



INTERNATIONAL CONFERENCE
**PHARMACEUTICAL BUSINESS IN RUSSIA: PROSPECTIVE SCENARIO
OF THE DEVELOPMENT OF PHARMACEUTICAL MARKET FOR 2016**

15-16 February, 2016
Conference Centre Swissotel Krasnye Holmy

Organizer:



General information partner:



Important! 16 February the special juridical panel will take place. Only hot topics and legal aspects. Lawyers' opinions and advises.

The first conference of the year!!!

Agenda

15 February, the 1st day

09.00 a.m. – 9.30 a.m. Registration, morning coffee, meeting colleagues

9.30 a.m. – Opening of the conference. Producer's welcome speech

9.30 a.m. -11.00 a.m. ANALYTICAL PANEL. FORECAST. RUSSIAN PHARMACEUTICAL MARKET: RESULTS, TENDENCIES AND OPPORTUNITIES

Moderator: German Inozemtsev, Executive editor, Farmatsevticheskiy Vestnik

Questions for discussion:

- Interim results of 2015
- impact of the crisis on the pharmaceutical market
- core changes and trends
- main challenges and the development forecasts of pharmaceutical market in Russia on the 2016

Speakers:

Nikolay Demidov, CEO, IMS

Sergey Shulyak, CEO, DSM Group

Alexander Ovchinnikov, partner, Carnegie Moscow Centre

Oleg Feldman, Director of Health Service Department, Synovate Comcon Healthcare

Maria Sdvizhkova, Head of Strategic Consulting Department, Aston Group

Ekaterina Mitina, conference producer, Tel.: +7 (495) 995-80-04 ext. 1147, e-mail: e.mitina@infor-media.ru

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11.00 a.m.-11.20 a.m. Coffee-break

11.20 a.m. – 12.20 a.m. PANEL DISCUSSION. INVESTMENT IN RUSSIAN PHARMACEUTICAL MARKET: PROS AND CONS

Moderator: Vadim Kukava, Executive Director, InPharma Association

11.20 a.m.-12.10 p.m. Discussion. Questions for discussion:

- special investment contracts: expectations, reality, prospects. What does it have and what does it lack?
- factory building or localization of medicines on the contract areas
- “odd man out” in pharmacy: how will it influence on investment attractiveness?
- role of region authorities in formation and investment attractiveness of pharmaceuticals field

Speakers:

Vadim Vlasov, President, Novartis Group, Russia

Ivan Glushkov, Deputy Director General, Stada CIS

Timofey Petrov, CEO, JSC Rafarma

Vladimir Khristenko, president, Nanolek

Vitaliy Smerdov, Candidate of Medical Science, Chairman of the board, Pharmeco

Vadim Muzyaev, President, PROTEK Group

Andrey Zolotovskiy, Director of Investment Strategy Department of the Yaroslavl region

Iskra Reic, CEO, AstraZeneca Russia

Liliya Titova, executive director, Union of Professional Pharmaceutical Organizations

Sergey Klimenko, head of Life Sciences Group, Pepeliaev Group

12.10 p.m.-12.20 p.m. Field investment: vision of a legal expert

Sergey Klimenko, head of Life Sciences Group, Pepeliaev Group

12.20 p.m.-1.00 p.m. PANEL DISCUSSION . STRATEGIES OF THE MARKET LEADERS IN A CHANGING MARKET ENVIRONMENT . MEDIUMS IN THE PHARMACY: LOOKING INTO THE FUTURE!

Moderator: David Melik-Guseynov, CEO, Research Institute for health organization

3D – the pharmacy top-managers’ take on the main tendencies and strategies of the market development on the 2016. Manufacturer, distributor and pharmacy chain: vectors of development in their companies. Interview with GMs, included in 16th rating of “Top -100 Russian Managers” according to the publishing house “Kommersant”

Speakers:

Dmitriy Pogrebenskiy, CEO, PROTEK Group

Mikhail Nekrasov, CEO, Nanolek

Marina Veldanova, Senior Vice-President Russia and CIS operational, IPSEN

Danil Blinov, CEO, Pfizer Russia

1.00 p.m. – 2.00 p.m. Lunch

2.00 p.m.-3.00 p.m. LAW & BUSINESS. REGULATORY CHANGES AND THEIR INFLUENCE ON THE PHARMACEUTICAL MARKET : search of the effective decisions

