



Key serialization updates: Africa & ME



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Navigating the New Era of Serialization in the Middle East & Africa

A Strategic Roadmap for Pharmaceutical Compliance in 2025-2026 and Beyond



The Stakes Are Higher Than Ever.



\$432 Billion

The estimated value of the global counterfeit medicine market, according to the World Health Organization. Africa bears a disproportionate burden, with the highest prevalence of counterfeit pharmaceuticals globally at 18.7%.

Effective serialization is your primary defense in protecting patients, your brand, and your revenue.

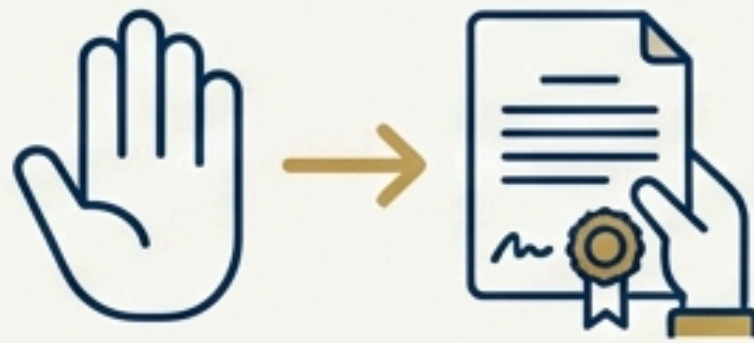




The Landscape Has Fundamentally Shifted

Cartographic editorial

Serialization in the MEA region is no longer a pilot activity; it is rapidly becoming a mandatory regulatory requirement for all stakeholders in the supply chain.



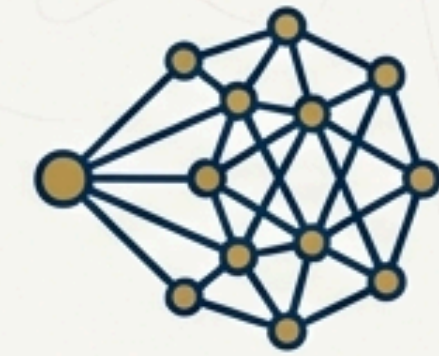
From Voluntary to Mandatory

The era of optional barcode programs is over. GS1 standards are now the foundation for regulatory enforcement.



2025-2026 Acceleration

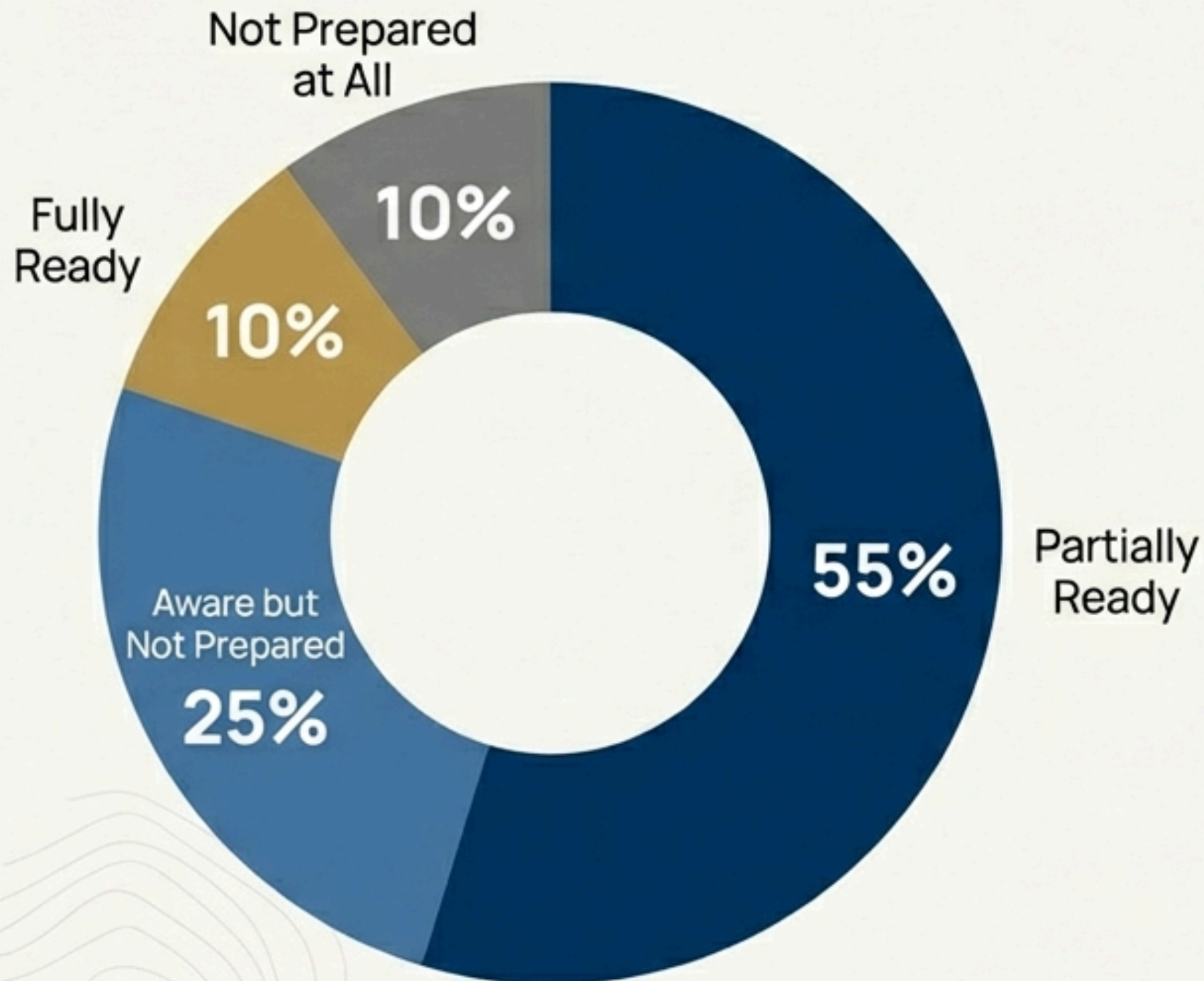
These are pivotal years, with numerous countries moving from planning to active implementation.



