

Kigali, October 17, 2023

## **MultiPhar-UbiPharm Rwanda continues to evolve with the change of its business name.**

**MultiPhar-UbiPharm Rwanda, pan-African expert in pharmaceutical logistics and supply chain in Rwanda, announces the change of its business name MultiPhar-UbiPharm Rwanda LTD to UbiPharm Rwanda LTD.**

The goal of this name change is to better reflect the company's vision and innovation strategy. By opting for the name "UbiPharm Rwanda", the company demonstrates his desire to join the UbiPharm group's ideal and vision of unity, as well as its desire to be the human partner of the pharmaceutical sector. It is also its intent to reconcile the subsidiary's history and future with the UbiPharm group.

On this occasion, the company is adopting the evolution of its logo. Inspired the initials "UP" from UbiPharm, this new logo for UbiPharm Rwanda serves two purposes, namely, to unite all our partners and employees behind a unique sign, and to clarify their offers and services.



The symbol show above comprises different elements related to the company's DNA and values:

- pharmacies,
- medicines.
- a resolutely human-centric approach,
- Africa and the French overseas territories
- the initial of its name, reflecting its strategic positioning: UP.

Dr Alphonse BUKERA, Board Chairman UbiPharm Rwanda explains : « *Established in 2010, MultiPhar joined the UbiPharm group in 2020, to become its seventeenth subsidiary. With this evolution, the subsidiary unites with the other companies part of the Group by joining a global effort to homogenise the manner in which we present our value proposition as well as our image.* »

Dr Andy RAMANISA, Managing Director UbiPharm Rwanda adds: « *Because healthcare cannot wait, it is our daily concern. UbiPharm Rwanda stays committed to being reliable in assisting our partners in their healthcare deployments, thanks to a high-quality stock, a safe and reliable system accompany by complete traceability, as well as our compliance with good distribution practices. All can trust that with our team, they are in good hands.* »

[Discover more about UbiPharm by watching our brand film here: brand video.](#)

**About UbiPharm Rwanda**

UbiPharm Rwanda, is a leading wholesale pharmacy dealing with importation, promotion and distribution of healthcare commodities, with over 40 employees ensuring the accessibility of health solutions for the Rwandan population.

Established in 2010, the company is located in the heart of Kigali, and is the seventeenth subsidiary of the UbiPharm Group.

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**About UbiPharm Group**

With a presence in 15 African countries and 4 French overseas departments and territories, UbiPharm continues to promote access to healthcare solutions. With over 2 000 employees, this supply chain expert integrates five businesses: wholesale distributor, distribution, logistics, promotion and depository.

With an innovative customer-shareholder model and a high-performance and responsible distribution system, UbiPharm is proud to support healthcare players by creating close relationships that benefit everyone.

UbiPharm  
Health at hand, now.

Find out more at: [www.ubipharm.com](http://www.ubipharm.com)

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