Moderator: Viktor Dmitriev, CEO, Association of the Russian Pharmaceutical Manufacturers

Questions for discussion:

- core questions and regulatory difficulties
- changes in regulation of national medicines registration of 1st of January 2016
- What is “domestic medicinal product”? The support of the domestic manufacturers

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- calculation method of formation order of vital and essential medicines' selling price
- creation of the state monopoly and common supplier of vaccines, TB drugs, blood products, antivirals
- reparability

Speakers:

Timofey Nizhegorodtsev, Head of social control and trade, The Federal Anti-monopoly Service

Valentina Kosenko, Head of the management of state quality control organization of medical products, the Federal Oversight Service for Health Care

Dmitry Shchekin, Head of Coordination of forming common markets pharmaceuticals and medical devices of Department of technical regulation and accreditation, Eurasian Economic Commission

Elena Maksimkina, Director of the Department of Drug Supply and regulate the handling of medical products, Ministry of Health

Nikolay Semenov, CEO, National Immunobiological Company

David Melik-Guseynov, director, Research Institute for health organization

Igor Bodyagin, Deputy Executive Director, Union of Professional Pharmaceutical Organizations

Larisa Popovich, Director, Institute for Health Economics

Representative of Federal State Institution "State Institute of Drugs and Good Practices"



3.00 p.m.-3.30 p.m. Special issue "Farmvestnik is on air".

Special guest of editorial fireside is Nikolay Semenov, CEO, National Immunobiological Company

"Farmvestnik's living room". Traditional meeting by the fireside of German Inozemtsev, executive editor of "Farmvestnik" with the market experts. We invite all conference's delegates to take part in makeshift TV studio.

3.30 p.m.-4.00 p.m. GMP: THE PROCESS OF ORGANIZING AND CARRYING OF INSPECTIONS OF FOREIGN AREAS

Moderator: Ivan Glushkov, Deputy Director General, Stada CIS

Questions for discussion:

- the process of organizing of inspection and carrying of inspection of medicines manufacturer for conformance to the requirement of Good Manufacturing Practices
- who are inspectors?
- will inspectors of Federal State Institution "State Institute of Drugs and Good Practices" inspect anybody who wants to in 2016?
- accommodation of disputes

Speakers:

Ivan Glushkov, Deputy Director General, Stada CIS

Olga Anokhina, Quality Assurance Director, Bayer Healthcare

4.00 p.m. – 5.00 p.m. PANEL DISCUSSION. "THREE MEN IN A BOAT (TO SAY NOTHING OF THE LAWYER)". The share of Russian medical products in public procurement. Who is "odd man out" here?

Moderator: Liliya Titova, executive director, Union of Professional Pharmaceutical Organizations
Sergey Klimenko, head of Life Sciences Group, Pepeliaev Group

4.00 p.m. – 4.10 p.m. Analytical review of domestic medical productions' shares in public procurement of medicines.

Sergey Shulyak, CEO, DSM Group

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4.10 p.m. – 4.20 p.m. Current practice of limitations and preferences (a lawyer's review in applying "odd man out" to the medical products. How experience in the application of Resolution №102 in the medical industry is applicable to the pharmaceutical industry?

Anna Shibanova, associate, Pepeliaev Group

4.20 p.m. – 5.00 p.m. Discussion.

In focus: Who? What? Where? Public procurement. What kinds of auctions were annulled? The causes of annulations. Economical review of practices for 2015: difference in prices of the reproduced and original medicines in different auctions.

Experts:

Andrey Kolokoltsov, First Deputy Chairman of the Board, Pharmeco

Alexander Bykov, Director on pharmaceutical economy, R-Pharm

Nikolay Demidov, CEO, IMS

Sergey Klimenko, head of "Medicine and health care" group, Pepeliaev Group

Uriy Litvischenko, CEO, Chiesi Pharmaceuticals, executive director of committee on health service and pharmacy services, Europe Business Association in Russia

Sergey Shulyak, CEO, DSM Group

Anna Shibanova, associate, Pepeliaev Group

5.00 p.m. -5.20 p.m. Coffee – break



5.20 p.m. -6.00 p.m. Special issue "Farmvestnik is on air".

Special guest of editorial fireside is Elena Maksimkina, Director of the Department of Drug Supply and regulate the handling of medical products, Ministry of Health

"Farmvestnik's living room". Traditional meeting by the fireside of German Inozemtsev (main editor of "Farmvestnik") with the market experts.

