

Missionpharma

Company profile 2025



Locations

HEADQUARTERS

Missionpharma A/S
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www.missionpharma.com
CVR no.: 26 90 23 98





OUR PURPOSE

On a mission for better health

We believe that access to safe and affordable healthcare is a human right. Since 1975 we have contributed to improving global health by supplying quality medicines and medical devices to people all over the world.



OUR VALUES



We care

We care about people. We take responsibility and treat each other and the world around us with respect.



We deliver impact

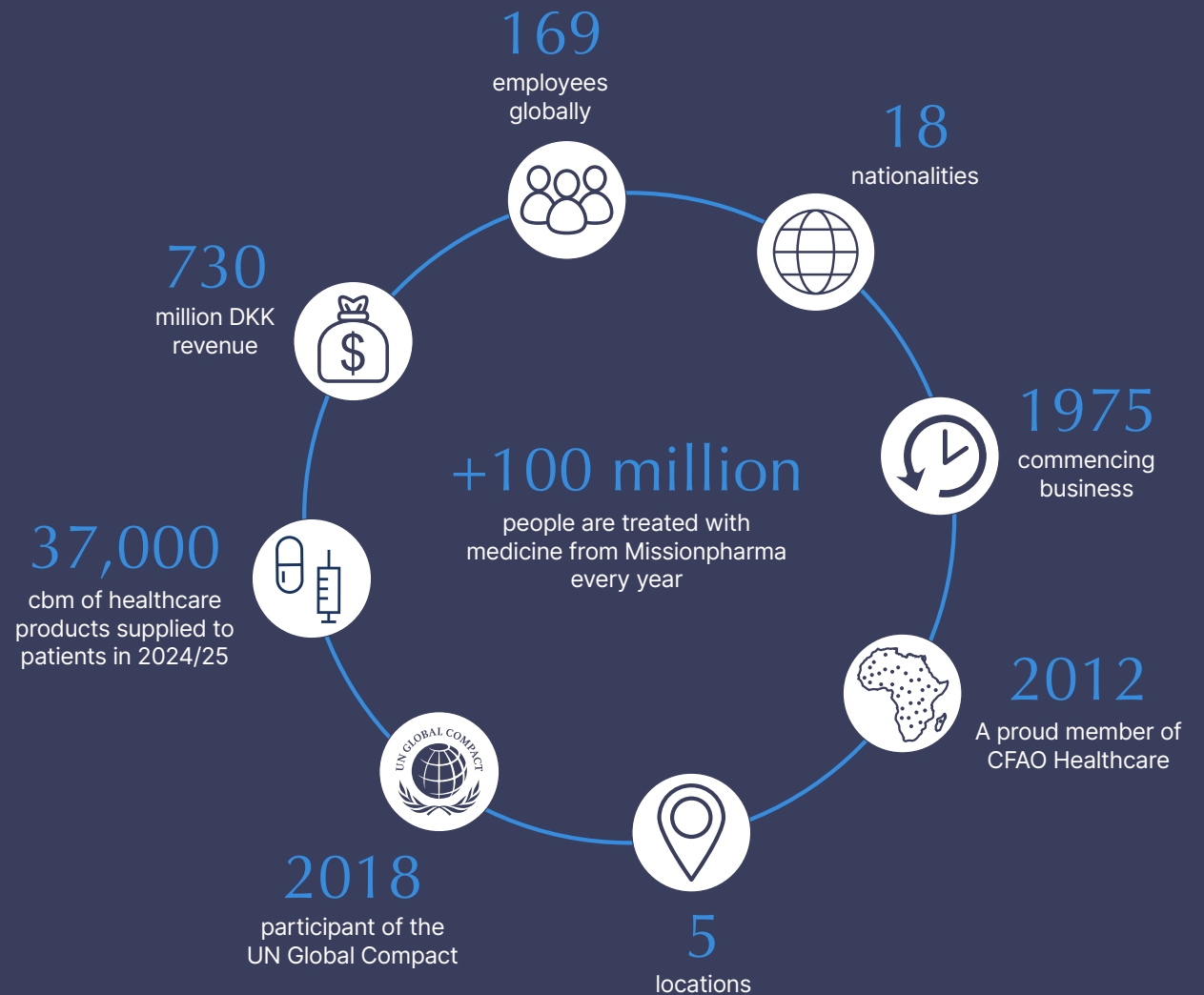
We are dedicated to making a difference. We work relentlessly to deliver solutions with impact.



We are one

We succeed by working together as one – a diverse team of specialists. We are the sum of our collective expertise.

