



ProMedia
Specialists In Laboratory Supplying



COMPANY PROFILE



BACKGROUND

ProMedia is a family company, established in 1996, with the seat in Kikinda and with only one goal – the creation of a stable and successful company.

Since 2000, legal form has changed with a well-defined organisational structure and a respectable portfolio. Over the years, we have managed to earn and keep the trust of our principals, with numerous awards for the best distributor of certain brands supporting that claim. Increase in the number of clients year after year is evidence of the fact that our manner of conducting business has been recognised and that loyalty has not been lacking in that regard.

With its organisation and working methods, the Company is constantly adjusting to contemporary business operations both on local and regional markets (EX-YU).

The earliest ideas and the first established goals have not been forgotten to this day, the only difference is that today they are represented as a mission, vision and a business policy of ProMedia.

Company values are actually contained there as well as standpoints and ideas, i.e. strategy upon which we wish to build our future.



WHO ARE WE?

Reliability, Responsibility, Flexibility and Innovativeness are the values which we promote and strengthen every day at the company level. With the help of these values we are honest, loyal, transparent, organised and may adjust to ourselves and our partners.

ProMedia is not an ordinary distributor of good brands but a long term strategic partner which may provide the best quality path to the market, with the values which combine supplies, logistics, sales and marketing.

We have the entrepreneurial spirit, corporate structure and corporate culture.

We are leaders and self-initiators who react swiftly to changes, develop new ideas and create new opportunities.

We are dedicated to our business, we are communicative, energetic and motivated. We study continuously while developing ourselves and our partners.

We are led by personal example of excellence and take responsibility for our actions.

We keep the promises we give.

We appreciate strong and long term partnerships.

We act according to clearly defined procedures.

We respect all individuals and their particularities.

We treat partners the way we wish to be treated.

We respect our colleagues and business partners at personal and professional level.

We are a company which develops high social responsibility towards its employees and towards local communities.

Our key strategic motivators include: high performances culture, sustainable development, operational excellence and following new technologies.



BUSINESS POLICY

The word PARTNERSHIP is the foundation of our existence. Overcoming BUYER-SELLER relations and establishing PARTNER RELATIONS is the key to success for both sides.

Such relations represent the final goal of our dedication to the needs of beneficiaries of our services. Understanding the needs of our principals and clients is precious for decisions which are made in ProMedia.

In other words, partner relations are united by the common goal and the common mission.

ProMedia does not have buyers and suppliers, ProMedia only has and fosters partnerships.

Buyers are only those who purchase our products, partners are those clients with whom we exchange new know-how, experience and with whom we achieve maximum quality of cooperation.

PARTNERS

For many years now we have been honoured to have as partners:

Clinical Centre of Serbia, Clinical Centre of Vojvodina, Clinical Centre Niš and Clinical Centre Kragujevac, Military Medical Academy, Clinical Centre Zvezdara and Bežanijska kosa, Public Health Institute of Vojvodina, Public Health Institute Niš, Public Health Institute Kragujevac, City Public Health Institute Belgrade, Public Health Institute Užice, Public Health Institute Valjevo, Public Health Institute Kragujevac, Public Health Institute Sombor...

We are aware that strong and positive connections are the key to success in the business world. In the course of many years, we have had strong partners in our principals because we have realised on time that each one of them is very special.

We are happy to say that we have represented for many years:

Euroimmun, Mindray, HiMedia, AliFax, Microbiologics, Diagon, The Binding Site, SSI, Partec, R&D systems, Stem cell technologies, PMS...



MISSION

To become a company with a global standard in the laboratory supplies chain, with a focus on implementing the culture of high performances in business and promotion of healthcare, by following operational efficiency, improving technologies and innovations, all for the good of our clients, principals and the society as a whole.

The mission of accomplishing excellence in supplying laboratories and medical institutions is making us capable of satisfying the highest demands of our clients.

Become our partner because we are:
Specialists in supplying laboratories.

VISION

The vision of ProMedia is to be the leader in the laboratory supplies chain in Serbia and the region, and a unique partner and a factor of their development and prosperity.

