



NeloverGulf نيلوفر جلف

Since 2005

Nelover Gulf

Profile

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Nelover Gulf Group is a leading healthcare, beauty care, prestige products, and fast moving consumer goods company responding to the growing needs of the Saudi and Middle East communities. The Group's core activities are import, distribution, promotion, marketing and manufacturing. Today, Nelover Gulf has established a special position in the Saudi marketplace, resulting from a unique approach to business, service and customer portfolio. Headquartered in Riyadh, Saudi Arabia, Nelover Gulf Group serves many of the world's leading companies through various agreements, partnerships, and joint ventures.

Beauty Products

Food Items

Medical Items



MISSION

To be a regional leader in health care, nutrition, wellness, beauty and prestige products meeting the needs of community today and building capabilities to meet the needs of future generations.

VALUES

Ethics, professionalism, quality of service, innovation and trust - these are the key elements that set the Nelover Gulf Group's core values. The Group brings an unusual degree of added value to the services it provides for its partners in the Middle East. This added value is inspired from a deep understanding of the market, sophisticated management information, state-of-the-art facilities, and above all, from professional relationships, relationships that uniquely expose Nelover Gulf to various business cultures around the world which ensures continuous learning, development, and progress.

CORPORATE SOCIAL RESPONSIBILITY

Realizing its responsibility towards the local community, Nelover gulf Group is keen to develop and enrich its corporate social responsibility through initiating and supporting different projects that focus on leveling up the health, education, and awareness of different categories of the community. Based on that commitment, Nelover Gulf Group is actively involved in health education programs with universities, public and private hospitals. Additionally, The Group has collaborated with its partners in awareness campaigns for different diseases, including diabetes, cardio metabolic syndrome, anti-smoking

Services

The breadth of Nelover Gulf Group experience and resources provide opportunities to international companies seeking to develop business and build a competitive advantage in Saudi Arabia.

The Group provides comprehensive services in the areas of promotion and marketing, sales and distribution, as well as local manufacturing for many of the world's leading companies through various agreements.

With its experienced Government Department team, the Group is the effective link between our partners and government institutions providing fast registration of companies and products and tender management.



MEDICAL

Nelover Gulf Group is a market leading distributor of laboratory diagnostic machines and reagents, interventional cardiology, radiology, and orthopedics. Our strategy is to provide total solutions to customers offering a wide range of medical equipment and supplies. The Group provides medical products and supplies to hospitals (governmental and private) as well as polyclinics and laboratories throughout Saudi Arabia.



CONSUMER

Nelover Gulf Group provides many leading products in food and nutrition, personal care, fast moving consumer goods and luxury products. The Group offers various comprehensive and flexible services in marketing, selling, distribution, promotion, and after sales support of world's leading consumer brands. The Group aims at covering new consumer products and extending the product lines, all to meet the needs of the expanding market



