



X ANNIVERSARY CONFERENCE

PHARMACEUTICAL BUSINESS IN RUSSIA:

PROMISING SCENARIO OF THE PHARMACEUTICAL MARKET FOR 2015

2nd of March 2015
Swissôtel Krasnye Holmy
+7 (495) 995-80-04

Agenda

March, the 2nd

08.30 – 09.00 Registration, morning coffee, meeting colleagues

09.00 Opening of the conference. Producer's welcome speech

09.00 – 10.00 FORECAST: Main prospects review 2015

Moderator: **GERMAN INOZEMTSEV**, MBA, co-chairman of **Russian Association of Pharmaceutical Marketing, Pharmvestnik**

09.00-09.15 The role of economic crisis in the Russian pharmaceutical market development.

- Particularities of the current crisis and possible consequences for pharmaceutical market.
- Consequences of crisis regarding the selective demand structure.
- The Governmental Anti-crisis plan and its impact on market development.
- Development of pharmacy chains and distributors in times of crisis.
- The role of Government policy in development of Russian pharmaceutical manufacturers.
- Forecast for 2015.

NIKOLAY BESPALOV, development director, **RNC Pharma**

9.15 – 9.30 The theme is to be announced

SERGEY SHULYAK, CEO, **DSM Group**

9.30-9.45 The crisis as an opportunity. How pharmaceutical companies react when the crisis hits?

NIKOLAY DEMIDOV, CEO, **IMS Health**

9.45-10.10 Budget segment. Yesterday and today: The structure of purchasing by tender. Purchasing by the High-Cost Nosology program and the Additional Drug Supply program. Purchasing plans for 2015.

EKATERINA ZADONSKAYA, CEO, **CURSOR**

10.10 – 11.40 Formation of the same pharmaceuticals market circulation within the Eurasian Economic Union
LAW & BUSINESS: Regulatory initiatives review

Moderator: VLADIMIR SHIPKOV, Executive Director, **AIPM**
VIKTOR DMITRIEV, CEO, **ARPM**

The speakers are to take part:

TIMOFEY NIZHEGORODTSEV, head of the department, **The Federal Antimonopoly Service of the Russian Federation**

SERGEY KALASHNIKOV, State Duma chairman **on health protection**

ELENA MAKSIMKINA, Director of the Department **for State Regulation of The Circulation of Medicines, Ministry of Health of the Russian Federation**

LARISA POPOVICH, director, **The Institute for Health Economics**

ELENA GAVRILOVA, head of department of chemistry, biotechnology and medicine, **FIPS**

VLADIMIR SEMENOV, head of pharmaceuticals department , **FIPS**

VASILY BOICOV, Director of the Department of Technical Regulation and Accreditation, **Eurasian Economic Commission**

DMITRIY SCHEKIN, Head of coordination and formation of common markets of pharmaceuticals and medical products of the Department of Technical Regulation and Accreditation, **Eurasian Economic Commission**

ALEKSEY PILKO, Director of the nonprofit partnership , **Eurasian Communication Centre**

DAVID MELIK-GUSEYNOV, director, **Center for Social Economy**

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

The invited speakers are to take part:

SERGEY TSYB, Deputy Minister, **Ministry of Industry and Trade of the Russian Federation**

VLADISLAV SHESTAKOV, director, **FBU GILSiNP, The Ministry of Industry and Trade of the Russian Federation**

Questions for discussion:

- Regulation of the pharmaceutical markets of Russia, Belarus and Kazakhstan
- Parameters of forming the same pharmaceutical market of Eurasian Economic Union
- New Eurasian standards of pharmaceutical products quality control
- Integration of national legislations
- Amendments to the Federal Law "On pharmaceuticals circulation"
- Government purchases of pharmaceuticals. What will the system of public pharmaceuticals procurement be?- Purchase under trade name: Advantages and Disadvantages
- Biosimilars regulation

11.40 – 12.00 Coffee break

12.00 – 13.00 Looking into the future through macroeconomics and geopolitics! General Managers on major trends and strategies of the pharmaceutical market for 2015. Consequences of sanctions and of growth rate of exchange

General Managers and analysts opinion about what will happen to the market in 2015. What to expect next year? Opinion on the major trends and developments in the pharmaceutical market. Development vectors in their companies.

Moderators:

GERMAN INOZEMTSEV, MBA, co-chairman of **Russian Association of Pharmaceutical Marketing, Pharmvestnik**

IVAN GLUSHKOV, Deputy CEO, **STADA CIS**

The speakers are to take part:

VADIM VLASOV, Country Head, **Novartis Group**

MARINA VELDANOVA, Country Head, **Ipsen**

PER KRISTIAN HONG, Managing Partner, **A.T. Kearney**

MILOS PETROVIC, Vice-President on Development, **Rosta**

YURIY LITVISCHENKO, CEO, **Chiesi**

Questions for discussion:

Changes in exchange rates, health budgets and growth of the population incomes: effect on the market, price dynamics in segments.

