

**B**IORUS

ENABLING GROWTH



**COMPANY  
PROFILE**

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# **WE ARE BIORUS**

As technology advances across the world, so do the capabilities of the healthcare and life science sectors. Laboratory solutions are becoming simpler, faster, and more accurate by the day, taking the entire healthcare system to new heights.

Founded in 2012 and restructured in 2020 and aptly located in Dubai Science Park, Biorus is a progressive company that aims to facilitate innovation in healthcare and life science. Our team offers bespoke scientific solutions for the industry, leveraging the pillars of reliability, trust, and loyalty.

It isn't only about what we do, but why we do it. Our multinational team loves their work and shares a mutual vision of improving the population's collective health through advancing research and supporting better diagnosis. After all, a healthy society leads to a successful future.



# THE UNTOLD STORY

Our founder, A. Shweiki, always had the penchant and drive to inspire change in the world. A visit to a cancer centre in Jordan in 2007 awakened him to the plight of cancer patients, their loved ones, and even healthcare staff.

He needed to be an agent of transformation in the healthcare industry, and thus, the idea of Biorus germinated. We now offer innovative, trusted, high-quality, and cost-effective solutions that help save lives. Ever since our conception, we've truly made a mark as a top healthcare solution distributor.



## OUR VISION

To be the most trusted laboratory solutions partner in the middle east.



## OUR MISSION

To empower diagnosis and advancing research for better health through tailored, innovative, and efficient diagnostic solutions.



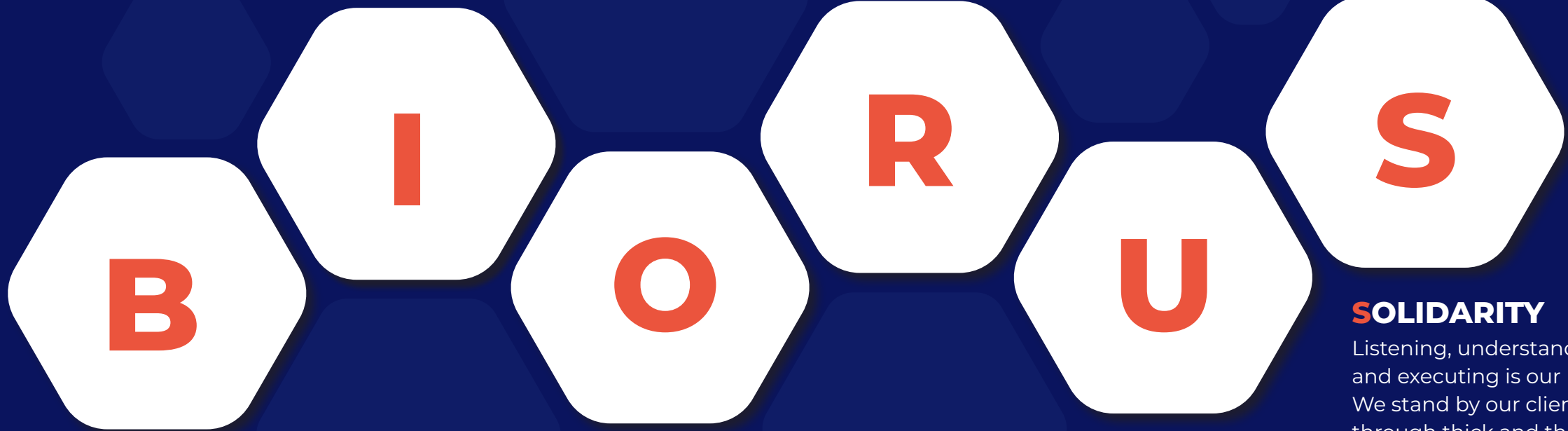
# VALUES

## INTEGRITY

We abide by the principles of complete honesty and transparency.

## RESPONSIBILITY

We work for the people, the environment, and healthcare institutions.



## BOLDNESS

We repeatedly encourage creative expression, experimentation, and innovation.

## OWNERSHIP

If we don't take responsibility for our actions, who will? We'll always strive for continuous improvement.

## UNITY

We believe in teamwork and the limitless possibilities of collective energy.

## SOLIDARITY

Listening, understanding, and executing is our priority. We stand by our clients through thick and thin.



# COMPANY STRUCTURE

## MAJOR COMMERCIAL TEAM

Our team, right from leadership to executives, comprises multicultural, multinational, and multilingual individuals. Our flat, decentralized structure gives everyone the power of true ownership.