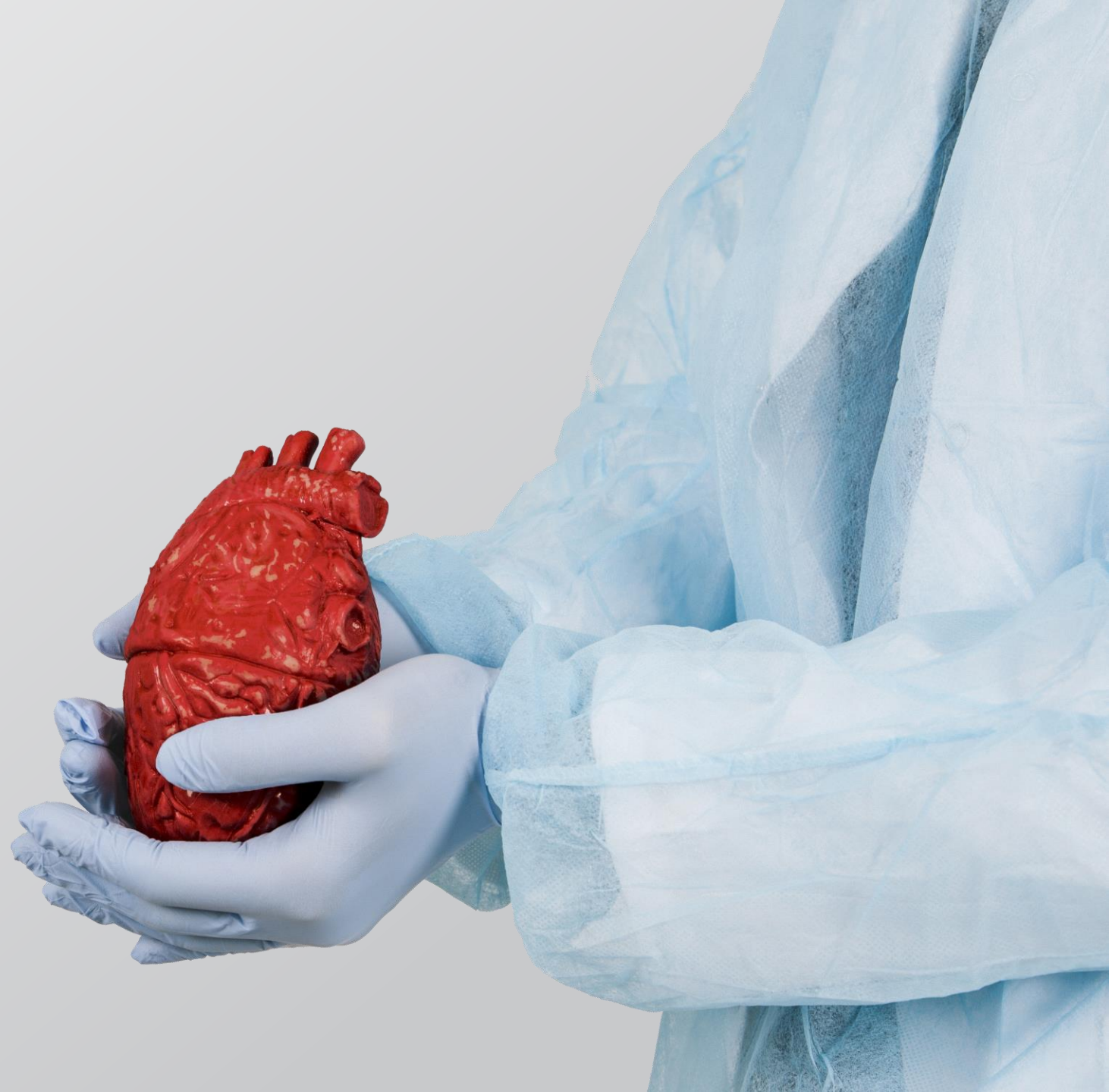
Lab & Home Healthcare

The Lab division offers healthcare professionals products for early detection, prevention, diagnosis, and treatment of diseases to improve people's health. The division offers homecare products to keep patients alert and updated on their current vital signs such as blood pressure and diabetes level.



Cardiovascular

The Cardiovascular division offers state-of-the-art Cardiac products including stents, balloons, pacemakers, and catheters to ensure superior clinical outcome for patients. We continue to strive for new innovations to make sure our products portfolios are targeted directly at patients and physicians needs.



Surgical

The Surgical division offers innovative surgical products that are supported by a strong base of clinical evidence and provide superior outcomes for healthcare providers and their patients. This division offers the best in class in Orthopedics, Spine products, Surgical stapling, Auto sutures, and advanced sterilization products. It also offers single-time-use products such as drapes, surgical disposables, and medical consumables.



Radiology

The radiology products portfolio represents the latest innovative solutions and services in medical imaging. This portfolio allows healthcare professionals to analyze more precisely and more rapidly medical images, bringing to physicians significant benefits in their diagnosis and procedures. The portfolio includes teleradiology, ultrasound, dedicated MRI, diagnostic viewers, PACS, RIS, and Contrast Media.



Food products

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Food & Nutrition.

As part of its broad aim to improve the quality of life, Nelover Gulf Group supplies diverse food and nutrition products, ranging from baby food, sweeteners, confectionery, and nutritional products. Different food and nutrition lines are handled by professional teams, each experienced in the line of products assigned. In addition to importing and selling, Nelover Gulf depends on appropriate distribution channels to ensure full market coverage and promotion of current and future partnering companies.



Personal Care

Nelover Gulf Group provides a wide range of products in the personal care line, ranging from Toiletries, Hair Care, Skin and Body Care to others. With the help of its experienced and professional staff, Nelover Gulf Group ensures an outstanding coverage and strong presence of these world trusted products in all channels all over Saudi Arabia.



Luxury Products

To add a touch of luxury to the life of its customers, we offers a global range of prestige products from the finest brands in fragrances, cosmetics and accessories.

The experience built over the years provides our partners a unique advantage with a total coverage of the market and strong relationships with the trade and expertise in promotion. Partners and customers also benefit from our well-trained team of marketers, salesmen and beauty consultants who guarantee prestigious services.