Broadening Scope

Mature markets are expanding from basic serialization to comprehensive track-and-trace ecosystems, covering the entire journey from manufacturer to patient.

Where Are You and Your Peers on the Compliance Journey?



The Data is Clear

Most organizations are in the midst of their preparation, but few feel fully ready for the imminent deadlines. You are not alone in this complex process.

Your MEA Roadmap: Upcoming Deadlines and Critical Country Updates

The path to compliance is country-specific. We will now walk through the key markets with the most urgent timelines. These are not distant targets; they require action now.



Priority Markets: The First Wave of Deadlines

The Gambia



Status

Advanced implementation using Antares Vision Group's national system.

Timeline

Pilot begins in 2025. Full scale-up in 2026.

Manufacturers must prepare for integration and testing immediately.

Guinea-Bissau



Status

Strong framework with fixed dates. Also using Antares Vision Group's platform.

Timeline

Onboarding by Dec 2025; Serialization from March-Sept 2026; Full compliance by 2027.

No grace period. Penalties for delay are expected.

Bahrain



Status

Transitioning to a new national system.

Timeline

Current platform agreement ends August 2025.

Manufacturers must ensure they can integrate with the new, upcoming platform.

Priority Markets: Critical Timelines for 2026

Ethiopia



Status

Immediate registration is critical.

Timeline

GTIN/GLN verification is ongoing.
Full enforcement by June 2026.

Action

Only months remain to complete artwork updates and prepare for enforcement.

Egypt



Status

One of Africa's largest local production markets.

Timeline

Imported product reporting begins Feb 2026. Local production reporting begins August 2026.

Action

A very short timeline requires a massive effort from both local and international manufacturers.

Jordan



Status

A major exporter with large local manufacturers.

Timeline

Serialization is mandatory from January 2026.

