Tamer Group has always been in the vanguard of economic progress in the Kingdom of Saudi Arabia, whether opening the country’s first pharmacy, manufacturing the first production of patented pharmaceuticals alongside Japanese partners Daichi-Sanjo and Astellas, or earlier this year launching an e-commerce platform for medical products.

The Jeddah-based healthcare company is leading the way to the future of Saudi Arabia & beyond. Ayman Tamer Chairman & Managing Partner Tamer Group

For Tamer Group, the acquisition of the Gulf-based startup Mumzworld, Tamer Group has acquired the ideal platform for expanding its e-commerce business in the region. Mumzworld is the Middle East’s leading online provider of baby, mother and child products. Founded in 2011 by Mona Ataya and Luma Khalil, Mumzworld sells over 250,000 products for babies, children, and mothers from 5,000 global brands across 20 countries. Over the last five years, Mumzworld’s revenue has increased tenfold.

“Within Tamer Group’s scale, size, reputation & regional know-how – our combined complementary entity will be transformative for the region,” Mona Ataya, CEO, Mumzworld

Mumzworld’s talent and visionary team of high achievers has strengthened the group’s digital capabilities and has significantly increased its exposure to the fast-growing e-commerce market. With clear synergies between the two businesses, Mumzworld will accelerate Tamer’s earnings growth in its centrifugal year and provide the group’s digital platform with meaningful exposure to the fast-growing e-commerce market.
INNOVATION Paves A Path Forward
Diversification keeps the company dynamic & helps us advance

AYMAN TAMER
Chairman & Managing Partner
Tamer Group

Can you give us some examples of challenges that have recently impacted your group & the Kingdom of Saudi Arabia? How is the group evolving in today’s complicated panorama?

It is true that our group and the country as a whole have been faced with many challenges recently. Obviously, the current situation in Ukraine will have an impact on the entire world and right now we are facing an uncertain situation with current shortages, especially for commodities like wheat. We will have to be patient to see how this political situation plays out. Our biggest recent challenge, like the rest of the world, was COVID. We did not know how long the pandemic was going to last or how aggressive the virus would be. Now the situation has changed. We have more information and can move forward with caution.

Recently, Saudi Arabia has been undergoing a recovery with the increase in oil prices and this has to some extent jump-started the economy. Additionally, with our third wave of transformation, the new positions currently recruited in digital technology are being hired with the aid of our recently acquired “Mumzworld.” We are working through them as an innovation center because for the past ten years they have had a good track record of meeting their plans and objectives. We have a full appetite for opening other vertical platforms in the industry and Mumzworld could help accelerate this capability. There are some digital hiccups, as is normal, but young Saudis are the ones rolling out the digital platform for us and it is going very well.

Jill Young, an instructor in South University College of Business has said, “Integrity is the most important ethical concept because it covers such a broad area. If you act with integrity, ethical behavior is just a natural progression.” Do you agree with this comment? How is Tamer Group ethical to its employees? How do you strive to rise above and be different?

Integrity is a way of living, and it starts at the top and leads by example. Having good ethics and integrity is the most important base. With integrity comes diversity, inclusiveness, respect, and all the other values. You want to build an organization that attracts, fosters, and retains talent. To do that, you want to have a healthy playing field, a fair playing field. You have to tackle management and you have to tackle your organization’s spirit and culture. You also need to have an ethics committee and make sure you have a transparent, open organization that will protect you against FCPA or any other kinds of corruption. As a company we are very strict and we would even let top talent go if they cannot embrace. So I am very happy that we also believe recognition is a very important element of integrity.

How do you see Tamer Group evolving through technology?

How can your company stay abreast of trends that could impact your organization and the emerging businesses?

We are a 100-year company and 40% of our workforce is currently millennials. It has not been easy for a 100-year-old company to adapt and allow these young millennials to come on. That is why we decided we wanted to accelerate our digital transformation and we have had good results and we have a wealth of data to support this. We are having a conversation that “Join a company and leave a boss.” Half of the houses of our senior management and their long-term compensation is on developing, retaining, and recognizing talent. Therefore, it can happen that they may train a colleague and then later on, that colleague becomes your boss. This is a work culture built on meritocracy. We have implemented successive strategic planning into our organization and this has had great results and we have a wealth of data to support this.

Can you improve your skills? If so, how are you doing it?