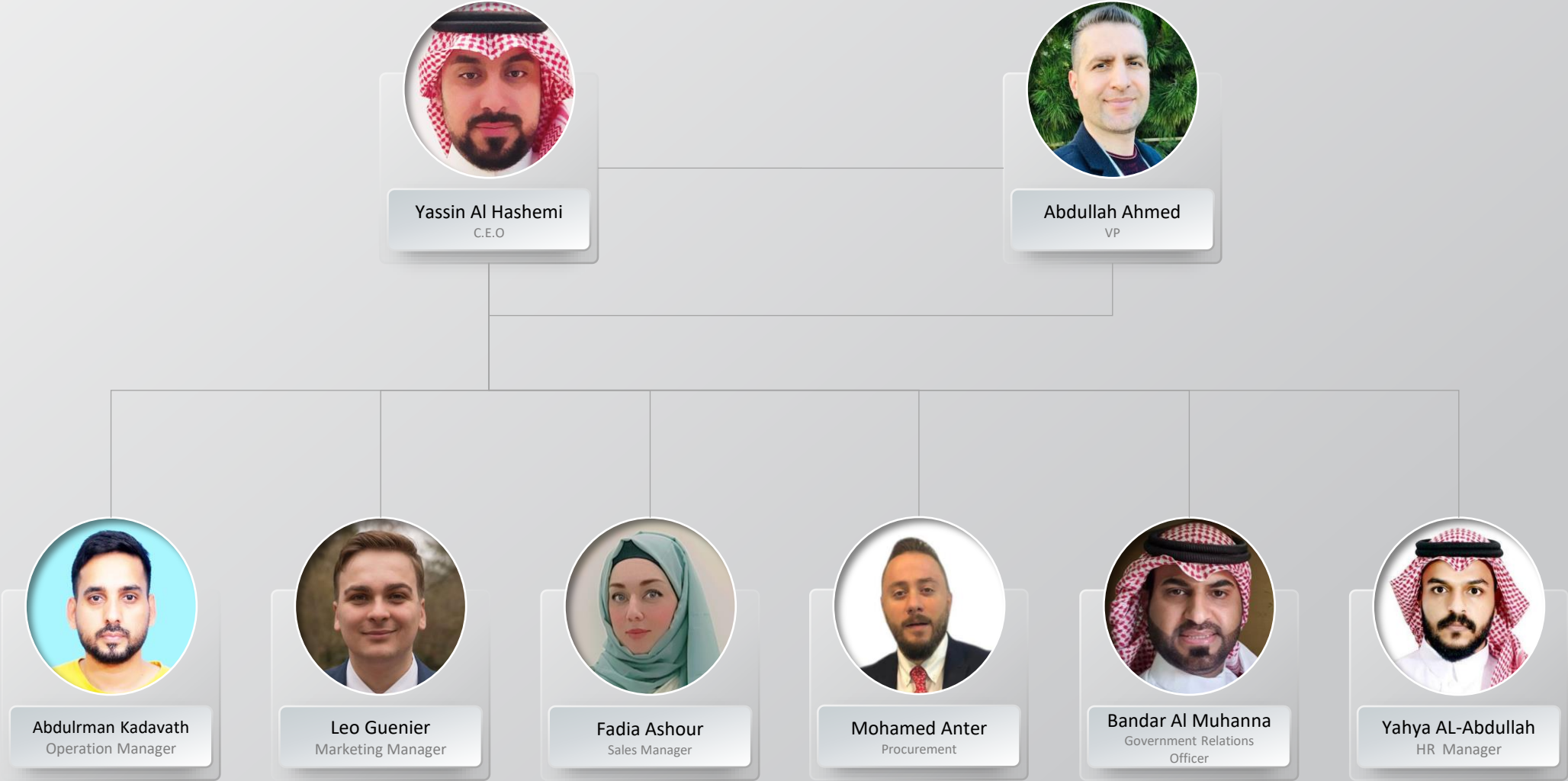


PHARMACEUTICAL

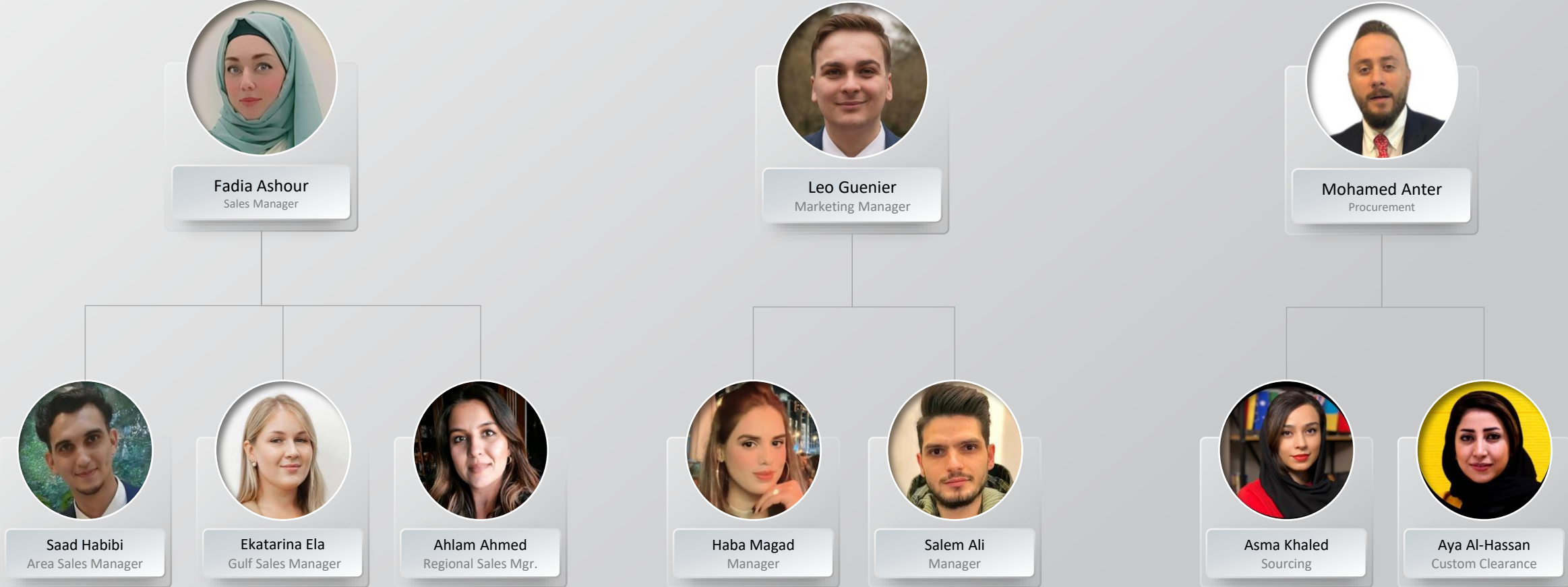
Nelover Gulf Group is the leading supplier of pharmaceutical products to the Saudi market, including ethical branded products, OTC and generics. With its strong presence in the market, the Group's reach covers all private pharmacies, private hospitals, government hospitals, and other healthcare institutions. We provides the Saudi market with ethical branded products in all therapeutic classes, generics and OTC international, regional and local brands.