We invite all conference's delegates to take part in makeshift TV studio.

6.00 p.m. Completion of the 1st day. Drink reception.

16 February, the 2nd day

09.30 a.m. – 09.30 a.m. Registration, morning coffee, meeting colleagues

09.30 a.m. – Opening of the conference.

09.30 a.m. – 10.30 a.m. SPECIAL WORKSHOP. Time of changes: who will come out victorious? RECIPES FOR SUCCESS OF FRENCH AND BALKAN CUISINES FROM GMs. COOK TOGETHER!

- What have we got in the kitchen? The diagnostics of business
- What do we want to serve? Focus strategy
- How will we cook? Definition of the model and tactical business decisions

Our chiefs:

Valentina Buchneva, Director of Russian Division, Bosnalijek

Marina Veldanova, Senior Vice-President Russia and CIS operational, IPSEN

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10.30 a.m. -10.50 a.m. Overview of localization of medical products production (realized and initiated projects in 2015)

Focus topic! Localization and import substitution, business risks and possibilities of competitive strategies:
- overview of regulatory initiatives ("odd man out", preferences, determination of product's status)
- share of Russian output on the market (visible and real)
- current activity of import substitution processes and localization

Speaker:

Nikolay Bespalov, Development Director, RNC Pharma

10.50 a.m. – 11.50 a.m. PANEL DISCUSSION. INNOVATIONS ARE DRIVER OF THE DEVELOPMENT OF PHARMACEUTICAL MARKET: the development of medicines and investments.

Moderator: Dmitriy Kudlay, CEO, Generium

Questions for discussion:

- the ways of development of domestic innovation manufacturing
- the state policy in the field of support of innovative domestic medicines. The measures of support.
- main sore spot of domestic innovative companies

Speakers:

Alexander Bykov, Director on pharmaceutical economy, R-Pharm

Dmitriy Kudlay, CEO, Generium

Alexander Kuzin, Managing Director, NovaMedica

Yuriy Deygin, CEO, Pharma Bio LLC

Andrey Kolokoltsov, First Deputy Chairman of the Board, Pharmeco

Mikhail Shurigin, Research and Innovation Director, PharmaSyntez

Vadim Yatsuk, CEO, Sotex

Dmitriy Mordvintsev, Market access director, Biokad

11.30 – 11.50 first disputes over the data's exclusiveness. New rules of provision of the exclusiveness?
What to prepare? What should be noted in 2016?
Olga Karpova, lawyer, partner, Law firm "Forward Legal"

11.50-12.10 Coffee-break

12.10 p.m. – 12.50 p.m. ROUND-TABLE. RARE DISEASES: COMMON PROBLEMS AND THE SEARCH OF NEW MEDICINES.

Moderator: Yuriy Zhulev, President, Russian society of hemophilia

12.10 a.m.-12.20 p.m. Focus topic! Diagnostic of rare diseases: problems and important decisions
Inna Pugach, Head of Laboratory Diagnostic Department, Aston Group

12.20 p.m. – 12.50 p.m. Discussion. Rare diseases: common problems and the search of new medicines.

Questions for discussion:

- how do companies cope with major challenges: the lack of a register, decentralization of procurement, lack of therapy?
- home – grown technologies and share of domestic medicines in treatment of orphans diseases.
- availability of medicines for treatment of orphans diseases.

Experts:

Sergey Smirnov, Head of Business Development and Licensing, Russia and CIS, Bayer Healthcare

Dmitry Kudlay, General Director, Generium

Alexander Malin, CEO, Nativa

Lidiya Vasilyeva, Marketing Director, Pfizer

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12.50 p.m. – 13.20 p.m. ROUND-TABLE. LEGALIZATION OF THE DISTANCE SELLINGS

Moderator: Anatoliy Tentser, development director, Katren

Questions for discussion:

- Distance selling of medicines – possibilities and risks
- What does need to be changed in current legislation?
- What do pharmacy chains, development institution of internet and distributors want from the distance selling of medicines?
- Possibility of appearance of new players in the market
- Competition or cooperative business development?