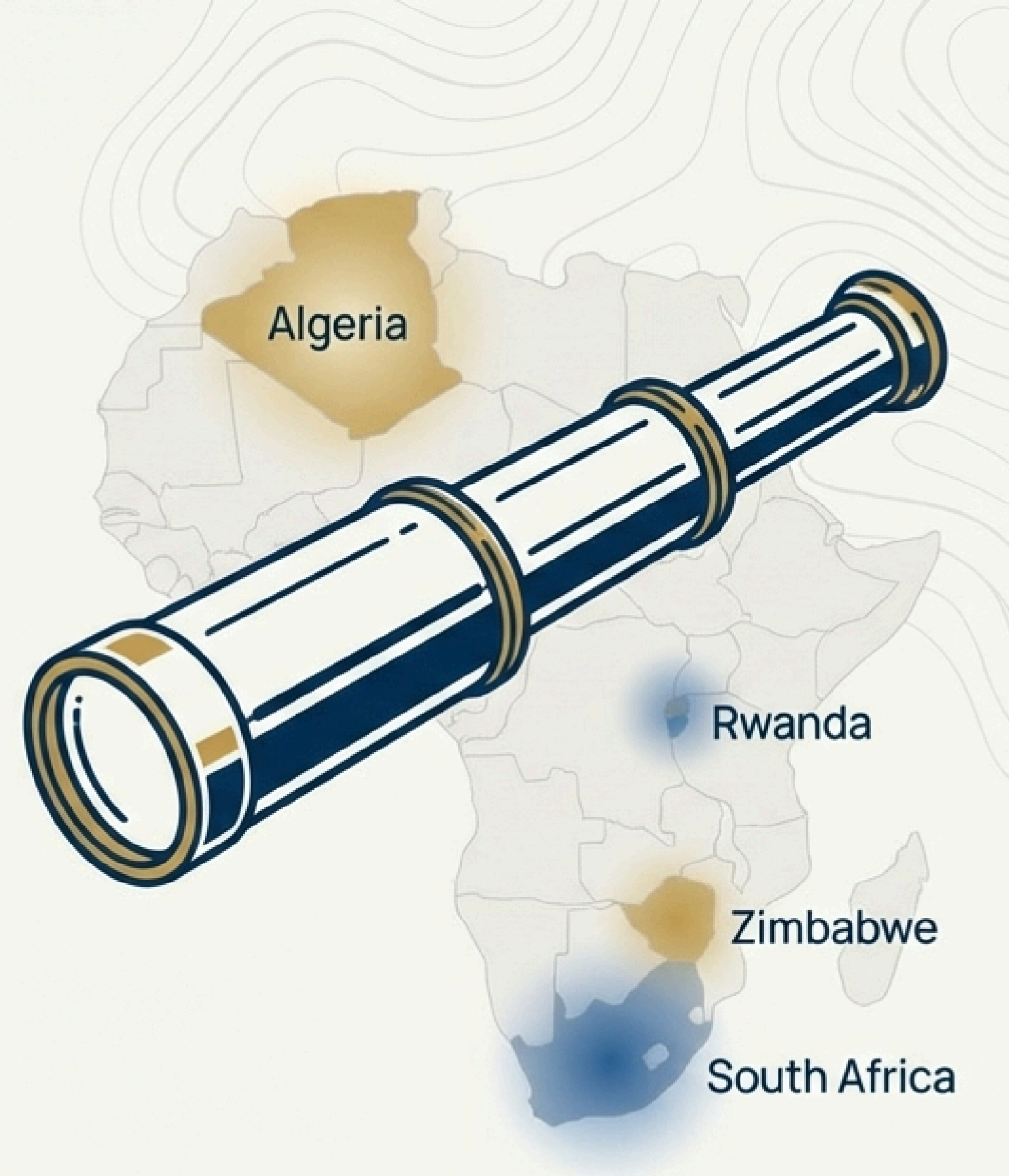
Action

A national track-and-trace system is expected to be announced within the next year. Prepare now.

On the Horizon: The Next Wave of National Systems

The regulatory momentum is building across the continent. These markets are actively developing their frameworks and should be on your strategic compliance radar.

- **Algeria:** National pilot active in 2025, with expansion planned for 2026.
- **Rwanda:** Reaching advanced track-and-trace maturity.
- **Zimbabwe:** Moving towards a national system.
- **South Africa:** Developing its regulatory framework.



Proactive planning for these markets will provide a significant competitive advantage.