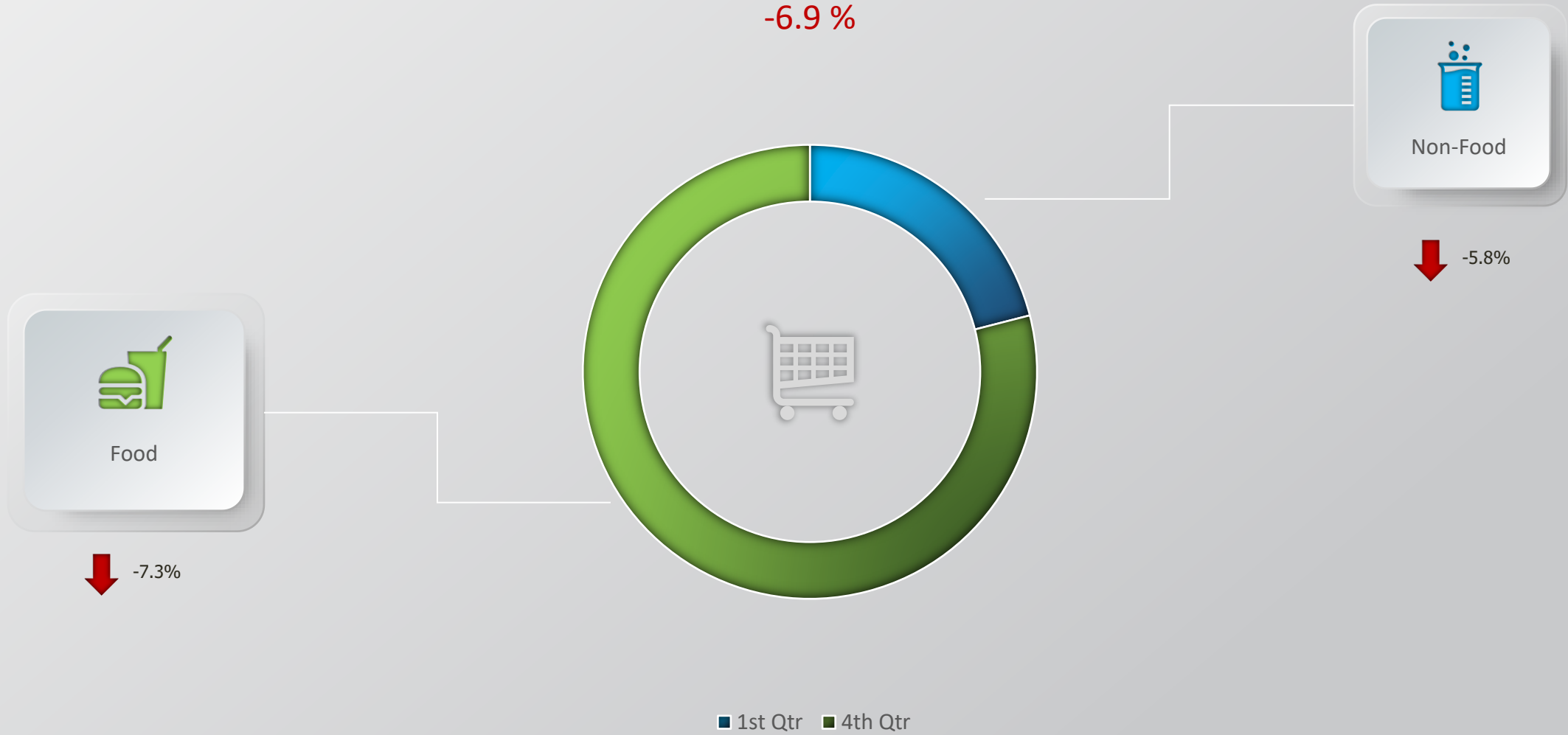
Management Hierarchy



Team Hierarchy

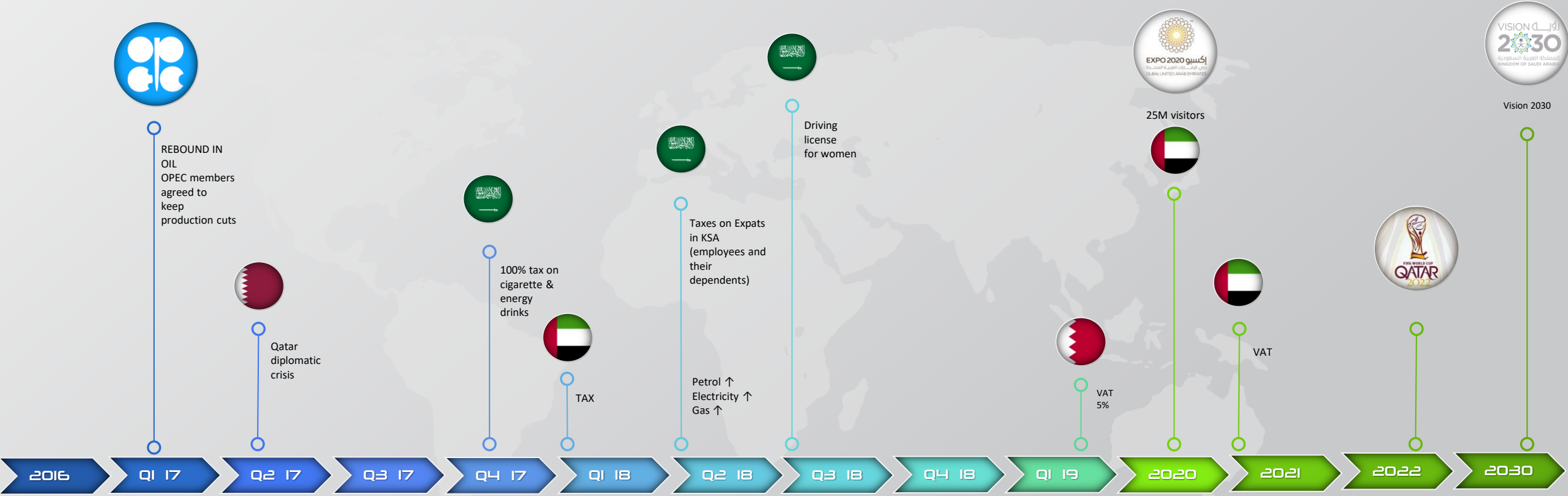


Market Overview | FMCG