Facts & figures



About us

Missionpharma is a global supplier of generic pharmaceuticals, medical consumables, hospital equipment, and medical kits to public and private institutions, international development organisations, and UN entities.

As a private, global pharmaceutical wholesaler, we make significant impact by improving the health of millions of people worldwide. For 50 years, we have been dedicated to our mission to ensure access to safe, affordable healthcare for all.

Our team spans the globe, with 65 people at our Danish headquarters in Lyngø and 104 across our offices in India, China, and Zambia. Additionally, we have a local agents and distribution networks in over 30 countries, primarily on the African continent.

ON A MISSION FOR BETTER HEALTH

We are committed to improving worldwide access to safe, affordable healthcare, while incorporating environmental and social responsibility into our operations.

We manage complex health supply projects, ensuring reliable deliveries worldwide. Specialising in comprehensive project management, we simplify complex challenges, prioritising respect for individuals and societies.

Our deep understanding of market needs drives our efforts to improve our market position and develop new strategic business areas, all while maintaining a commitment to quality, affordability, and societal impact.

Our business model and values drive us towards fulfilling our mission for better health and we focus on sustainable growth by leveraging collaborations with customers and local partners to develop solutions that benefit and engage communities.

OUR PRODUCTS



Generic pharmaceuticals



Medical consumables



Hospital equipment



Medical kits



▶▶ Read more about us at www.missionpharma.com

For 50 years we have been dedicated to our mission for better health by working to ensure access to safe and affordable healthcare for all. Every year, our products touch the lives of more than 100 million people worldwide.

Quality in every aspect

We strongly believe that access to quality-assured essential pharmaceuticals and medical supplies is a fundamental human right, and we work hard to improve access to quality products on a global scale.

Our commitment to patient safety is the foundation of all our operations. We uphold the highest quality standards in every aspect of our activities to continuously advance the safety, reliability, and quality of our products and services.

Our dedication to quality permeates every layer of our operations. All our manufacturers must pass our comprehensive pre-qualification programme, which includes regular on-site Good Manufacturing Practice (GMP) audits conducted by our own certified auditors, as well as continuous performance monitoring and assessment.

CERTIFICATIONS AND STANDARDS

Missionpharma holds ISO 9001, ISO 13485, and ISO 14001 certifications awarded by Bureau Veritas. Our pharmaceutical warehousing and kit packing facilities in Denmark are EU-GDP certified from the Danish Medicines Agency, while our facilities in India are WHO-GDP certified by Bureau Veritas.

Additionally, our integrated Quality Management System complies with WHO Model Quality Assurance System for Procurement Agencies and is continuously refined to drive improvements in safety and quality.



GLOBAL QUALITY TEAM

We have a global quality organisation with pharmacists located in Denmark, India, China, and Zambia. Our dedicated quality team comprises highly trained and certified auditors who ensure that we collaborate exclusively with audited and approved manufacturers.

Audit frequencies and geographic regions are adjusted based on business needs and requirements.

PLANTS AUDITED	2024/25
India	19
China	7
Other countries	2
TOTAL	28

Our strict quality practices not only ensure compliance with international standards but also support our mission to deliver impactful healthcare solutions worldwide.

QUALITY POLICY

Patient safety is of great concern to Missionpharma. Therefore, we ensure that our products comply with predefined quality standards and the individual requirements of our customers. This is achieved through a focused effort on quality, safety, and reliability of products and services and adherence to current legislation and relevant guidelines – assisted by an integrated Quality Management System and personal commitment on its continuous improvement



Global warehousing and kitting

As a leading supplier of healthcare products and medical kits we offer complete pharmaceutical warehousing and kitting solutions from our facilities in India and Denmark.



GLOBAL WAREHOUSING

Missionpharma has established a comprehensive integrated logistics setup, which includes state-of-the-art GDP-certified pharmaceutical warehousing, kitting, and stockholding facilities in India and Denmark, providing a total of 19,500 m³ and 13,000 pallet positions.

Having warehousing facilities on two continents, in India and in Denmark, enhances our global distribution capabilities, ensuring efficient and timely delivery to our customers worldwide. This strategic advantage allows us to respond swiftly to market demands and maintain high service levels across different regions.

We offer global delivery under all Incoterms, ensuring complete supply chain coverage – all the way to the final destination.

INDIAN WAREHOUSING

We primarily source products from manufacturers in India and China, with a special focus on serving non-European Union countries, particularly in Africa and Asia. The strategic location of our Indian logistics setup not only improves our inbound logistics but also provides significant advantages by shortening the distance to our manufacturers and markets in Africa and Asia.