# PRODUCT LINES

## 1. IN VITRO DIAGNOSTICS

1. Molecular Diagnostics
2. Microbiology Diagnostics
3. Semen Analysis & Infertility
4. Quality Assurance & Linearity
5. Hemoglobinopathies
6. Special Clinical Chemistry
7. Genomics
8. Organ Transplant
9. Blood bank & Pre-transfusion testing
10. Pathology & Digital Oncology



## 3. EMERGING TECHNOLOGIES:

1. Bioprinting & Bio fabrication
2. Automated DNA Synthesis
3. Bioprocessing
4. Live Cell Imaging
5. Spatial cell analysis
6. Non-Contact Liquid Handling
7. Synthetic culture Media
8. Artificial tumours
9. Cell Based Assays & Services
10. Multi-omics testing services
11. Top Vivarium Solutions
12. Research Labs
13. Specialty Labs – (BSL 1,2,3)
14. Biopharma & Biotech Services.
15. Population Screening.
16. Medical Diagnostics & POCs
17. Environmental Water Treatment.

## 2. INFORMATICS:

1. IoT for Healthcare
2. Digital Health Transfusion
3. LIMS (Laboratory Information Management System)

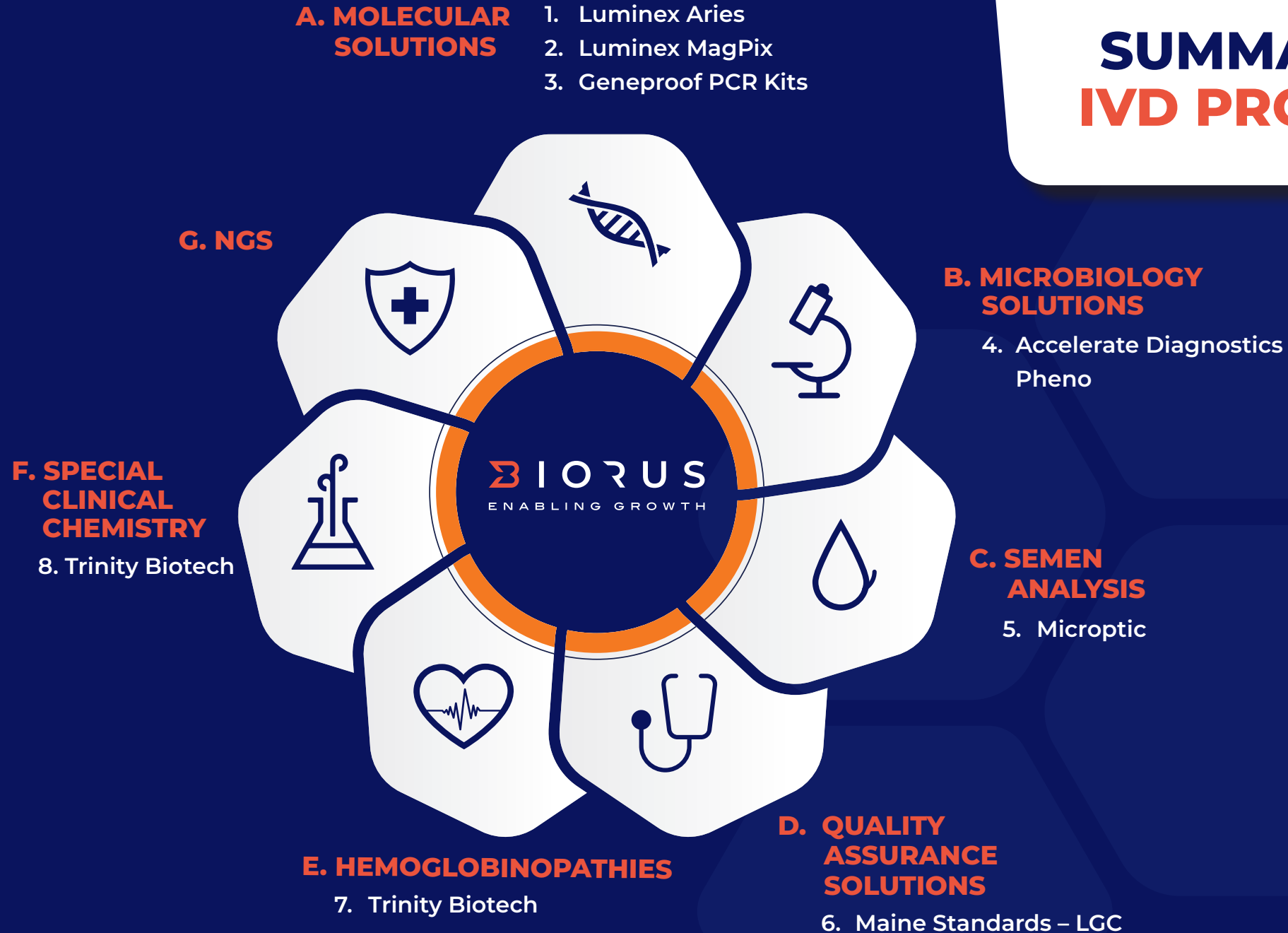


## 4. PROJECTS

1. Scientific consultation
2. Shop drawing
3. Supply, Installation, Testing and Commissioning, and Training.
4. Annual service contract



