



Company Profile

Importer and wholesale distributor of pharmaceuticals for the Republic of South Sudan — part of a group trading in this market since 2008, serving pharmacies, clinics, hospitals and institutional procurement from Juba.

EDITION 2026

Sanitas General Trading Co. · Juba, South Sudan



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01 · WHO WE ARE

A distribution partner built for a market that is still being built.

Sanitas General Trading Co. was incorporated in July 2024 to bring registered, correctly handled pharmaceutical products into the Republic of South Sudan. It does not start from zero: Sanitas operates as part of a group that has traded in this market since 2008 through **Tawakal Pharmaceuticals**, and alongside **Hayat Pharma** in consumer health and dermocosmetics.

Between the three companies the group covers bulk generics, ethical pharmaceuticals, supplements and dermocosmetics — from one warehouse operation in Juba, on one ERP, with one field team calling on the same accounts. Every batch is tracked from arrival to dispatch under first-expiry-first-out discipline.

“We are not simply moving boxes. We are building the distribution layer that a young health system depends on.”

ENG. MOHAMUD AHMED · FOUNDER



The business in numbers

2008

TRADING IN THIS
MARKET SINCE

03

COMPANIES
IN THE GROUP

07+

INTERNATIONAL
PRINCIPALS
REPRESENTED

65+

ACTIVE ACCOUNTS
DETAILED TO DATE

02

STATES COVERED
AND EXPANDING

The group reaches private pharmacies, clinics, hospitals and wholesalers, with institutional and tender procurement forming the largest single channel by volume in the market.

Stock is received, verified and released against documented checks. Nothing leaves the warehouse without a batch number, an expiry date and a dispatch record behind it.

Growth is measured on sell-out, not sell-in. We report monthly to our principals on what actually reached the market, per product, from ERP records.

Four things we do properly, rather than many things partly.

01

Import & Registration

Sourcing from registered manufacturers and managing product registration, import permits and clearance into South Sudan.

02

Warehousing & Cold Chain

Controlled storage in Juba with batch-level receipting, first-expiry-first-out dispatch and monitored conditions.

03

Distribution & Field Detailing

Direct delivery to pharmacies, clinics, hospitals and wholesalers, supported by a field team that details products to prescribers.

04

Institutional & Tender Supply

Documentation, pre-qualification and supply into hospital and international health organisation procurement.



Three companies. One distribution capability.

Sanitas does not operate alone. It sits inside a group that has been trading pharmaceuticals in this market since 2008 — sharing warehousing, systems and field coverage, while each company holds its own agencies and serves its own segment.

ESTABLISHED 2008

Tawakal Pharmaceuticals

BULK GENERICS

The group's original trading arm and the reason our presence in this market is measured in years rather than months. Supplies high-volume generic lines to the wholesale and institutional trade.

FOCUS

Bulk generics

Wholesale trade

Institutional volume

SISTER COMPANY

Hayat Pharma

CONSUMER HEALTH & DERMOCOSMETICS

Holds appointed agencies across dermocosmetics, nutritional supplements and specialist therapeutics, serving pharmacy retail and clinic channels.

PRINCIPALS REPRESENTED

L'Oréal

NOW Foods

Artepharm

Meyer Organics

APDL

ESTABLISHED 2024

Sanitas General Trading Co.

ETHICAL PHARMACEUTICALS

The group's ethical pharmaceutical arm — registration, import, warehousing and field detailing of prescription brands, with monthly sell-out reporting to each principal from the Sanitas ERP.

PRINCIPALS REPRESENTED

Dar Al Dawa · Jordan

Memphis · Egypt

Looking for a South Sudan distribution partner?

Appointed distribution, registration support and monthly sell-out reporting — from a group that has been here since 2008.

TALK TO US

Discipline is the product.

01 Good Distribution Practice

Receipt, storage, picking and dispatch run to written procedures, with responsibility assigned by name rather than by department.

02 Batch & Expiry Control

Every unit is receipted against its batch and expiry date in the ERP, and every dispatch is released first-expiry-first-out.

03 Pharmacovigilance

A named department receives, records and escalates adverse event and product quality reports to the manufacturer.

