manufacture 120 products over 24 therapeutic ranges, covering a lot of the WHO essential medicines list,” Vadodaria tells us. “Our plants are GMP compliant, regulated by the National Drug Authority of Uganda. We invest heavily in the expertise of our people and have a highly trained workforce who work collaboratively to set guidelines in order to comply with standard operating procedures.”

Rene Industries has grown to become the largest local supplier to the government in terms of volume, an incredible milestone for the company. Rene also exports to Burundi, South Sudan, Rwanda and the Democratic Republic of Congo with a number of other countries in the pipeline. Vadodaria has her own theories on how the company has achieved this. “We develop, manufacture and market high-quality medicines and have an exceptional time-to-market, which is why consumers constantly trust, stock and utilise our products,” she points out. “With 25 years of experience in the sector, we’re in a position to drive success.”

The company has achieved a number of awards and recognition over the years. Rene recently achieved the status of Superbrands East Africa, which is the largest independent arbiter on branding and recognises exceptional brands worldwide.



Dr. Meera Vadodaria (Director) and Head Pharmacist Dr. Le-Marine receiving the 2015 Bronze Investor's of the Year Award (Uganda Investment Authority).

IN THE FAMILY

What makes Rene Industries' journey unique is the family-owned nature of the business. “It’s a bit more complex than a usual corporate structure or non-family business. “Emotion and a high sense of responsibility are weaved into our business acumen,” Vadodaria reflects.

“It’s a continuous learning curve and a positive experience. I am constantly learning from my father, who has a wealth of knowledge. We are always motivated to improve and better our company every day. Decision making is quicker than it is within a corporate structure, giving us more leverage than other companies out there.”



Founding Chairman Mr. Rishi Vadodaria and Operations Director Ms. Khushboo Vadodaria, Rene Industries Ltd.

“WE CURRENTLY MANUFACTURE 120 PRODUCTS OVER 24 THERAPEUTIC RANGES, COVERING A LOT OF THE WHO ESSENTIAL MEDICINES LIST.”



About JMS?

Joint Medical Store (JMS) is the largest non-state Pharmaceutical Store in Uganda serving the Private Not for Profit and Private sector with Quality Affordable Health solutions. Owned by the Uganda Catholic and Protestant Medical Bureaus, JMS is registered as a corporate body under the Trustees Incorporation Act cap 165.

What we do?

- Procurement, Warehousing, sale and Distribution of Medicines, Sundries, Medical Equipment and Furniture.
- Medical Equipment needs assessment, Equipment placement, installation, routine maintenance and repair.
- Quality Assurance.
- Health systems strengthening and Capacity Building.
- Project management – Supply chain management.
- Warehousing Facilities.

Where we are

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Joint Force Pharmaceutical

Crossing Borders, Globalizing Healthcare

Joint Force Pharmaceutical Limited (“JFPL”) is primarily involved in the distribution and registration of pharmaceutical products between China, India, South East Asia, the Middle-East, Africa and South America.

Our Services:

- Pharmaceuticals API & Intermediate Sourcing; leading global supplier of Amoxicillin, 6APA & all other Betalactam Intermediates & APIs
- Contract manufacturing of final Active Pharmaceutical Ingredient
- Registration & indenting agent in various international markets
- Launching & distributing bio-pharmaceuticals & vaccines

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That quick decision making has been essential, as being the first to launch a domestic industry in your country means being the first to face the unique challenges that country presents your industry with. Uganda, for instance, is completely landlocked, creating significant supply chain challenges.

"It has no ports, and that is one of our biggest hurdles," Vadodaria says. "We have continuous challenges with logistics. When we import raw materials, it goes through Mombasa in Kenya, and into Uganda by road. Consequently, we have a lot of pressure. We work hard to streamline our operations to overcome these challenges."

Rene Industries also faces high costs of production, unlike their foreign competition. The government has introduced certain incentives for local industries but more lobbying is required on a national and regional level.

"We have stiff competition from India and China who enjoy economies of scale that we can't access," Vadodaria tells us.



Our chemist performing analysis.

"We have very high finance costs because doing business in Africa is perceived as high-risk, and sometimes face heavy taxation on imports like HVAC systems that need to be installed to ensure we're GMP compliant. It is all very expensive to run, utility costs are high as well. But the experience we have to tackle such issues equips us with the knowledge to source for better solutions".

Rene's solutions have involved effective budgeting, strategic implementation of systems, streamlining of operations and ethical marketing. Continued Medical Education (CME) programs run across the regions to sensitize the medical fraternity (doctors, nurses, pharmacists and medical staff) on the appropriate prescribing and utilisation of their products.



Rene Industries' employees.

LOCAL TALENT

As well as building the facilities and logistics necessary to drive a Ugandan pharmaceutical manufacturer, naturally, you also need qualified individuals to run the company. That team that Rene Industries has put together is one of Vadodaria's proudest achievements.

"It is definitely a challenge in Africa, finding skilled people to run such a highly complex and technical industry. We invest heavily in training programs and condition our HR department to employ dedicated and enthusiastic personnel. Our employees are undoubtedly our greatest asset and the very fabric of our success" she says. "These training programs work all the year and are a critical aspect of our strategy to ensure staff are compliant in their activities. It's a continuous process."

For obvious reasons, a cause that is close to Vadodaria's heart is empowering women within the workforce.

"We currently have 552 employees, and out of that 291 are women," she says.

"Women comprise more than 52% of our workforce, and being a woman myself, we're very passionate about empowering women to reach a higher economic potential. We hire an array of chemists, pharmacists, engineers and skilled personnel."

Rene Industries also conducts induction training programs, boasting the best such courses in the country for interns. The pharmaceutical manufacturer takes students studying pharmacy, chemistry, or engineering and offers them a three-month internship to give back to the community.

Rene Industries has rapidly grown to be an industry-leading pharmaceutical company, but Vadodaria already has big plans for the future.



Fully equipped Quality Control Laboratory for product testing with high-performance equipment such as HPLC and IR.

"WE DEVELOP, MANUFACTURE AND MARKET HIGH-QUALITY MEDICINES AND HAVE AN EXCEPTIONAL TIME-TO-MARKET, WHICH IS WHY CONSUMERS CONSTANTLY TRUST, STOCK AND UTILISE OUR PRODUCTS."

"Currently we're expanding our facilities and capacity-building in terms of production volume," she says. "We are expanding organically through new facilities and state-of-the-art machinery to keep pace with demand and cater for more product lines. For example, introducing treatments

for lifestyle conditions such as hypertension, diabetes and cholesterol. Recently, during the COVID-19 pandemic, we introduced our Hand Sanitizer which complies with WHO requirements. Further in the pipeline is to tap into other markets in the Sub-Saharan region." ☺



Rene Industries' facility.



RENE INDUSTRIES

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