

9 International Conference

PHARMACEUTICS BUSINESS IN RUSSIA 2014: GROWTH FACTORS

February, 17 – 18, 2014, Congress Centre Swissotel Krasnye Holmy

Agenda

Day 1, February 17

9.00-9.30 a.m. – Registration. Welcome-coffee

9.30 -9.40 a.m. Welcome speech (general partner Samsung):
IRINA RATINA, Industry leader (Transport, Retail, Distribution), **Samsung**

9.40 – 10.00 a.m. **OPEN VIDEO MESSAGE**

EXCLUSIVE PODCASTS from Top Executives of Russian pharmaceutical companies

Top management's direct message to delegates
What to expect this year? Key trends and forecasts. Development vectors.

DANIL BLINOV, CEO, **Pfizer**

PETR RODIONOV, CEO, **GEROPHARM**

MARINA VELDANOVA, CEO, **Ipsen**

URIY LITVITCHENKO, CEO, **Chiesi Russia**

OLEG FELDMAN, Head of healthcare, **Synovate Comcon Healthcare**

DAVID MELIK-GUSEINOV, Director, **Social Economics Centre**

ANDREY POTAPOV, CEO, **Takeda Pharmaceuticals Russia - CIS**

10.00 – 11.00 a.m. **Morning Analytical Session ANALYTICS AND DEVELOPMENT SCENARIOS 2014-2015**

Moderator: VICTOR DMITRIEV, CEO, **Association of Russian Pharmaceutical Manufacturers**

Digital gym

View from the leading research and consultancy firms. Annual dynamics of key market KPIs, consumer trends and behavior changes, society "moods".

Speech by:

2014 results: New calls of market and promotion strategies of medical products. Regulations and market survival.

OLEG FELDMAN, Head of healthcare, **Synovate Comcon Healthcare**

Pharmacy, crisis stability

SERGEY SHULIAK, CEO, **DSM Group**

View on pharmaceutical market from GfK Rus syndicate research

EVGENIA EYRAMDJANTS (GfK), Head of syndicated research pharmaceutical and medical markets, **GfK Rus**

Discussion: Key tendency and scenarios of pharmaceutical market development .
The participants from Morning Analytical Session.

11.00 - 11.20 a.m. Refreshments

11.20 -13.00 p.m. **THE BUSINESS and THE GOVERNMENT: Government approach, priorities and "Strategy 2025"**

Moderator: VLADIMIR SHIPKOV, Executive Director, **AIPM**

Speech by:

2013 results: Legislative changes and their impact on business.

Projects and initiatives in legislation and regulator's area. What to expect in 2014? *

ELENA MAKSIMKINA, Head of Medicine Provision and Medical Items, **Ministry of Health of the Russian Federation**

Pharmaceutical production supervision in Russian Federation

MIKHAIL MURASHKO, **Federal Service on Surveillance of Healthcare***

Government development strategy of pharmaceutical industry in short-term and mid-term.*

SERGEY TSYB, Director of Department of Chemical Engineering and Bioengineering Technology, **Ministry of Industry and Trade**

Financing of drug provision in Russia

LARISA POPOVICH, Director, **Institute of Healthcare Economics**

Main trends in statutory regulation and law enforcement practice in pharmaceuticals in 2014.

ALEKSANDR SITNIKOV, Managing Partner, **VEGAS LEX**

FOCUS SESSION: Elements of development of drug reimbursement in Russia.

ALIK BATOYAN, Work Group Leader of drug reimbursement, **Olekstra**

Interview with the expert!

Moderator: VICTOR DMITRIEV, CEO, **Association of Russian Pharmaceutical Manufacturers**

Special guest! TIMOFEY NIZHEGORODTSEV, Head of Department for control of social sphere and commerce, **Federal Antimonopoly Service** Government attitude concerning priorities of development, future prospects 5-7 years

What are the possible ways of transforming regulation of medicine circulation?

How the system of government purchase will look like?