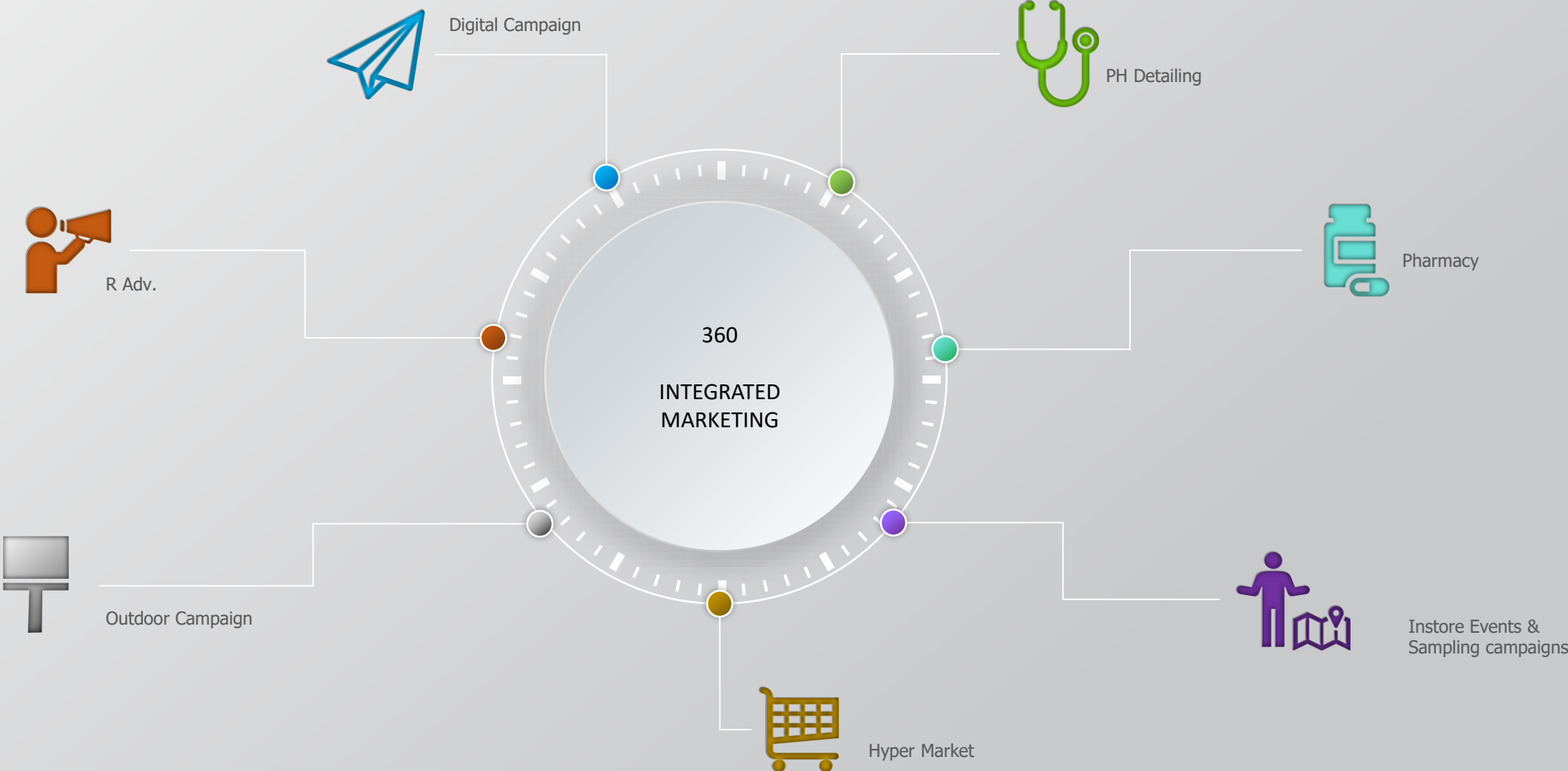


Impact on Market Trends

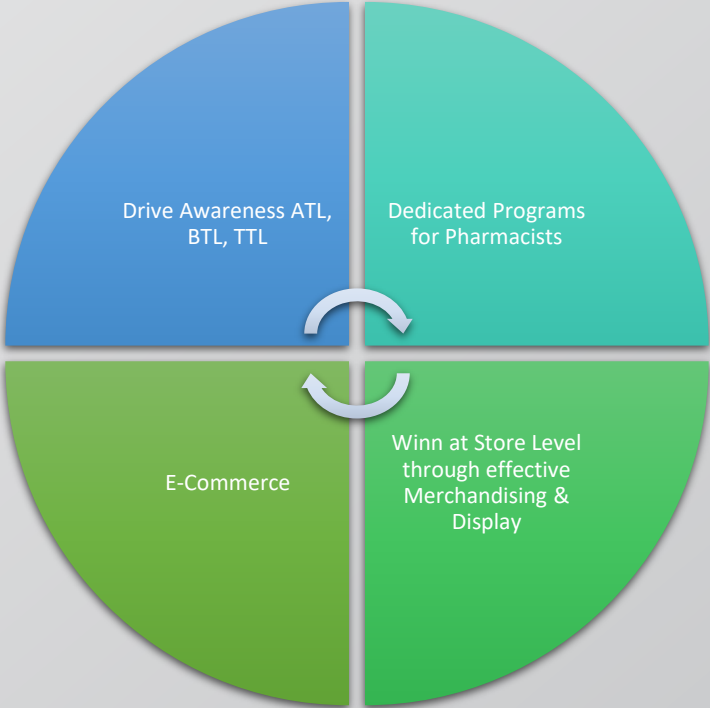
Series of events happening in the region that Impact the trends of the Market.