What arguments do we have to attract investments into the Russian pharmaceutical market? How does perception of the Russian market by foreign companies change? Does M&A in the pharmaceutical market keep immunity to turbulent geopolitical situation? How successful are M&A projects? Example of one or more transactions. Can the M&A strategy help foreign pharmaceutical companies to do their business in Russia more reliable and predictable?

Does the activity of Asian (Indian, Chinese) companies increase? And does the activity of Western companies decrease?

Review. Investments, M&A:

-How does perception of the Russian market by foreign companies change?

-Did any changes happen to the Russian companies perception of M&A possibilities/consolidation in the local market/ or selling your own business?

-Does M&A in the pharmaceutical market keep immunity to turbulent geopolitical situation?

-Does the activity of Asian (Indian, Chinese) companies increase? And does the activity of Western companies decrease?

ALEKSANDR LOBAKOV, Managing Director, Russia, Head of Healthcare and Pharmaceuticals, **BIC SECURITIES**

13.00 – 14.00 Lunch

Attention! 15.00-18.00 A series of interviews with Editor-in-chief of Pharmvestnik

14.00 – 14.40 Changes in market structure. What can distributor offer to western manufacturers?

Moderator: OLEG FELDMAN, Director of the Health Department, **Synovate Comcon Healthcare**

The speakers are to take part:

VADIM MUZYAEV, President, **PROTEK**

ANDREY KOLOKOLTSOV, Deputy Chairman of the Board, **PharmEco**

LILIYA TITOVA, Executive Director, **SPFO**

ALEKSANDR FRIDMAN, CEO, **DENIS PHARM GROUP**

ALEKSANDR BIKOV, Director of Health Economics, **R-Pharm**

Questions for discussion:

- Localization of foreign pharmaceuticals
- License agreements between domestic and foreign companies
- Ministry of Industry and Trade of the Russian Federation project "Odd Man Out"
- Contract Manufacturing: Is there any prospect?
- Local pharmaceutical status

14.40-16.20 A series of practical cases: Nowadays challenges for pharmaceutical companies strategies.

14.40-15.00 Sales OFF-TAKE (Sell-out) to follow up in the retail market in Russia in 2014:

- The unique data format that contains real numbers of pharmacies sales.
- A new method of tracking dynamics and trends of the retail market oriented on the ultimate consumer.
- The effective assessment method of marketing activities in 60 regions of Russia.

NIKOLA MILEVCIC, CEO, «**LIKE-PHARMA**»

15.00-15.20 Legislative regulation of internet-pharmacies.

ANATOLIY TENZER, Development Director, **Katren**

15.20-15.40 Development of local manufacturers and their partnership with Western companies

SERGEY BELOBORODOV, Executive Director, **NovaMedica**

15.40-16.00 Urgent anti-crisis price formation as a measure to ensure access to VED

ALEKSANDR BIKOV, Director of Health Economics, **R-Pharm**

16.00-16.20 Coffee break

16.20 – 16.40 Development of SME through Exclusive partnership.

ALEKSANDR FRIDMAN, CEO, **DENIS PHARM GROUP**

16.40-17.00 Experience in sell-out automated collection and analysis.

ANDREY SMIRNOV, Head of Analytics Department, **SOTEX**

17.00 – 17.50 Sparring discussion: Patent collapse: how to protect your company from launching a

generic before the patent expiration

Moderator: ROMAN ZAKHAROV, CEO, TM Defence

17.00-17.15 **Focus topic!** Hidden obstacles in patenting pharmaceuticals, in registration of pharmaceuticals and in extension of patents.

VLADIMIR SEMENOV, head of pharmaceuticals department , **FIPS**

17.15-17.30 Patent disputes in pharmaceuticals: main trends.

PAVEL SADOVSKIY, Adviser, Head of practice on intellectual property/TMT, **Egorov Puginsky Afanasiev & Partners**

17.30-17.50 Compulsory licensing in the pharmaceutical sector.

DMITRIY SEMENOV, Senior Attorney of practice on intellectual property, **Baker & McKenzie**

17.50 – 18.30 Expertise: Main trends in pharmaceuticals production. Leader in Russian import substitution.

Moderator: OLEG FELDMAN, Director of the Health Department, **Synovate Comcon Healthcare**

СПИКЕРЫ:

VADIM YATSUK, CEO, **Sotex**

ALEKSANDR MALIN, CEO, **Nativa**

DMITRIY MOROZOV, CEO, **BIOCAD**

TIMOFEY PETROV, CEO, **Pharm-Sintez**

DMITRIY BORISOV, Commercial Director, **POLYSAN**

VADIM YANCHUK, Commercial Director, **Rafarma**

Questions for discussion:

- The import substitution strategy on an example of the leading pharmaceutical company
- The transition from import substitution to innovative pharmaceuticals of Russian production
- Risks and barriers to the development of local pharmaceutical manufacturers
- Creation of new development and production of innovative pharmaceuticals in Russia

18.30 Closing of the conference