Our Indian facilities offer six integrated temperature-controlled warehouses and five kit packing lines with a total capacity of 12,750 m³ and 10,200 pallet positions.

DANISH WAREHOUSING

Our warehouse in Lynge, Denmark, is well located to optimise the supply chain and reduce CO₂ emissions when working with European manufacturers.

Our Danish facilities offer complete pharmaceutical warehousing, storage, consolidation, kitting, and logistics services, providing 6,600 m³ of space and 2,700 pallet positions.

OWN WAREHOUSING CAPACITY

DENMARK:	6,600 m ³		Pallet positions: 2,700
INDIA:	12,750 m ³		Pallet positions: 10,200

THIRD-PARTY WAREHOUSING IN CHINA

In addition to our fully owned warehousing facilities in India and Denmark, we closely collaborate with our third-party logistics partner in China, Shanghai Allpowerful Logistics.

Established in 2003, Shanghai Allpowerful Logistics is ISO 9001-certified and offers 5,000 m² of state-of-the-art storage and warehousing, along with a comprehensive range of logistics services. We have a Service Level Agreement in place, and the warehouse is audited for WHO GDP compliance every 3-5 years, as well as receiving regular visits from our Quality department.

Missionpharma has partnered with Shanghai Allpowerful Logistics for nearly a decade, benefitting from their reliable assistance for our logistics needs in the region.

Healthcare supplies and kits in stock

Recognising the critical importance of immediate access to healthcare supplies in crisis situations, we keep stock of a wide range of essential healthcare products and emergency kits in our warehouses in India and Denmark.

EMERGENCY PREPAREDNESS

Holding bulk products and medical kits in stock is key to our ability to quickly address emergencies across the globe and supports our dedication to delivering impact where needed most. At the same time, it underscores our readiness to support non-governmental organisations and UN entities in crisis situations. Our strategic approach to holding products in stock significantly improves our ability to serve our customers effectively in critical times.

We keep more than 200 products in stock, tailored to meet the urgent health needs in connection with any humanitarian crises anywhere in the world. We also stock a range of emergency kits as a key element in our preparedness strategy.

STOCKHOLDING IN INDIA AND DENMARK

Products and kits are stored in our GDP-certified warehouses, strategically located in India and Denmark to support a swift and efficient dispatch to destinations worldwide.

With the recent upgrade of our warehousing and kitting facilities in India, we are even better equipped to serve our customers with essential healthcare products and kits needed in connection with humanitarian crises.

In partnership with our sister company, Fazzini, our product range also includes a broad selection of high-quality hospital equipment readily available from stock.

With our new facilities in India, now spanning a total area of 12,750 m³, we have increased our capacity to stock healthcare supplies and emergency health kits for immediate dispatch anywhere in the world.



CASE

Interagency Emergency Health Kit (IEHK) 2024 now in stock

In the aftermath of an emergency situation, it is crucial to re-establish health services as early as possible. Emergency kits play a fundamental role, as they ensure timely and effective care desperately needed in crisis situations.

A CORNERSTONE OF HUMANITARIAN EMERGENCY RESPONSE

In 2024, Missionpharma began building and supplying the new Interagency Emergency Health Kit (IEHK) 2024 - a crucial resource in global humanitarian emergency response and the latest addition to our portfolio of emergency health kits.

The IEHK 2024 is primarily intended for use in the early phase of an emergency and provides essential medicines

and medical devices urgently needed for life-saving purposes in any emergency situation.

EMERGENCY DISPATCH

Without the quick and effective provision of health services, humanitarian crises can have profound and catastrophic health impacts on affected communities.

To support our emergency preparedness, Missionpharma maintains stock of the IEHK 2024 and can dispatch the kit within 48 hours in case of an emergency or disaster.

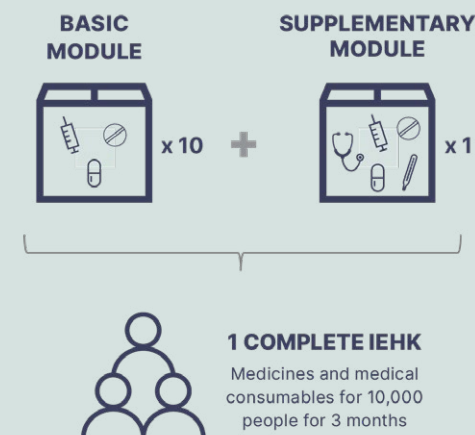
ABOUT INTERAGENCY EMERGENCY HEALTH KIT (IEHK) 2024



The IEHK 2024 is designed by the WHO and includes essential medicines and medical devices crucial for life-saving interventions. The kit is tailored to support an outreach population of 10,000 people for up to 3 months during the critical early phase of emergencies.