Program for local manufacture support

Unique control institution and authorized persons assessment

1.00 – 2.10 p.m. **ROUND TABLE: Localization and partnership at the emerging market**

Moderator: SERGEY PATRAKEEV, Consultant, Co-Head of Pharmaceutical Practice, **Lidings**

Speech by:

Localization of innovative drugs production, example of partnership with local manufacturer:
What are the benefits?

URIY LITVITCHENKO, CEO, **Chiesi Russia**

Localization and partnership at the emerging market

MARINA VELDANOVA, Head of Representation, **Ipsen**

Questions to discuss:

Development perspectives of Russian venture market for life sciences.

Contract manufacturing: pros and contras for local and international companies.

Criteria of drug classification made in Russia (and therefore appliance of price preferences

Investment projects support in regions.

Government procurement within the meaning of new 44-Federal Act :Placing the order by customer
Principe : “ 1 INN-1 item”. Drug purchases without INN.

Participants:

LEON KOGAN, Sr. Director PGM, **Pfizer**

LARISA POPOVICH, Director, **Institute of Healthcare Economics**

SERGEY PATREKEEV, Consultant, Co-head of Pharmaceutical Practice, **Lidings**

MARINA VELDANOVA, Head of Representation, **Ipsen**

URIY LITVITCHENKO, CEO, **Chiesi Russia**

ANDREY MLADENZEV, CEO, FP Obolenskoe

JULIA SHMYDKO, Head of Legal, **Johnson & Johnson**

2.10 -2.50 p.m. Lunch

2.50 – 3.50 p.m. **FOCUS SESSION: Development of successful partner alliances in Russia**

Moderator: OLEG FELDMAN, Head of healthcare, **Synovate Comcon Healthcare**

Speech by:

New trends in organization of successful alliances on OTC-market.

Successful OTC product portfolio of future at Russian pharmaceutical market

REGINA KARYMOVA,CEO, **Invar**

The examples of alliances with Russian partners as part to be discussed (governmental strategy PHARMA-2020 and BIO-2020)

KSENIA TAGIROVA, Senior GR Manager, **Amgen**

Experience of research cooperation in Russia.

LEONID PARSHEKOV, CEO **Abbott, Russia**

Successful sharing of cooperation in the transfer of technologies

ANNA BAZHENOVA, Director of Federal Programs, **Janssen** (pharmaceutical division «Johnson & Johnson").

3.50-4.20 p.m. PARRING SESSION: retail-distributor-manufacturer

Moderator: ALEKSANDR KUZIN, Commercial Director, Rigla

Partner relations with distributors: how to make it win-win?

Is the GAME OVER for existing distribution model: Will it pass away in 3-5 years? What model will replace it? Why changes are unavoidable?

Alternative sales channels for pharmaceutical manufacturer.

Proper trade mark or opportunities of union of pharmaceutical chains in Association for increase its marginality. How much is it successful in Russia?

Future of e-commerce shops.

Participants:

OLEG GONCHAROV, Head of Marketing, **Stariy Lekar**

ALEXANDER SEMENOV, CEO, **First Aid**

RUSTEM MURATOV, National Commercial Manager, **AstraZeneca**

IGOR KLIMANOV, Head of Marketing and Sales, **NPO Petrovax Pharm**

KONSTANTIN MININ, CEO, **Oriola**

NELLI IGNATIEVA, Executive director, **Russian Association of Pharmaceutical Chains**

4.20-4.40 p.m. Refreshments

4.40-5.10 p.m. FIVE O'CLOCK: Influence of law on Prescription of medicine under INN and implementation of treatment standards

Key speech! OLEG FELDMAN, Head of healthcare, **Synovate Comcon Healthcare**

Prescription of medicine under INM: pros and contras.