The main principle is working on constant development of corporate management, corporate identity, corporate social responsibility and the leadership culture.

The development of ProMedia is based on acquiring and accumulation of knowledge, creation of a unique business philosophy and their application in practice.

The size of ProMedia is evident in the quality of work and knowledge of its employees, and not just in quantifying indicators.

Highly specialised and professionally planned, effective and efficient business operations are dedicated to the fulfilment of this vision.

QUALITY SYSTEM

Quality is the foundation of all activities at ProMedia and it is ensured in a simple manner: by providing a service of superior and easily verifiable quality.

Official confirmation for entrance into the world of quality is the certificate for international standard ISO 9001:2008 obtained in 2006.

After years of experience and working in a documented system, quality at ProMedia has become a function. All the activities are directed at constant improvement where all the employees take part. The result of such team work is complete client satisfaction through quality service, distribution and support.

The basic principle is the quality built within the process. Process orientation enables continuous improvement based on the analysis of the achieved values in the process parameters.

After 8 years of working in a certified system, since 2014, ProMedia has been the owner of two more standards which bind us to work even harder. By introducing the standards ISO 14001:2004 and ISO 18001:2007, we have received another confirmation of quality of our long term work.

Quality system at ProMedia will continue to imply that:
Good is never good enough.
Only excellent is good enough.

ORGANISATIONAL STRUCTURE

The business premises of ProMedia are located in four cities. The centres from which ProMedia is conducting its business are located in Kikinda, where the company seat is located, Zrenjanin, Belgrade and Niš.

The company consists of two large sectors. Sales and marketing sector and Support and corporate affairs sector.

SALES AND MARKETING SECTOR

There are 5 departments within this sector: Sales department, Sales assistance department, Public procurement department, Marketing and promotion department and Service and service development department.

Sales and marketing activities represent the main process and activity of the Company. The goal of this process is to become familiar with the market, clients and their needs.

With that purpose, ProMedia has hired the most competent staff, which are able to entirely fulfil this delicate task.

SALES

ProMedia sales team consists of sales specialists and expert associates whose professions include: medical doctors, masters of pharmacy, chemists, engineers (in microbiology, food technology, organic, inorganic chemistry, agriculture), molecular biologists.

ProMedia sales team provides the service of sales in the field and marketing promotion of laboratory equipment, reagents, chemicals, materials for sterilisation control and laboratory consumables. They also offer solutions for high quality operations in microbiological, biochemical, cytogenetics and PCR laboratories, laboratories for the control of the quality of water, food, medicines as well as industrial laboratories.

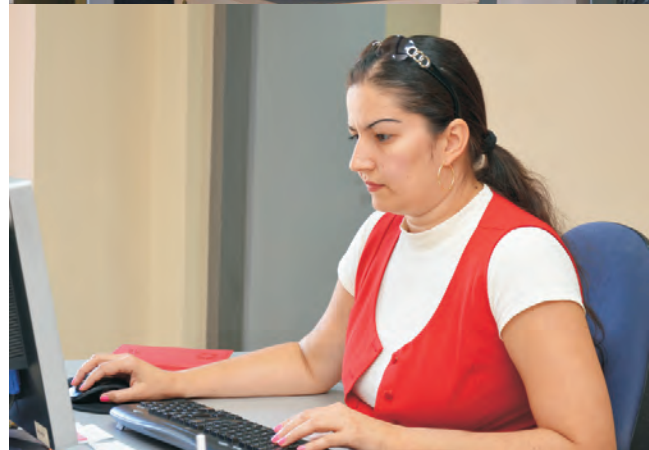
Sales assistance department represents direct support to the sales team and their main task is to respond to our clients' requests in the shortest possible time and with the best quality.

PUBLIC PROCUREMENT

Since a large portion of sales in the total achieved sales is conducted through public procurement, this is a very important department at ProMedia. Its main task is timely, good quality and proper response to clients' requests prescribed in tender dossiers.

MARKETING AND PROMOTION

The focus of this department is the promotion of programmes of our principals and improvement of client relations. Increase in our partners' satisfaction is due to the improvement of our services. There is a unique database of marketing data here which is used to improve market positioning.