We have found that the younger generation is going to come out of Saudi Arabia! That is why we are involved in many important global summits & events worldwide. What does this kind of interaction give to a company like Tamer Group?

We have been involved with the World Economic Forum for 6 or 7 years, and I am also on the board of the Pearl Initiative, which supports the private sector in the Gulf Coast to have more transparency and raise the level of governance. Our Ministers and our public sector are really opening up Saudi Arabia to the world and embracing the best in class of everything. We are going through a positive social reform including social development, and a social awakening. For many years, there was a lot of talent in the Saudi populations—talent that was inherent in them, but they were not allowed to express themselves, nor join the economy and the rest of the world. Since 2018, it is not only women but all our citizens have been able to express themselves—private and the rest of the world. Since 2018, it is not only women but all our citizens have been able to express themselves. In the past, we were bound by the traditional system and we have had less freedom to express our thoughts and we have less freedom to express our opinions. We have really learned from the Saudi Arabian perspective. I did well and was able to hand the group over to people better than myself, and definitely I have acquired a wealth of knowledge. I try to accept other people’s opinions on the board and I want to hear everyone’s thoughts before I FORM MY OWN OPINION. I have had some interesting discussions with the board and realizing how little I know.

I am a chairman that has a wealth of knowledge about the family business he is running. I am also willing to be more open-minded, to have better good governance and let more people have a say. As a company we never had a vote, we always voiced opinions. I usually follow the board’s opinion because they see from “outside the box.” I have been “inside the box” for our business since 1985 and I have really learned from the talent around me. I had the courage to attract people that were more talented than myself. I think that is what leaders need to be, resilient, to have the ability to surround themselves with people more talented than they are. I am very proud to say that about all the people that are on the board and our SME with me.

Interestingly enough, we recently did an internal assessment, and I did get positive feedback and a good rating, but also there are some areas where I can improve. I am going through a phase where I am coming from a hands-on managing and executive role to a chairman and executive role. I am trying to split the executive role from the chairmanship. I have put a lot of effort into that, because my nature has always been to execute work. It took me more than a year to stop this. What would my family say? I think they would say that I was able and had been able to place the group over to people better than myself and definitely we have acquired a wealth of knowledge. I try to accept other people’s opinions on the board and I want to hear everyone’s thoughts before I form my own opinion. I have had some interesting discussions with the board and realizing how little I know.

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When in 1922 Dr. Mohammed Saud Tamer opened one of the first pharmacies in the Middle East, little did he know that he was planting the seed of an organization that would grow into one of Saudi Arabia’s largest and most respected family-run companies.

While Tamer Group is still deeply rooted in Jeddah, where that original pharmacy was first opened, its interests today extend across all of Saudi Arabia and the group has become a major contributor to national development.

With a strong commitment to employing locals, developing Saudi talent and investing in digital innovations, the company is one of the standard-bearers for the Saudi government’s national transformation program Vision 2030 and is a recognized healthcare leader.

“The Group strategy for the future is in full alignment with Saudi Arabia’s Vision 2030,” says Chairman Ayman Tamer, the grandson of Dr. Mohammed Saud Tamer. “Our success is a testament to the resilience of the Saudi economy and the regulatory reforms that encourage enterprise.”

Covering all aspects of life, the central economic goal of Vision 2030 is that Saudi Arabia is to create a more diverse and sustainable economy, investing cash flows from oil and gas into industries that employ more people and create more value than hydrocarbon exports.

Divided into three pillars – A Vibrant Society, A Thriving Economy and An Ambitious Nation – Vision 2030 is designed to help the Saudi people and businesses unleash their full potential and to create economic opportunities for entrepreneurs, foreign investors and long-established Saudi companies such as Tamer Group.

In the healthcare sector, Tamer is well positioned for the opportunities of the Health Sector Transformation Program, which forms a core part of the Vision 2030 strategy. 100 years after the birth of Tamer Group, the company is helping Saudi Arabia meet the main goals of this initiative: boosting public healthcare services and suppliers, eliminating paper use and increasing the efficiency of critical processes in the healthcare procurement market.

“In our centennial year, we have embarked on several initiatives to strengthen our leading positions across the Saudi healthcare market,” Ayman Tamer Chairman & Managing Partner Tamer Group.