The Single Biggest Obstacle on the Path to Compliance

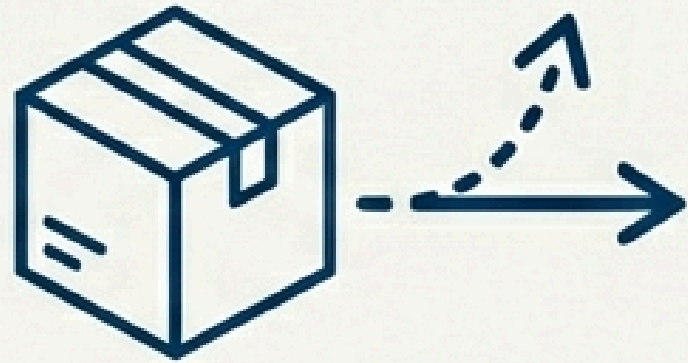


By far the most difficult challenge cited by your peers is:

Understanding the Local Regulations

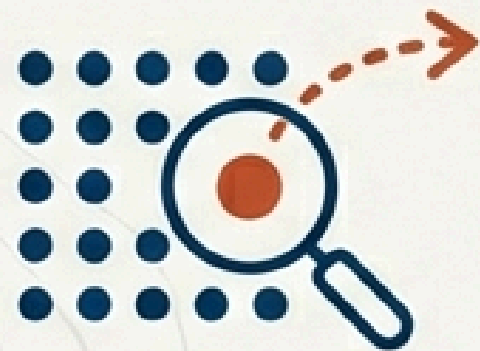
Each country has a different solution, different reporting standards, and different integration requirements. This complexity is the primary source of risk, delay, and cost.

Common Hazards That Can Derail Your Project



Product Diversion

Unauthorized movement of products between markets, undermining pricing strategies and creating supply chain chaos. Lack of traceability makes this difficult to detect and prevent.



Ineffective Recalls

Without reliable, granular serialization data, recalling specific batches is slow and imprecise, posing risks to patient safety and brand reputation.



Connectivity Gaps

Unstable internet at factories or remote warehouses can break the data chain. Code printing, aggregation, and event reporting all fail, leading to non-compliance and regulatory red flags.

A Critical Warning: Beware of Unqualified Guides.



A significant threat in the region is the rise of "consultants" who lack genuine expertise. They often collect advance fees but fail to deliver, leaving manufacturers non-compliant and facing serious issues.

- ✘ Missed deadlines and regulatory penalties.
- ✘ Incorrect system configurations.
- ✘ Wasted time and financial resources.
- ✘ Damaged relationships with regulatory authorities.

Your Foundational Checklist for Every Market

Most problems happen before the first code is ever printed. Ensure these fundamentals are in place to build a solid compliance foundation.

- Master Data Integrity:** Verify all GTINs and ensure clean, consistent product master data.
- Artwork Readiness:** Update all packaging artwork to include the GS1 Data Matrix.
- Reporting Structure:** Prepare for the specific structured reporting models required by each target country.
- Import Processes:** Plan for barcode scanning and verification during import clearance.
- Aggregation Workflow:** Implement and annually test aggregation workflows where required.

The Right Partner is More Than a Vendor—They Are Your Guide.



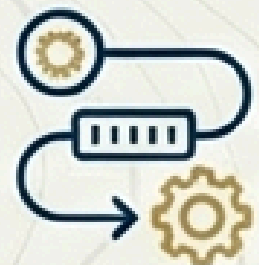
Success in MEA serialization requires a seamless partnership between regulatory navigation and technical implementation.

Nubinno & Antares Vision Group Advantage

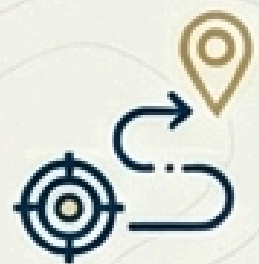
Your Strategic Navigator



Expertise: On-the-ground guidance through local regulations, vendor selection, and system validation.

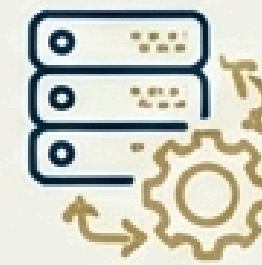


Services: End-to-end project management, from creating SOPs to managing system integration and audit preparations.



Focus: Ensuring you are not just technically compliant, but operationally ready and strategically prepared.

Your Technology Foundation



Experience: 25+ years providing proven L1-L5 hardware and software solutions globally.



Capability: Solutions designed to work offline as effectively as online, critical for low-connectivity environments.