SERVICE AND SERVICE DEVELOPMENT

Maintenance of equipment which is used for professional exploitation is a delicate and demanding part of our operations. Having observed that, ProMedia has developed a Service centre as a separate entity the task of which is to take care of the clients' equipment, proper and timely maintenance as well as emergency servicing of equipment in case of sudden disruptions.

Also, ProMedia Service centre has experienced application experts, ready to provide professional support to clients in the field of biochemistry, microbiology and PCR.

Team members of the Service centre are making continuous efforts towards improvement of quality and enlarging the spectre of its services by following the latest technological developments and applications.

SC ProMedia is able, through its centres in Kikinda, Belgrade and Niš, to respond to the most demanding tasks and provide a great number of high quality services.

METROCERT

CALIBRATION LABORATORY ACCREDITED BY THE ATS

MetroCert is a contemporary accredited laboratory for the standardisation of measuring devices. The certification was done at the start of 2010 by the Accreditation body of Serbia.

Within the scope of its accreditation, it includes standardisation of volume, mass, devices for the maintenance of set values of temperature and air humidity and devices the operation of which is based on spectrophotometry.

Special attention is paid to receipt and adequate packaging and transport of measuring devices as well as to measuring itself, i.e. takeover of results.



SUPPORT AND CORPORATE AFFIARS SECTOR

This sector consists of 5 departments and one service: Logistics department, Finance and corporate affairs department, Legal and regulatory affairs department, Supplies and forwarding department, Information and communication technologies department and Human resource service.

LOGISTICS

The main role of logistics is to provide a whole range of logistics support services. Logistics support services include management of delivery with personal vehicles, warehouse activities and transport to end users. Work in this department has a direct influence on the satisfaction and quality of work of our partners.

ProMedia has its own warehouse for storage of goods, and also a specially equipped warehouse for chamber storage of goods as well as its own customs warehouse.

In order to be able to conduct its business, ProMedia is equipped with a vehicle fleet with over 30 vehicles including special vehicles for transport of dangerous substances according to ADR requirements.

FINANCE AND ACCOUNTING

Finance and accounting department is in charge of and is equipped to provide, within the prescribed planned deadlines, necessary financial analyses of business operations and assets for functioning of the Company.

Book keeping is conducted within this department, respecting legal norms and international accounting standards.

Finance department has a task to provide, in the name of the Company, the best quality instruments of security for our principals and to coordinate, on the other side, the liabilities settlement process.

LEGAL AND REGULATORY AFFAIRS

Legal and regulatory affairs department provides legal support to the Company operations, which includes preparation of contracts with principals and clients. Also, the task of this department is to provide advice, learn about new developments in the area of legal regulations and maintain correspondence with foreign partners.

The most important task of the Legal and regulatory affairs department is registration of medical devices.

ProMedia is the leader in the number of registered medical devices.





SUPPLIES

The main task of the Supplies department is to always keep the Company with optimum stock level and to be ready to respond to as many clients' requests as possible in the shortest possible time.

The Supplies department, in cooperation with the Sales and Finance sector, makes plans and conducts the direct supplies process, by participating in the creation of the stock policy.

ProMedia has its own Supplies department, which is competent to provide the necessary portfolio of goods from the principals from any part of the world, to organise transport, effect customs clearance of the goods and deliver the goods to the warehouse.

ICT

ICT (Information and Communication Technologies) have the key role in enabling the company to achieve its goals, by providing optimum and high quality ICT solutions. Also, ICT offers operational support in order to ensure continuity in the provision of services to the Company clients.

From the start of 2013, a new information system ProMis has been implemented, which has been and is still being developed, custom made for the Company. Apart from the necessary functional software solutions which are used by the different Company departments, the new software also provides BI options (Business Intelligence) i.e. the most diverse reports, which are used by the management in running the Company.