# SUMMARY OF IVD PRODUCTS



# APPLICATIONS



## 1. CANCER DIAGNOSTICS AND SCREENING

Different solutions through NGS, PCR, immunology and rapid testing technology to screen and diagnose cancers such as: breast cancer, cervical cancer, colorectal cancer and more.

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## 2. BLOOD AND ORGANS TRANSFUSION

Different testing solutions through versatile technologies such as NGS, Multiplexing, Immunohematology for pre and post transfusion, for both diagnostic and life-science research.

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## 3. INFECTIOUS DISEASES

Different solutions through NGS, PCR, immunology and rapid testing technology to screen and diagnose infectious disease through detecting different microorganisms.

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## 4. SEXUALLY TRANSMITTED DISEASES

Molecular, immunology and rapid testing technology to detect different viruses and to diagnose and screen sexually transmitted diseases.

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## 5. FOOD INTOLERANCE

Innovative technology of FoodPrint to identify IgG antibodies raised to over 200 foods.

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## 6. AUTO IMMUNE DISEASES

Complete solutions of chemiluminescence and Elisa to detect different antibodies related to autoimmune diseases.

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## 7. PERSONALIZED MEDICINE

Different technologies to tailor therapy with the best response and highest safety margin to ensure better patient care and a healthier lifestyle.





### **8. DIABETIC DISEASES**

Innovative and the most accurate technology globally to screen and diagnose HbA1c through boronate affinity and using HPLC technology for further hemoglobin testing.

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### **9. HEMOGLOBINOPATHIES DISEASES**

Innovative and the most accurate HPLC technology using the largest library in the world to precisely screen and diagnose related hemoglobinopathies applications and diseases.

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### **10. WHOLE GENOME SEQUENCING**

Innovative technologies of sequencing for different applications of genome sequencing.

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### **11. FERTILITY**

Different technologies and analysis to help to identify, diagnose and treat fertility issues.

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### **12. COVID-19 (CONTRIBUTION AND REACTION)**

Complete solutions for molecular and serology testing during and after Covid-19 the pandemic.

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### **13. RESEARCH**

- i. Genomics
- ii. Proteomics
- iii. Tissues



# OUR CLIENTS

The following logos are displayed in the grid:

- DUBAI HEALTH AUTHORITY
- SEHA (Sharjah Health Services Authority)
- MEDICLINIC
- MEDICLINIC CITY HOSPITAL
- RAK HOSPITAL
- ASTER GROUP
- Unilabs
- STAR METROPOLIS CLINICAL LABORATORIES
- UNITED ARAB EMIRATES MINISTRY OF HEALTH & PREVENTION
- الإمارات العربية المتحدة وزارة الصحة (UAE Ministry of Health & Prevention)
- Agiomix (Next Generation Genomics)
- viafct Genomics Laboratory
- Aster (We'll Treat You Well)
- biQsytech MEDICAL LABORATORY
- وزارة الشؤون الصحية - الإمارات العربية المتحدة (UAE Ministry of Health & Prevention)
- وزارة الشؤون الصحية - دبي (Dubai Ministry of Health & Prevention)
- وزارة الشؤون الصحية - عجمان (Ajman Ministry of Health & Prevention)
- وزارة الشؤون الصحية - رأس الخيمة (Ras Al Khaima Ministry of Health & Prevention)
- وزارة الشؤون الصحية - الشارقة (Sharjah Ministry of Health & Prevention)
- وزارة الشؤون الصحية -Ajman (Ajman Ministry of Health & Prevention)
- وزارة الشؤون الصحية - دبي (Dubai Ministry of Health & Prevention)
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- وزارة الشؤون الصحية - رأس الخيمة (Ras Al Khaima Ministry of Health & Prevention)
- nmc
- nmc royal women's hospital
- SAUDI GERMAN HOSPITAL
- DUBAI LONDON CLINIC & SPECIALITY HOSPITAL
- مستشفى الزهراء دبي (AL ZAHRA HOSPITAL DUBAI)
- Fakih IVF FERTILITY CENTER
- مستشفى الإمارات التخصصي (Emirates Speciality Hospital)
- ADSCC (ABU DHABI STEM CELLS CENTER)
- جامعة محمد بن راشد للطب والعلوم الصحية (MOHAMMAD BIN RASHID UNIVERSITY OF MEDICINE AND HEALTH SCIENCES)
- جامعة خليفة (Khalifa University)
- BIOGENIX LABS



# WHY BIORUS?



## 360 degrees solution

We offer tailored solutions, delivering over and beyond your scope of work.