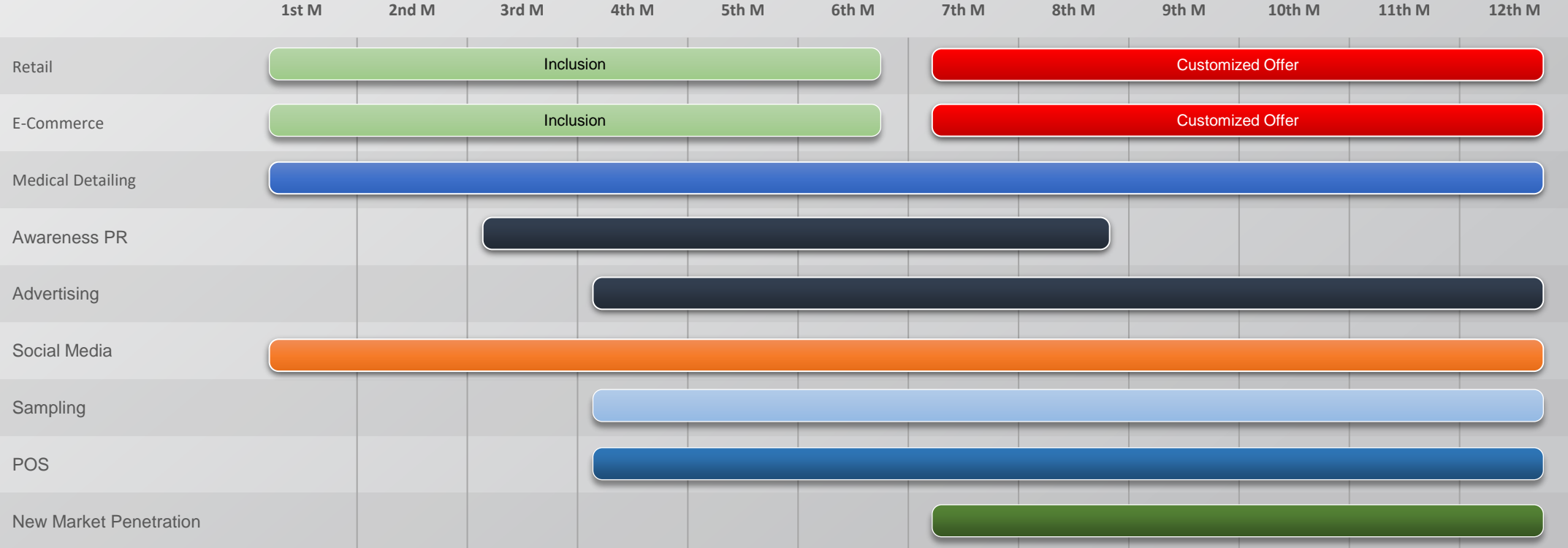
360 Integrated Marketing



Key Marketing Strategies



Marketing Calendar



Success Story

With the dedicated work of our sales & marketing team our clients numbers are increasing day by day.