HUMAN RESOURCES

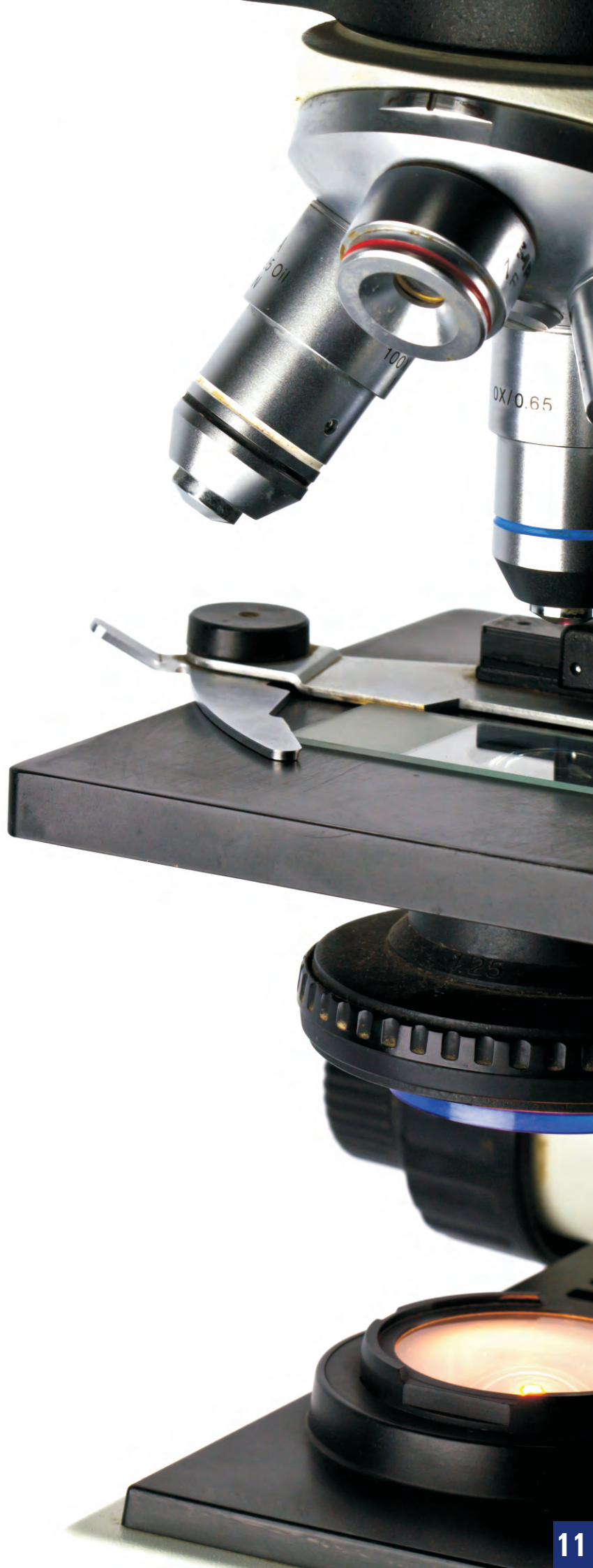
The development of every Company is unavoidably followed by the development of its human resources department. ProMedia has properly recognised this as the most important business segment and placed it as the primary Company investment. One of the main goals of the Human resources department is to be engaged with employees at all levels, from the recruitment process to planning further development of all employees. Knowledge, expertise and experience of our employees have immeasurable influence on the expansion and success of the Company. The employees are constantly educated and improving by means of specialist trainings, seminars and lectures. Human resources department is engaged in internal communication and it takes care about the satisfaction of Company employees.

53 employees are living and working with ProMedia and they are our greatest strength. Many employees have been with us since our establishment, which is something we are proud of. We consider the trusting relation built at the Company to be one of our greatest successes.

Expert and professional staff in all business areas represent the greatest potential. Enthusiasm, desire to prove oneself, dedication to work, Company loyalty but also balance between experience and youth are the keys which help ProMedia grow and develop year after year.

ProMedia places enormous importance in team spirit but also in personal initiatives. When making decisions, we insist on an open dialogue and after that process, the decision becomes a unique and team decision. That way, quite simply, we are able to harmonise the Company goals with expectations of the employees.

Fostering collective spirit and team work are the things we practice every day. We know that the whole is greater than the sum of its parts and by working that way, we are not only able to achieve more in terms of business but also to increase our satisfaction.





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