The kits are used by United Nations agencies, non-governmental organisations, and national governments to ensure rapid and reliable access to essential health supplies in the aftermath of natural disasters such as floods, droughts, earthquakes, tsunamis, and human-made crises such as armed conflicts.

IEHK 2024 is designed to serve an outreach population of **10,000 people for 3 months.**



The IEHK 2024 is organised into two main modules: a basic module and a supplementary module. Each module is further subdivided into several stand-alone units (a total of 12), each containing different medicines and consumables targeted to support the healthcare needs at primary and hospital care level.

The IEHK can be bought as a complete kit, or each unit can be bought individually. This flexibility allows all units to be ordered in preferred quantities based on local needs.



Fazzini is Missionpharma's sister company and a leading international manufacturer and supplier of hospital furniture and medical equipment.



Member of CFAO Healthcare

Since 2012, Missionpharma has been a proud member of CFAO Healthcare, the healthcare division of CFAO Group – a major distributor of international brands in Africa.

The CFAO Group specialises in distribution of a diverse range of brands across the mobility, healthcare, consumer goods, and infrastructure sectors. It operates under the ownership of Japanese Toyota Tsusho Corporation (TTC), listed on the Tokyo stock exchange.

CFAO Healthcare is the healthcare division of the CFAO Group and a leading distributor of branded-originator pharmaceuticals to the private market in Africa. Our partnership enables us to further develop and strengthen our operations, and thereby improve our ability to contribute to better health on a global scale.

STRATEGIC PARTNERSHIP WITH FAZZINI

Missionpharma and Fazzini are both part of CFAO Healthcare and work together to serve CFAO Healthcare's institutional clients. The cooperation between Missionpharma and Fazzini creates significant opportunities to better serve our institutional clients with a broad range of quality hospital furniture and medical equipment, along with associated services. Through our partnership, we are able to combine our resources and make joint bids for certain contracts related to hospital equipment.

Working closely with Fazzini enhances our product portfolio, especially in the area of hospital equipment, and our cooperation is vital to ensure our ability to offer a comprehensive selection of high-quality hospital equipment readily available from stock.



Group structure

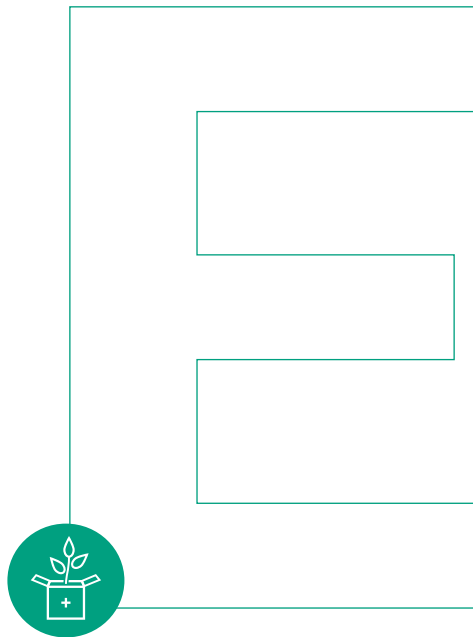


For further information, please visit:

Missionpharma: missionpharma.com
CFAO Healthcare: cfaogroup.com/en/healthcare-en/
CFAO Group: cfaogroup.com
TTC: toyota-tsusho.com
Fazzini: fazzini.it

Our sustainability commitments

At Missionpharma, our biggest contribution to society is to make safe and affordable healthcare accessible, thereby improving the lives of more than 100 million people every year. We are dedicated to our mission for better health and to aligning operations with our Environmental, Social, and Governance commitments.



ENVIRONMENT

We want to reduce our impact on the environment by integrating environmental responsibility into all our activities.



SOCIAL

We want to add value to society by delivering impactful solutions. We care for our employees and we offer a safe, inclusive, and inspirational workplace.



GOVERNANCE

We want to be a responsible and trusted partner by ensuring high ethical standards across the value chain.