790

Market

150

Private Hospitals

2700

Medical Centers

5470

Pharmacy

Our Targeted Customers

The Pharmacy Sector

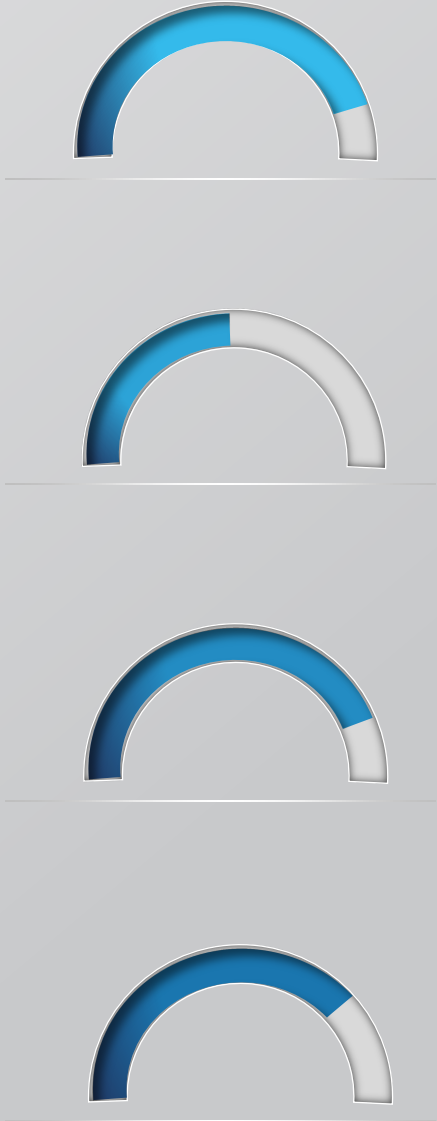
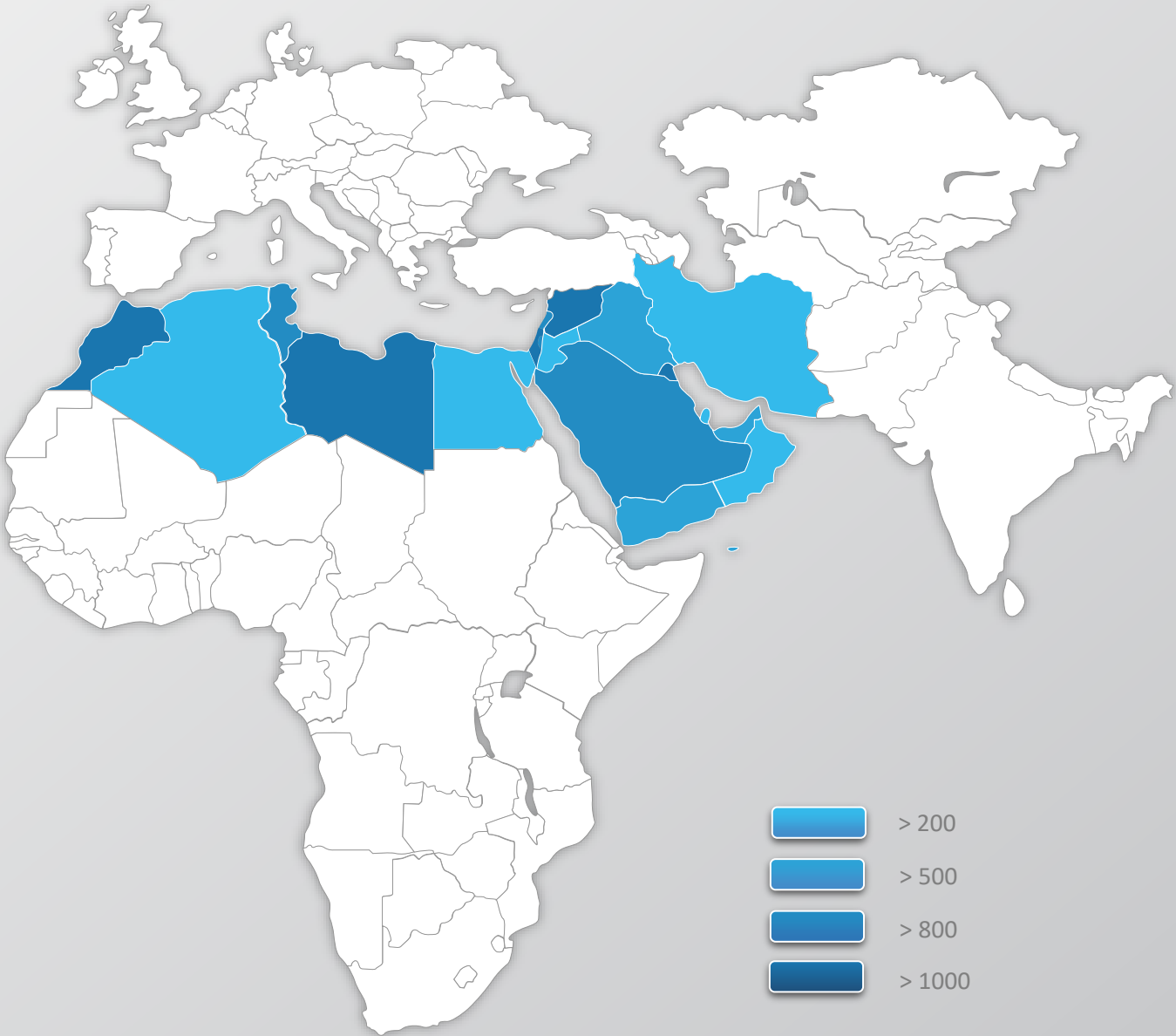