Discussion club:

MARINA VELDANOVA, CEO, **Ipsen**

URIY LITVITCHENKO, CEO, **Chiesi Russia**

IGOR KRYLOV, CEO, **Pharmstandard**

DAVID MELIK-GUSEINOV, Director, **Social Economics Centre**

ANATOLY SHEVELEV, Head of Pharma, **Olekstra**

5.10-6.10 p.m. GMP: opportunities and consequences

Moderator: GERMAN INOZOMTSEV, MBA, co- Chairman **RAFM (Russian Association of Pharmaceutical Marketing)**

Discussion:

Implementation of GMP standards in LLC "NTTF "POLYSAN"

SVETLANA SKORIK, Quality Director, **NTTF POLYSAN**

To be confirmed

VITALIY SMERDOV, CEO, **Pharmaceutical company Sotex**

Production standards in Customs Union, the Pharmaceutical Inspection Convention PIC/S and its possible influence on Customs Union market and its local industry.

VIKTOR PUSHKAREV, Regional Director, CIS **ORION PHARMA**

GMP and protection of local market.

IVAN GLUSHKOV, Head of Development, **Stada CIS**

6.10 - 7.00 p.m. **EVENING DISCUSSION CLUB: Public-private partnership : the communication between business and government**

Moderator: DAVID MELIK-GUSEINOV, Director, **Social Economics Centre**

Business view: Public-private development in Russian Federation by the example BIOCAD
ALEXEY TORGOV, Deputy CEO for GR, **BIOCAD**

Business view: Public-private partnership in the management of the system of care for socially significant diseases.

ANASTASIA DZHATDOEVA, Team leader for the development of public-private partnership, **Janssen** (pharmaceutical division «Johnson & Johnson").

Key speech! The examples of public-private partnership in Russia
DAVID MELIK-GUSEINOV, Director, **Social Economics Centre**

7.00 p.m. **Elite-whiskey tasting SESSION**

7.30 p.m. **GALA DINNER: Pharmacy in jazz!**

All delegates are invited! On program: jazz, buffet and Champaign. Unforgettable evening atmosphere – the best time for informal communication with your peers and partners!

Day 2, February 18

9.30 a.m. – Registration. Morning coffee

10.00 -10.40 a.m. **MORNING SESSION WITH EXPERT: Market Access in GR**

10.00-10.20 a.m. Market Access a la russe

DAVID MELIK- GUSEINOV, Director, **SOCIAL ECONOMICS CENTRE**

10.20-10.40 Market Access isn't a la russe

TATYANA NOR, Head of Market Access Department, **LLC Merck**

10.40-13.20 a.m. **STRATEGY AND MORE! Proactive sales and marketing strategies for business growth**

Moderator: GERMAN INOZOMTSEV, MBA, co- Chairman **RAFM (Russian Association of Pharmaceutical Marketing)**

10.40-11.00 a.m. What factors influence on commercial decisions of local companies? Review of the best strategies to diversification and sales increase.

GERMAN INOZOMTSEV, MBA, co- Chairman **RAFM (Russian Association of Pharmaceutical Marketing)**

11.00-11.20 a.m. Producer-retail: partnership or fight?

ALEXANDER KUZIN, Commercial Director, **Rigla**

11.20-11.40 a.m. Distributors will never die

VLADIMIR BOIKO, Commercial Director Russia & CIS, **MSD Pharmaceuticals**

11.40-12.00 a.m. How to extend existing medicine product line and to increase portfolio income?

DMITRY SHUROV, Strategic Planning & Commercial Solutions Director, **Pfizer**

12.00-12.20 a.m. Mobility: marketing and sales supplement (high technologies)

IRINA RATINA, Industry leader (Transport, Retail, Distribution), **Samsung**

12.20-12.40 a.m. Blitzkrieg strategy at pharmaceutical market. Good or not?

OKSANA KRASNYH, Head of Consumer Marketing, **Materia Medica Holding**

12.40- 1.00 p.m. Why branding and marketing leave much to be desired?

TATYANA ZHUCHENKO, Head of Marketing, **Ipsen**

1.00-1.20 p.m. Why small companies are competitive at Russian pharmaceutical market.