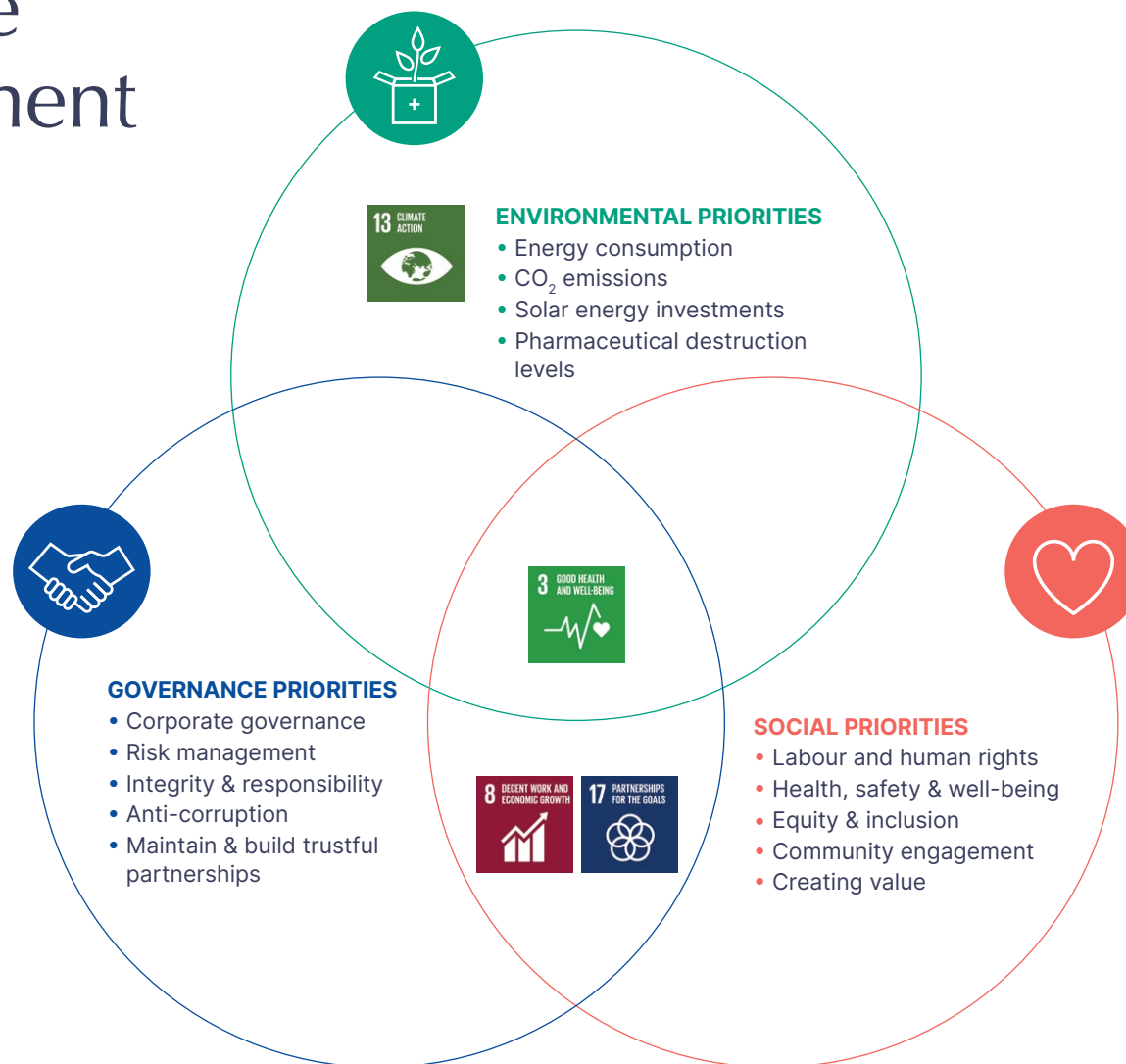
Aligning our sustainability commitments with the Sustainable Development Goals (SDGs)

Missionpharma's strategy towards sustainability has developed systematically in recent years in line with our increasing focus on making a positive impact. Therefore, we have thoroughly incorporated sustainability into our corporate strategy and business operations.

A FOCUSED SUSTAINABILITY STRATEGY

Our strategy centres on key sustainability and environmental, social, and governance (ESG) priorities, as shown in the graphics to the right. The graphics highlight how our ESG commitments aligned with the Sustainable Development Goals (SDGs) we support.

With a clear and focused strategy, our team remains dedicated to achieving our sustainability goals. This strategy helps us allocate resources effectively and prioritise efforts for the greatest impact. To maintain our progress and continuously improve, we review and adjust our short-term and long-term ESG goals annually. This ongoing evaluation keeps us on track and enhances our sustainability initiatives.



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