Our Targeted Customers

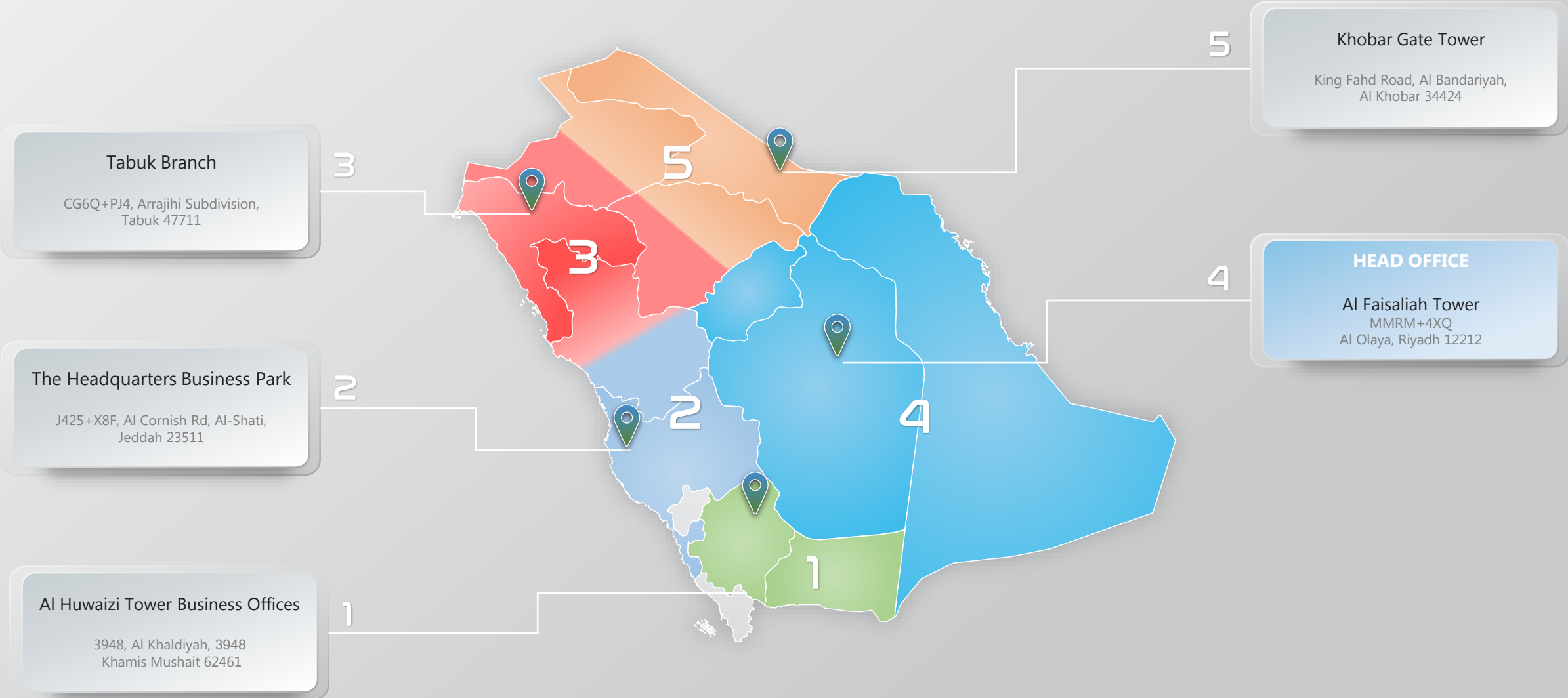
The Market Trade Sector



Distribution Coverage



Our Branches





Thank you

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