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## SMME Feature:

### Genesis Pharmaceuticals has a great vision



*Ditaba Mohapi is the CEO of the Genesis Pharmaceuticals. He was born and bred in Bokone Bophirima, in the small town of Schweizer-Reneke. He aims to launch a pharmaceutical business in the North West Province to the benefit of the people of this community and beyond. Learn more about this exciting company and their future plans.*

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Genesis Pharmaceuticals (Pty) Ltd was established in 2011. Our main objective was to:

1. Create a “One Stop” Medical Company to supply a wide range of Generics/Supplementary Medicines/Veterinary Medicines/Medical Equipment and disposables to healthcare providers in South Africa and Africa at large.
2. With a concerning rate of cancer, our niche market in the pharmaceutical industry will be oncology.
3. As per our motto “Quality, Affordable Medicals”, we decided to produce combination drugs for most of our chronic illnesses at adjustable doses. This will save money for both public and private patients.

Having worked for government and the Pharmaceutical Industry, Ditaba noted that Good Pharmacy Practice (GPP) as outlined in the South African Pharmacy Council regulations are not always adhered to by our government institutions such as Hospitals and Community Health Centres.

This reality is costing government a lot of money on expired medicine and possible litigations. We decided to establish our sister company Genesis Pharmaceuticals Academy to provide training for the following:

1. Dispensing Courses for Doctors and Nurses
2. Pharmacist Assistant
3. Healthcare Workers (human and animal)
4. Mortuary Assistant
5. Domestic Medicals Waste Management

“As a Mamusa born, I am moved by a lack of employment opportunities in our small municipality. And therefore, have decided to move our warehouse back home. We are currently being hosted by Agri Schweizer in Rob Ferreira Street, Schweizer -Reneke. Hoping that our Municipality will be able to give us a land to build our warehouse which will subsequently be turned into a manufacturing facility. It is time that we as private sector come and assist government in creating much needed jobs for our people. Having visited India, China and Brazil, we need to adopt their brilliant methods and empower those under-developed areas of our country. I was deeply moved by our Premier’s recent VTSD programme. It is indeed addressing the ailing economy of this small towns and villages,” said Mohapi.



As Genesis Pharmaceuticals, we do not want to remain an importer of medical products only. Our zeal is to:

1. Be a leading manufacturer of both surgical and pharmaceutical products situated in the North West, exporting to Africa and other parts of the world
2. To be an academic institution, a scientific hub where future scientists will be housed and nurtured to develop new molecules.
3. Be proudly South Africans from Bokone Bophirima.
4. Create real jobs. Permanent jobs for our people in support with our government for radical economic transformation.

“The Pharmaceuticals Industry is not transforming at all. Working together with our government, we will be able to move mountains. We need to hold hands as business and government for the success of 2030 National Development Plan”, he said.

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