## Scientific empowerment

With transparency at our core, we offer educational programs and training to our laboratory end users and clinicians.



## Humanity and sympathy

We empathize with you and patients across the spectrum.



## Outstanding support

2 to 4 hours commitment.



## Innovative solutions

Helping the healthcare system evolve through innovative solutions.



## Optimization

We are certified and comply with ISO 9001 guidelines.



## Modernization

We utilize and distribute state-of-the-art tools in the market & inhouse.

# OUR PARTNERS



A leading manufacturer with mission to change patient healthcare standards through fast (7 hours) fully automated antibiotic susceptibility testing results with MICs direct from positive blood cultures using the Accelerate Pheno™ System.



An American leading Bioprinting manufacturer with 30 years of experience in 3D printing and new innovations to become leaders in the bio fabrication revolution in 2014. Allevi 3D bioprinters, software, and biopinks print 3D living tissues one layer at a time.



An European leading molecular diagnostic manufacturer with premium quality for in vitro diagnostic of serious infections and genetic diseases.



An American innovators and manufacturer for the most advanced applications and automation for cancer diagnosis.



An American recognized leader in enterprise laboratory software solutions that provides laboratories with a comprehensive portfolio of informatics products and services, including LIMS (Laboratory Information Management System), integrated electronic laboratory notebook (ELN) and business intelligence.



Beckman Coulter Life Sciences is a trusted, worldwide resource for tools to help optimize research and manufacturing efficiency.





**Luminex**<sup>®</sup>

Luminex is an American leading molecular technology to automate and transform infectious disease solutions to next level.



LGC is an American – British leading manufacturer with 175+ years of scientific heritage in linearity and calibration verification solutions.



**MICROPTIC**  
AUTOMATIC DIAGNOSTIC SYSTEMS

Microptic is an European leading manufacturer for fully automated and comprehensive semen analysis



**TECNIPLAST**  
*innovation through passion*

Techniplast is an European leading company in the lab animal industry since 1949, designs, manufactures and distributes equipment for vivarium.



**Trinity Biotech**

Trinity Biotech is an American leading manufacturer for hemoglobinopathies and special chemistry solutions.



**HIPLAAS**  
*By Mopec Europe*

HIPLAAS is a company that focuses on the supply of histopathology, laboratory, mortuary, necropsy, anatomy and autopsy equipment.



# BEHIND OUR SUCCESS WITH PARTNERS

1

## **DEDICATION**

Dedication and focus to award each product line.

2

## **EXPERIENCE**

Laboratory experience in different product lines.

3

## **MARKET ACCESS**

Great access and relationship with clients and KOL's.

4

## **KNOWLEDGE**

Market and product knowledge with full experience.

5

## **FINANCIAL RESOURCES**

Financial capabilities and on-time delivery (financial discipline).

6

## **COMMERCIAL PERSPECTIVE**

Always eager to expand and grow the business rather than reducing the costs.

7

## **MANAGEMENT TEAM**

Dynamic experienced management that drive and lead the entire business in the market.

8

## **PARTNERSHIP**

Scalability and seeking long term partnership with win-win situations and outcomes.

9

## **TRANSPARENCY**

Clarity and honesty in all our operations.



10

**RELIABLE PARTNER**

Reputation in the market as outstanding support, exceeding customers' satisfaction, youth and passion.

11

**PROFESSIONALISM**

Efficient long-term strategy and vision.

12

**COMMUNICATION**

Effective communication, experienced in dealing with international and leading manufacturers.

13

**PLANNING**

Professional and realistic planning based on market facts.

14

**SALES MANAGEMENT TOOLS**

Utilizing CRM, sales funnel and pipeline tools to optimize sales process and outcomes.

15

**MARKETING MANAGEMENT**

Working based on strategic marketing, market intelligence and marketing mix of 10P's and 10C's.

16

**STRATEGIC AND SCIENTIFIC MARKETING**

Vertical growth plan and execution through dedicating marketing approach and resources such as scientific awareness, educational seminars and workshops.

17

**PROACTIVITY**

We are creators and drivers of the business with proactiveness and recognition of the business acumen.

# OUR OPERATION PARTNERS



Michael Page



Precisely Right.



# BIORUS IN PHOTOS



# BIORUS

ENABLING GROWTH



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