

Hayat Pharmaceutical Industries

Founded in 1994, Hayat Pharmaceutical Industries specializes in manufacturing pharmaceuticals which it markets and exports to regional and European countries. Hayat Pharmaceutical Industries has undergone many changes over the years, transforming from a limited liability company to a publicly traded corporation with an increased capital.

Despite these developments, it quickly became apparent that in order for Hayat Pharmaceutical Industries to realize its founders' global expansion ambitions within its fiercely competitive market, it would have to remain viable by keeping up with ongoing industry developments. As such, the Company's infrastructure would have to be upgraded and decade-old, worn machinery that no longer operated efficiently would need to be replaced.

After learning about the grants offered by the European Union (EU) and Jordan Enterprise Development Corporation (JEDCO) from an email shot, Hayat Pharmaceutical Industries' management applied for a grant to upgrade their machinery, as well as to fund new marketing and management strategies to help in enhancing the Company's performance. Upon receiving the EUR 100,000 grant, the Company began purchasing a comprehensive pharmaceutical market study to help them gauge all areas of competition and strategically enter prospective markets. The acquired information also helped Hayat Pharmaceutical Industries to produce better formulated brochures, booklets and advertising material. Training efforts were intensified and numerous seminars were held, greatly improving the Company's human resources. As for the development of the equipment, the grant covered the cost of acquiring various machines, including lab devices used for drug testing, hence positively impacting production standards and quality.

Despite Hayat Pharmaceutical Industries achieving several objectives - including being granted the Good Manufacturing Practices (GMP) award - the Company still strives to further develop and expand its infrastructure and machinery in order to achieve not only regional, but also international success.

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