



شركة سبكو للخدمات الطبية المحدودة  
CEPCO MEDICAL SERVICES CO. LTD.

**COMPANY PROFILE**  
JANUARY 2020



رؤية 2030  
المملكة العربية السعودية  
KINGDOM OF SAUDI ARABIA



## ABOUT US

CEPCO Medical Services Co. is Saudi Arabia's gateway to the world of vital supplies, equipment and machinery in the healthcare space. We provide cutting edge medical technology across the entire spectrum of therapeutic environments, from public hospitals and care units to private practices serving all 13 regions of the Kingdom. As a subsidiary of Awab Holdings, Saudi Arabia's next-generation investment vehicle, we leverage our parent company's expertise and extensive reach to grow our network and improve our processes. Awab maintains a diverse portfolio of both passive and active investments, operating additional subsidiaries in the IT, automotive and real estate industries.

Shifting demographic forces coupled with the rapid pace of innovation are causing an unparalleled demand for quality healthcare products in the KSA. CEPCO's position at the forefront of the medical supply industry is an unprecedented opportunity to serve Saudis in their time of need. Our work exists at the critical interface between international innovation and hands-on medical care. CEPCO is Saudi Arabia's sole agent and distributor for many of the world's preeminent medical manufacturers. From our base in Riyadh, we've liaised with brands in the USA, Canada, Europe and Asia bringing the highest standard in global healthcare to Saudi Arabia for over two decades.



## OUR HISTORY

CEPCO was formalised in the early nineties, but it wasn't until after the acquisition by Awab Holdings in 1999 that CEPCO became Saudi Arabia's preeminent medical supply company. We began our journey with only three staff members; today, CEPCO employs 33 experts, divided into product, promotion and equipment maintenance teams.

What began as a small-scale supply firm is now an internationally recognised business which effectively measures and meets the fluctuating demand for products and services across the public and private health sectors. The growing need for quality has enabled CEPCO's organic expansion, which has seen the firm's reach extend to every corner of the Kingdom.

In the interest of our communities, clients are trained to operate the medical equipment provided to them by a dedicated team. Our product's impact on the health and wellbeing of Saudi Arabia's citizens cannot be understated. We place an emphasis on in-depth technical knowledge to inculcate a complete understanding when it comes to best practice, a requisite to providing quality healthcare.

Initially, CEPCO's work was limited to Ministry of Health, Military and National Guard hospitals, as well as university-based medical units. After being acquired by Awab Holdings, however, a sharp increase in demand became apparent in the private sector. Scaling to meet this need, CEPCO widened the scope of its operations, extending resources to small and private medical practices. Adhering to a tender-based model, clients made direct purchases for private use through the company, while the majority of the work remained with the public sector.

Currently, additional national branches in Jeddah and Dammam provide regional services to both public and private practitioners in their area, while our headquarters in Riyadh works with international suppliers and national agencies.



## OUR MISSION

Our mission is to ensure products are sourced, manufactured and delivered by consummate professionals, and we guarantee the prompt supply of products and equipment to meet the growing needs of our clients. CEPCO maintains a pulse on the latest innovations in medical

technology, including the NICU and biomedical research fields, to provide Saudi Arabians with the highest standard in healthcare equipment. Our ability to adapt quickly gives clients access to cutting-edge, life-saving equipment as soon as it's on the market.

## OUR VISION

Our vision is to enrich the overall quality of life of Saudi Arabia's people by giving them access to the best healthcare products in the world. Every Saudi Arabian will require institutionalised medical attention in their lifetime; CEPCO aims to improve their hardship and improve outcomes with the supply of superior medical equipment.

## OUR EMPLOYEES

CEPCO promotes independent problem-solving, rewarding dedication and accountability accordingly. We foster a positive outlook in the workplace, perpetuating growth by cultivating a robust and highly accountable workforce.

## FACTS ABOUT US

### 33 EMPLOYEES

**WE ARE 33 HAPPY  
EMPLOYEES**

### +200 CLIENTS

**WE'VE HELPED MORE THAN 200  
CLIENTS REACH THEIR GOALS**

### 3 OFFICES

**1 MAIN OFFICE &  
2 BRANCH OFFICES**

### +200K CONTACTS

**OUR DATABASE HAS MORE THAN 200,000  
PROFILED AND SEGMENTED CONTACTS**

## OUR SERVICES

Selected equipment in our catalogue needs periodic servicing or requires onsite healthcare professionals undergo additional training for its operation. Patient care and safety take precedence, and we understand the necessity to provide exemplary training to medical staff who use our products with their patients.

Our fully mobile maintenance and training teams are on hand to respond to issues and answer questions when they arise.

We support the healthcare system not only in the provision of quality equipment but also in installation and instruction to ensure our product's potential is realised.

CEPCO equipment's complete range of functionality in its hospital environment is guaranteed shortly after its delivery, and we make sure hospital staff are supported in their introduction and ongoing management of the equipment.

## OUR PARTNERS AND MEDICAL NETWORK

Our medical network extends to both public and private hospitals including contracts with institutions under the military, Ministry of Education, Ministry of Health and National Guard, as well as specialised and general care facilities in the private sector too.

CEPCO values its collaborations with suppliers and clients; we strive to deliver the utmost in quality and service, prioritising relationships through superlative customer service.



# OUR SUPPLIERS



SUNMED COMPANY



INTERNATIONAL BIOMEDICAL®



S MURRAY & CO.



UNISURGE INTERNATIONAL LTD



AZMEC SRL.



RIBBEL INTERNATIONAL LTD



LYMED OY CO.



WARWICK SASCO LTD



AMRAY GROUP



HOSPITAL METALCRAFT LTD.



SENTEC AG CO.



SCHULTE ELEKTRONIK



HAMMERLIT LTD



KEELER LTD



ALEXA TRADERS



AIR KINETIC TECHNOLOGIES CORP.



MEDICAL MASTER CO.



VERNA CARE CO.

# OUR CLIENTS



MINISTRY OF HEALTH



KING ABDULAZIZ UNIVERSITY



KING FAISAL SPECIALIST HOSPITAL



IMAM ABDULRAHMAN UNIVERSITY



ARMED FORCES MEDICAL SERVICES



INTERNATIONAL MEDICAL CENTER



ALHAMMADI HOSPITAL



DR. SULAIMAN ALHABIB GROUP



DALLAH HOSPITAL



KING SAUD UNIVERSITY



MINISTRY OF NATIONAL GUARD HEALTH AFFAIRS



SECURITY FORCES HOSPITAL PROGRAM



PRINCE SULTAN CARDIAC CENTER





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