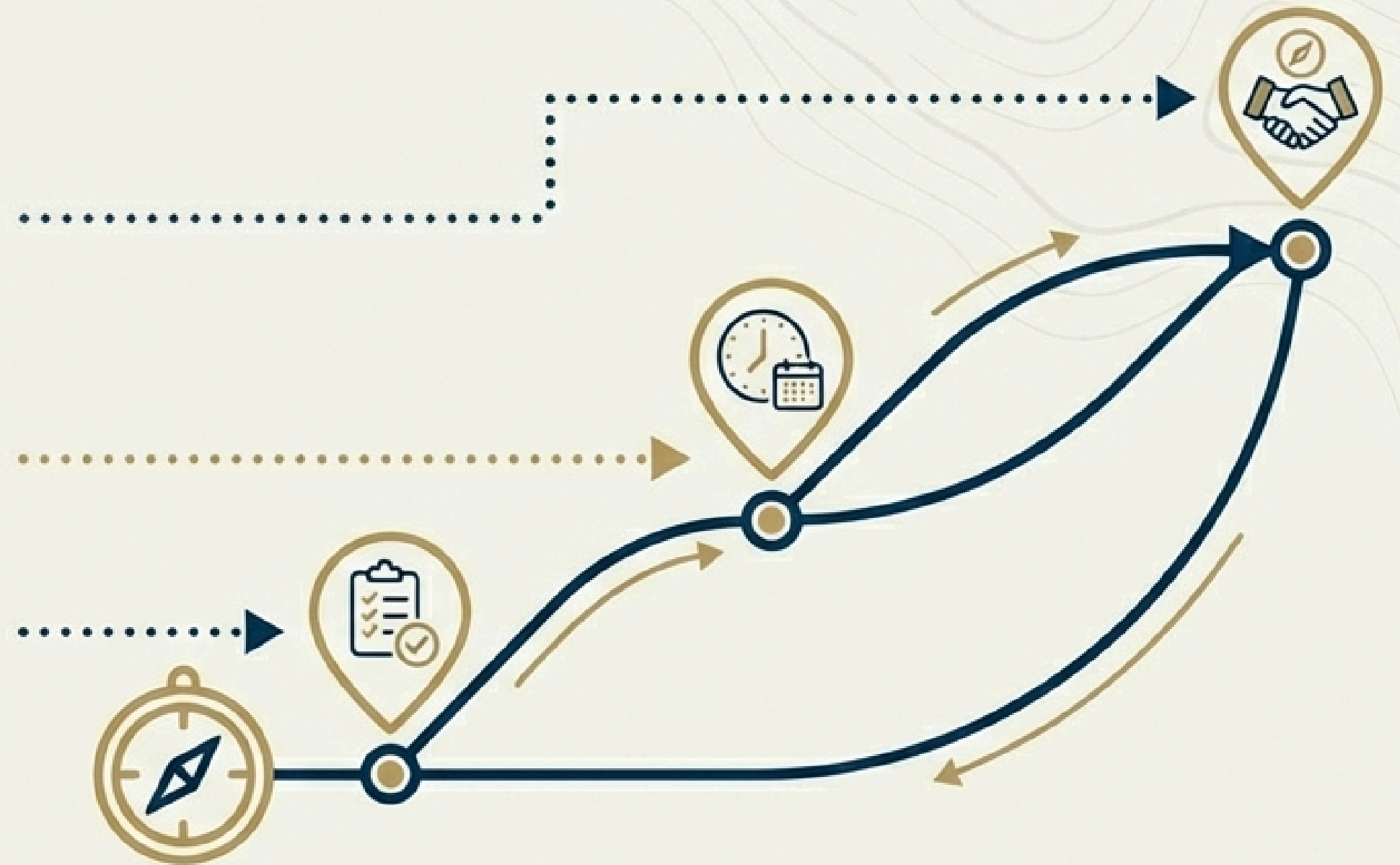


Focus: Providing a reliable, scalable, and government-vetted technology backbone for your entire supply chain.

Begin Your Journey to Confident Compliance Today.

Your Action Plan

- 1. Assess Your Readiness:** Use our checklist to benchmark your current state against upcoming requirements.
- 2. Map Your Deadlines:** Prioritize your efforts based on the country-specific timelines.
- 3. Engage an Expert Guide:** Don't navigate this complex terrain alone.



Contact us to schedule a personalized roadmap session for your target markets in the Middle East and Africa - office@nubinno.com



**Ready to act on these updates?
Let's discuss your next steps!**

Nubinno – Driving pharma forward

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