NIKOLAY SOLOVIEV, CEO, **UNIPHARM**

1.20 - 2.00 p.m. **ROUND TABLE: regional marketing**

Strategic, financial, marketing and commercial perspectives of product portfolio management in regions

Moderator: GERMAN INOZEMTSEV, MBA, co- Chairman **RAFM (Russian Association of Pharmaceutical Marketing)**

Questions to discuss:

Analysis of different approaches for making product decisions in companies on regional level.

Regional adaptation or standard approach for product line forming?

Regulation and market access influence on portfolio strategies in region?

Integration of product portfolio after M&A.

Medicine launch strategy: what commercial and regulator factors have to be taken into consideration?

Planning of sales volume and pricing structure.

INVITED SPEAKERS:

VLADIMIR BOIKO, Commercial Director Russia & CIS, **MSD**

IGOR KLIMANOV, Head of Marketing and Sales, **NPO Petrovax Pharm***

SERGEY BELOBORODOV, Independent Expert

TATYANA NOR, Head of Market Access Department, **LLC Merck**

2.00-2.40 p.m. Lunch

2.40-4.00 p.m. **CASE STUDIES SESSION** Effective communication with patient: before, during and after visit

Moderator: ALIK BATOYAN, Work Group Leader of drug reimbursement, **Olekstra**

2.40-3.00 p.m. Multichannel promotion strategy

SERGEY MASTYAGIN, Innovation Channels Development Manager, **AstraZeneca**

3.00 -3.20 p.m. **WORK-SHOP** 365° / 365 days: new principles of communication strategies

STANISLAV RESHETNIKOV, Head of OTC drugs marketing, **Pharmstandard**

3.20 -3.40 p.m. **Rx marketing of future**

IGOR KLIMANOV, Head of Marketing and Sales, **NPO Petrovax Pharm***

3.40-4.00 p.m. New media, the prospects of development of various communication channels.

JULIA BELOVA, Head of Marketing Communications and Innovation, **Takeda in Russia**

4.00-5.00 p.m. **CASE PRACTICAL STUDIES** Modern challenges to the marketing strategies of pharmaceutical companies.

Moderator: GERMAN INOZOMTSEV, MBA, co- Chairman **RAFM (Russian Association of Pharmaceutical Marketing)**

4.00-4.20 Multichannel marketing: review of the best strategic approaches to diversify and increase sales.

Oksana KOLOSOVA , Managing Partner, **IVRACH**

4.20-4.40 Creating competitive advantage through effective OTC portfolio of brand management.

NICHOLAY ZHAVORONKOV, Deputy General Director of Marketing and Strategic Planning **Jadran**

16.40-17.00 The new paradigm of cooperation: Region- Distributor - Manufacturer.

Principles of co- marketing strategy.

ROMAN KOROLEV , Deputy Director General , **Medaspekt**

5.00 – 5.20 p.m. Refreshments

5.20 -6.00 p.m. EVENING DISCUSSION CLUB Efficiency of different marketing activities.
Merchandising efficiency.

Moderator: SERGEY BELOBORODOV, Independent Expert

Questions to discuss

Promotion trends: what to expect?

Use of modern and digital technologies in business.

Integration with doctors society via medicine compensation.

5 steps of building profitable system of medicine promotion.

Building effective sales model: data base, segmentation and targeting.

Can local pharmaceutical producers be innovative enough to continue diversifying portfolio and holding competitive positions?

Integration of e-marketing in existing business model.

Opportunities and advantages of key accounts management model.

INVITED SPEAKERS:

SERGEY MASTYAGIN, Innovation Channels Development Manager, **AstraZeneca**

VLADIMIR BOIKO, Commercial Director Russia & CIS, **MSD**

DMITRY VUKOLOV, Key Account Director , **Samsung**

NIKOLAY ZHAVORONKOV, Deputy CEO, **Jadran**

VLADIMIR BOIKO, Commercial Director Russia & CIS, **MSD**

IRINA RATINA, Director of B2B sales department, **Samsung**

IGOR KLIMANOV, Head of Marketing and Sales, **NPO Petrovax Pharm**

JULIA BELOVA, Head of Marketing Communications and Innovation, **Takeda in Russia**

18.00 The end