By introducing e-health innovations such as these to Saudi Arabia, the company is helping the Kingdom advance towards its goal of value-based healthcare system – a healthcare system which is dedicated to the fair and transparent use of resources to deliver better outcomes and improve the patient experience.

“We support the value-based treatment approach,” Ayman Tamer says. “We have aligned our growth strategy with this vision and the Tamer Group intends to be part of the Health Care Transformation Program.”

It is not only in health and digital innovation that Tamer is leading the way towards Saudi Arabia’s value-based vision. As one of the country’s largest privately owned healthcare companies, Tamer is also a major contender for the privatization elements of Vision 2030 and to build public-private partnerships that will transform healthcare delivery in Saudi Arabia.

“Public-private partnerships in healthcare are a key component of the government’s privatization plans,” Tamer says. “We have to further develop our capabilities in this space, adapt for new opportunities, and partner with local and global players in this domain. We see new possibilities in home healthcare, rehabilitation, and behavioral medicine.”

With Vision 2030 poised to increase the role of the private sector in the healthcare domain and accelerate digital health services across the Kingdom, in its centennial year Tamer Group is proving true to the dream of its founding father and is once again leading the way to the future of the healthcare sector.

A although there have been almost unimaginable changes to the world and to Saudi Arabia in the hundred years since the birth of Tamer Group, the company remains steadfast in its unwavering commitment to serve the community and to build a brighter and healthier future for the people of the Kingdom.

While digital health and online consultations would have been the stuff of science fiction for Dr. Mohammed Saud Tamer, 100 years later the group that he created is carrying out major investments in digital innovations to meet the very same goals that inspired Dr. Mohammed – to preserve the health and wellness of the local community.

During the Covid-19 pandemic, Tamer Group stepped up its investments in digitalization to help make sure that the local community had access to the healthcare products and services it needed during a critical period.

“The pandemic has accelerated the pace of digitalization,” Ayman Tamer says. “Digital health and telemedicine are among the highest growth opportunities for Tamer Group in the future.”

It is not only in the digital area that Tamer Group is innovating to benefit the community. As a manufacturer of pharmaceutical products through its SAJA joint venture with Japanese partners Daichi Sankyo and Astellas Pharma, Tamer is developing a series of specialty products that address the changing needs of the local population.

As one of the largest producers of pharmaceuticals and medical devices in Saudi Arabia, Tamer Group is working with an increasing number of foreign partners to ensure that the Saudi people benefit from medical innovations, wherever they are from.

“One of the main targets of Vision 2030 is to improve healthcare in Saudi Arabia and preserve the wellness of the Saudi people,” Tamer explains. “We are encouraging our partners to develop their own plans in the country, commit to technology transfer, and create more opportunities for Saudi talents.”

Beyond providing wellness & healthcare, we promote bright futures based on respect, diversity & a passion to learn.” Ayman Tamer Chairman & Managing Partner Tamer Group.

Saud Arabia is modernizing healthcare.

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Saud Arabia is modernizing healthcare.
INNOVATION: INVESTMENT DELIVERS NEW OPPORTUNITIES

Tamer has agreed on an exciting joint venture for medical devices

The localization of the pharmaceutical & medical industries is one of the most important goals that we seek to achieve.”

Ayman Tamer Chairman & Managing Partner Tamer Group

A leading role for women

At a time when the economic role of women in Saudi Arabia is expanding, Tamer Group is employing more female employees than ever before.

In 2021, one quarter of all new employees hired by Tamer Group were women. In a workplace that promotes diversity and inclusion for all, women have taken on roles ranging from warehouse operatives to accountants and salespeople. Women also hold an increasing number of senior managerial positions, leading diverse teams and taking complex strategic decisions across the organization.

Tamer Group recognizes there is a still long way to go on its journey towards gender equality. In total, women represent 15% of the group’s workforce, although in some companies it is much higher than that. To redress the balance and tap into the talent of Saudi Arabia, Tamer Group will hire even higher numbers of women in the coming years. The Group is especially keen to recruit among the younger generations.

A LEADING ROLE FOR WOMEN

Whether expanding its logistics and e-commerce activities or building factories to manufacture life-saving medical devices, recent investments by Tamer Group are bringing new technologies to Saudi Arabia and helping to change the face of the national economy.