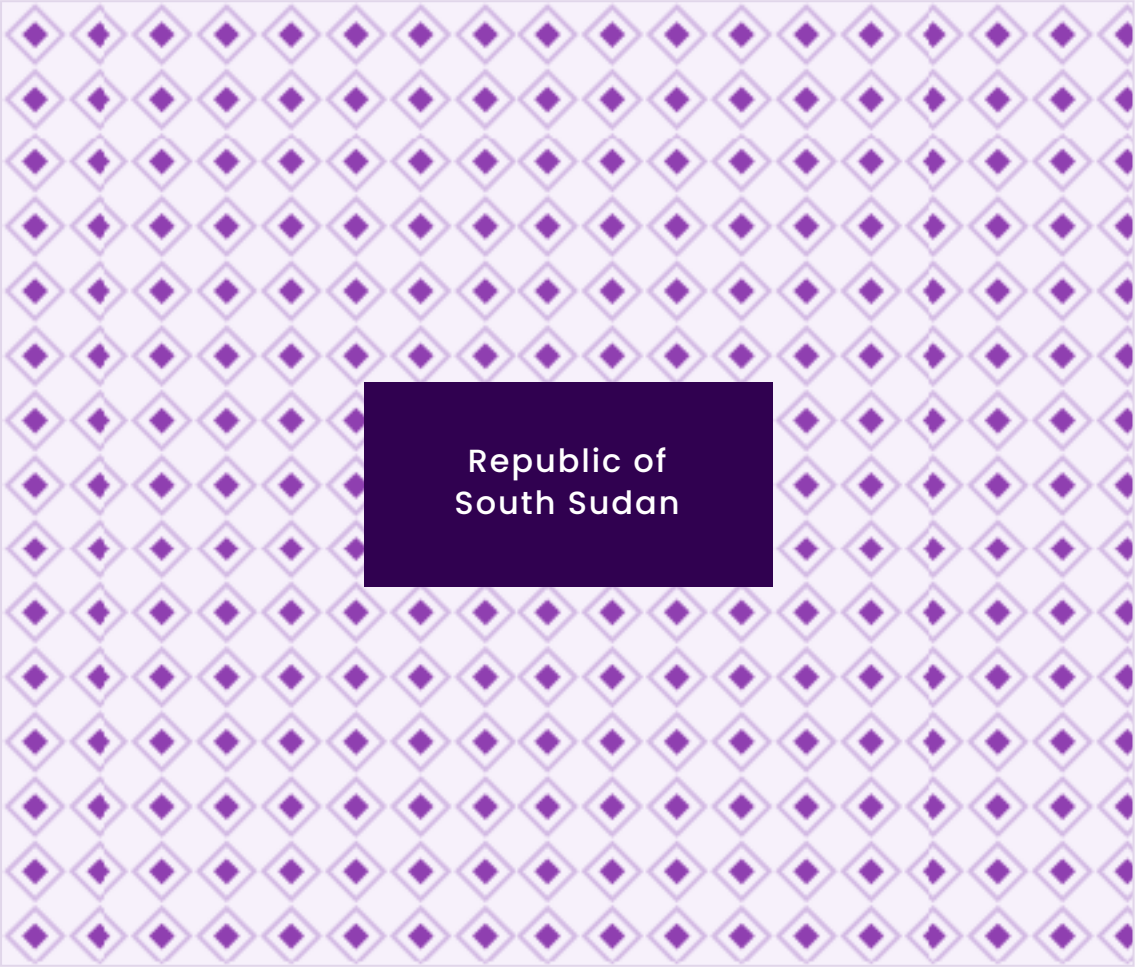
04 Cold Chain Integrity

Temperature-sensitive lines are stored and moved under monitored conditions, with excursions logged and investigated.

05 Traceability & Recall

Any batch can be traced from arrival to the account that received it, so a recall can be executed rather than announced.

From Juba, outward.



REPUBLIC OF SOUTH SUDAN

Head office & warehouse	Juba
States actively served	02
Accounts detailed	65+
Pharmacies & clinics	Direct
Hospitals	Direct
Wholesalers	Direct
Institutional & tender	Active

Coverage is expanding state by state as field capacity grows. Replace this panel with your current network figures before issue.



Let's build the distribution layer together.

Whether you are a manufacturer seeking appointed representation in South Sudan, or a hospital, pharmacy or procurement body looking for a supplier who documents what it delivers — we would like to hear from you.



ADDRESS

Konyo Konyo Mahat
Juba, Republic of South Sudan

TELEPHONE

0922 556 028
0929 343 106

ONLINE

info@gosanitas.com
gosanitas.com

Your Wellness Partner