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Zenata production unit

Michel Pousin (Industrial Affairs Manager): The Zenata plant in Casablanca produces nearly all of the Group's drugs and, in fact, some drugs that are more targeted for conditions occurring in Morocco, and particularly everything connected with diabetes. We have acquired a host of machines for various processes, such as granulation, compression and packaging, to make the unit one of the best pharmaceutical production plants in the Group and, above all, in Africa.

Woman: Why is the loading rate considered an important parameter?

Another woman: The loading rate, that is a mixer-granulator...

Michel Pousin: The most important milestone was assisting the operators in the new premises and in using the new machines because, for them, this was a significant change in production technology.

We try to give them as much practical information as possible to enable them to do their everyday jobs.

Woman: So, Rachid, how did it go?

Rachid: It went well.

Michel Pousin: This allows us to have production and quality standards that are perfectly on par with the European factories. This is really important to us and is the future and current basis for quality.

We produce about 55 million units on the site. It is becoming profitable in terms of

productivity.

For the majority of drugs, the Moroccan ministry requires that they be produced locally. This has been the case for over fifty years.

Relations with the Moroccan authorities are important in fostering, in the long run, exchanges with other countries in the Maghreb, particularly Tunisia and Egypt, so as to optimise the use of our production plant and improve productivity.

I am particularly proud to have been able to play a part, with my Moroccan colleagues, in the WHO certification for the anti-malarial product. We demonstrated that Morocco has internationally recognised quality standards. I will never forget the day after receiving this approval from the WHO, when I arrived at the site and everyone was in the courtyard. I think those images will stay with me for the rest of my days.