In 2021, at a factory just outside Jeddah, a joint venture between Tamer Healthcare and Swedish medical solutions provider Molnlycke will begin producing surgical pro-cedure trays that will save critical time in the operating theatre and allow surgeons and nurses to treat even more patients.

Because these sterilized kits are pre-assembled to contain all the components required for a particular surgical intervention, they generate significant savings in time and costs. According to Molnlycke, preparation time can be cut by more than half compared to traditional preparation in the operating room.

With the creation of Tamer Molnlycke Care, Tamer Group is seizing the opportunity to make the Saudi healthcare ecosystem more efficient and deliver new ways to improve surgery outcomes. By choosing to localize production within Saudi Arabia, Tamer will reduce costs and minimize turn-around times. Local surgeons will be able to customize their requirements for each type of operation and ensure the very best results for their patients. Output from the factory will not be limited to the Saudi market and will eventually serve the entire region of the Middle East and North Africa.

At the same time, the establishment of Tamer Molnlycke Care will create hundreds of new jobs for Saudi operators, the majority of whom will be female. That is fully in line with a core ambition of Tamer Group, which is to hire more women and more Saudi nationals.

“The localization of the pharmaceutical and medical industries is one of the most important goals that we seek to achieve, as it supports the Kingdom’s economy, enables the exchange of global experiences, and creates more job opportunities in the market for our youth,” Ayman Tamer says.

The Group is in pole position for the digitalization of Saudi Arabia

At the same time as ramping up its logistics operations in the physical world, Tamer Group is also making major investments in developing new digital services that are making businesses more efficient and providing online consumers with a new level of shopping experience.

As Tamer entered its centenary year, the Group launched VitaCare, a B2B digital platform for pharmacies, clinics and hospitals across Saudi Arabia. This innovative mobile app aims to eliminate paper use when healthcare service providers purchase products such as medical devices and personal care items. By automating and digitalizing the purchasing process, VitaCare delivers healthcare providers such as hospitals, pharmacies and clinics with new possibilities for ordering a comprehensive range of products whenever they need them most.

Alongside VitaCare, the Group has developed an innovative platform called Tamer Solution, which aims to digitize the B2C value chain in Saudi Arabian healthcare.

The Group sees digitalization as the key to accelerating its evolution into an organization that is increasingly centered on customers and delivering innovative services. Tamer’s expansion from B2B to B2C and its acquisition of Mamouz comes at a time when consumers in the region are increasingly digitized according to a 2021 white paper from consultancy BCG, prepared in collaboration with digital giant Meta. The Saudi Arabian e-commerce market will grow by 20% a year from 2020 to 2025, reaching a total size of more than $15 billion and accounting for 13% of all retail sales (up from 6% in 2020). With one of the highest levels of mobile broadband subscriptions in the world, very fast Internet speeds, strong regulatory support and a young, tech-savvy and financially connected population which spends more than three hours a day online, everything is in place for Saudi Arabia to become one of the global economy’s largest e-commerce markets.

The Group’s investments put it in a position to capture the opportunities of this market and participate in an exciting new chapter of economic development in Saudi Arabia.

“The Saudi market, with its tech-savvy customers and strong demand for e-commerce offerings, indicates that the main driver of growth will be the development of a high-quality supply side,” BCG says.

In all the areas where it operates, developing a high-quality supply side in Saudi Arabia has always been the defining characteristic of Tamer Group, from logistics to pharmaceutical production, from consumer goods to healthcare.

In the roadmap’s first phase, which will be completed in 2022, Tamer will measure and monitor metrics of more than 60% of core metrics prescribed by the WEF-SCM Framework (World Economic Forum Stakeholder Capitalism Metrics) are directly or indirectly applicable to Tamer Group. In the roadmap’s first phase, which will be completed in 2022, Tamer will measure and monitor more than 60% of core metrics.

The remaining core indicators will be measured in 2023. Over the course of its three-year roadmap, Tamer will track its performance across an increasing number of ESG metrics. By the end of this ambitious plan, it expects to have developed sophisticated data analytics capabilities and will be able to measure and monitor even the most technically complex metrics.

Armed with this data, Tamer will have a greater understanding of its environmental footprint and social contribution than ever before. On this basis, the Group will implement major new initia-tives across the full range of ESG, create additional value for all its long-term stakeholders, and accelerate its transformation into one of Saudi Arabia’s most transparent and sustainable enterprises.