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Trustworthy, Superior Quality, Affordable

- Fuelling a Healthy Future in Africa

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PRODUCTION: Xenia Pharmaceutical

Pioneering the quest to be Southern Africa's foremost provider of livestock remedies, Xenia Pharmaceutical continues to cement its formidable history with a fervour for exponential growth, firmly rooted in robust, dependable collaborations. Managing Director Johan Botha gives Enterprise Africa a glimpse into the evolving marketplace and how this transformation is steering Xenia Pharma's development.

Southern Africa's veterinary medicine sector serves as a pivotal contributor to the domestic economy and holds significant importance to crucial industries, notably the agriculture and retail sectors. Unprecedented growth in the pet industry, coupled with robust expansion in the agriculture sphere, is spearheading technological advancement in the agri-pharma landscape. With

overseas pharmaceutical imports becoming increasingly cost-intensive and complicated, local South African enterprises are met with promising prospects.

The Covid-19 pandemic saw a significant uptick in pet ownership due to people staying at home, boosting the pet care market's worth to billions of Rands and setting it on a trajectory of continued growth. Simultaneously, the importance of

preserving food security highlighted the crucial role of veterinary care.

A dedicated cohort of veterinary pharmaceutical manufacturers, with Xenia Pharma at the helm, has been instrumental in producing safe, effective, and affordable livestock remedies for the Southern African market. Based in Centurion, Xenia Pharma recognizes the demand for growth in market expectations. The company has heavily invested in



Johan Botha, Managing Director

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technology, human resources, and infrastructure to expand its operations, fulfilling orders for over 40 countries.

“Xenia Pharma commands a considerable presence in the industry, exporting to a significant number of EU member states. Despite this, most of our products are widely available in the domestic market, with availability in Co-ops, veterinary surgeries, pet shops, and select retailers,” shares MD Johan Botha.

Xenia Pharma specializes in contract manufacturing for domestic and international clientele

exclusively, avoiding direct sales under the company name.

In uncertain economic times, agriculture flourishes. This phenomenon has been particularly apparent throughout the Covid-19 period, with the agricultural and farming sector demonstrating impressive resilience and growth.

THE PET HEALTH REVOLUTION

Established in 2006, Xenia Pharma has witnessed the industry’s rapid evolution. Today’s pet care ecosystem leverages technology for animal health and wellness monitoring, providing a level of care comparable to childcare. There’s also a growing focus on pet nutrition and preventative medical care, attracting significantly higher spending than in previous decades.

“Over the past three years, spending on pet care has skyrocketed,” Botha confirms. “Veterinarians now offer complex cancer treatments for pets – a service unheard of just a few years ago. Xenia Pharma is the top manufacturer of stock remedies for companion animals

and the equine industry, and we have expanded rapidly to accommodate this burgeoning demand.”

Xenia Pharma’s certified facility can cater to a wide array of needs, ranging from shampoo, feed additives, antibiotics, to ectoparasiticides.

“Manufacturers of veterinary medicines are now compelled to elevate their standards,” concedes Botha. “As technology evolves in the EU or USA, customers aspire to access similar remedies locally, pushing producers to meet these heightened expectations.

“We see pet supplement regulation reaching new heights,” Botha explains. “Quality control for pet supplements is on par with human supplements regarding food hygiene certifications. In fact, pet supplements are more regulated than those for humans in South Africa.”

UNLOCKING AFRICAN GROWTH

Despite its origins in Gauteng, Xenia Pharma’s reputation has garnered international recognition. Botha anticipates substantial growth in



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farming across Africa, especially large-scale farming, which he believes will unlock considerable opportunities for those acquainted with the region's unique conditions.

As global imports become increasingly challenging, local companies will need to step in to ensure the health of these animals. "We see above-average inflationary growth in agriculture, and anticipate Africa becoming more invested in animal health," says Botha.

The pandemic and global shipping crisis has impacted the import of veterinary medicines, forcing African countries to seek supplies from Europe at a premium. Consequently, Xenia Pharma has found itself more involved in production for the African continent than ever before.

"Our products contain a significant percentage of domestic content, leading to savings in shipping costs.

We have a high-volume requirement for certain ingredients, which can volumetrically be large, and include a hazardous element that escalates shipping costs," Botha explains.

ENSURING SUPPLY CHAIN EXCELLENCE

Delivering top-tier animal pharma products is an intricate process involving extensive scientific, technological, manufacturing, sales and marketing expertise, and relationship management. Simultaneously, the supply chain necessitates a deep understanding of the landscape and rigorous quality assurance. Xenia Pharma meticulously vets potential partners to minimize risks.

"Our key suppliers are those providing raw materials. We constantly seek reliable raw material suppliers. We value our relationships with suppliers, recognizing their critical role in ensuring

product perfection," Botha emphasizes. Due to its unwavering commitment to quality, rigorous scrutiny of processes, and over 20 years of relationship building, Xenia Pharma has become the most highly certified manufacturer of stock remedies in Southern Africa.

Well-prepared to embrace the expected growth throughout the rest of the decade, Xenia Pharmaceuticals is thriving amidst the increasing importance of livestock agriculture and the burgeoning pet care market. As the industry is set to face more challenges in the near future, partnering with the best is essential, and Xenia Pharma is always ready to assist. **Ei**

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