Experts:

German Klimenko, Internet Adviser to the President, Institute of Internet Development
Anton Buzdalin, managing partner, Parusinvest, Piluli.ru, eapteka.ru strongbrand.ru pharmedu.ru medkrug.ru oncoforum.ru proglaza.ru
Georgi Sboev, Deputy Head of the Department of Drug Supply and regulation of circulation of medical products, the Ministry of Health
Anatoliy Tentser, development director, Katren
Ivan Glushkov, Deputy General Director, Stada CIS
Anton Ishchenko, Owner, Apteki.su, Director of Internet-agency “Cube”, director of IT-Park Krasnodar
Elena Nevolina, Executive director, Union of the National pharmaceutical board and non-profit organization Aptekiguild

1.20 p.m. – 2.00 p.m. Lunch

2.00 p.m. – 3.20 p.m. PANEL DISCUSSION. LOWYERS’ OPINION.

The law is what we explain!

2.00 p.m. -2.20 p.m. The meaning of new anti- monopoly full-powers of Eurasian Economic Commission for EAEU’s united pharmaceutical market

Denis Gavrilov, Adviser of Law Office “Egorov Puginsky Afanasiev & Partners”

2.20 p.m. – 2.40 p.m. Abuse of patent rights for medicines

Vladimir Semenov, Cand.Sc., Head of Pharmacy Services Department , Federal Institute of Industrial Property of Russian Agency for Patents and Trademarks

Elena Gavrilova, Head of chemistry, biotechnology and medicine department, Federal Institute of Industrial Property of Russian Agency for Patents and Trademarks

2.40 p.m. – 3.00 p.m. Banning of advertising of medicines in media

Tatyana Sitnova, Director of Legal Questions, BIND RUS, LLC

3.00 p.m.-3.30 p.m. Discussion : Legal aspects of the pharmaceutical market.

Moderator: Evgeniy Rashchevskiy,partner, Egorov Puginsky Afanasiev & Partners (Law office)

Questions for discussion:

- abuse of dominate position. How to count the market share? The existing practice of antimonopoly proceedings and recommendations of the Federal Anti-Monopoly Service. Which conclusions have we done?
- A Code of Good Practice: what does it give to business?
- Cartels in the market of public procurement in the pharma: the main trends of law enforcement
- Review of juridical practice in medicines procurement. Common forecasts for 2016.

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- Development perspectives of Data Exclusivity Institute in Russia

Experts:

Alexey Katkov, Vice-President of legal questions, BioKad

Dmitry Kopytin, Vice President for legal Affairs, NovaMedica

Tatyana Sitnova, Director of Legal Questions, BIND RUS, LLC

Yuri Yakhin, Head of group of intellectual property and trademarks practice, "Pepeliaev Group"

3.00 p.m.-6.00 p.m. PANEL DISCUSSION. ART OF CREATION OF COMMERCIALY VIALABLE PORTFOLIOS

3.30 p.m. – 4.00 p.m. Take of Russian and international pharmaceutical companies on M & A transactions in the context of today's market realities.

Moderator: Alexander Lobakov, Managing Partner, Novus Capital

Questions for discussion:

- Dynamics of the number of transactions
- Why Russian market is still of interest for M&A deals
- Take of buyers and sellers on the market situation and the reasons of delayed deal
- Whether to carry out the dealings in such situation, or delay their implementation?
Pros and cons

Speakers:

Vadim Ryabokon, head of business development in Russia and the CIS, Sanofi

Alexander Gorynin, chief of corporate development department, Stada CIS

Pierre Gilles DE PIOGER, Primary Care Business Unit Head, Ipsen

Andrey Belashov, Director General, Segmenta PHARM

4.00 p.m. – 4.20 p.m. Lunch

4.20p.m -5.00 p.m. PANEL DISCUSSION. TWO HEADS ARE BETTER THAN ONE. Alliances management under the conditions of turbulence.

Moderator: Sergey Beloborodov, Executive Director, NovaMedica

- what does it mean to manage the alliances maturely?
- how to protect a partnership under the conditions of changing market environment?
- challenge:revision of partner conditions in answer to changes

Experts:

Enrico Bovi, Business Development Lead, Pfizer

Ron Mayron , former CEO of Teva Israel & VP Africa Turkey and CIS , Teva Pharmaceuticals

Yulia Pravosudova, Business Development, Licensing & New Products Manager, Novartis

5.00 pm- 6.10 p.m. Portfolio strategies

Moderator: Oleg Feldman, Director of Health Service Department, Synovate Comcon Healthcare

5.00 p.m. – 5.20 p.m. Active portfolio strategy as a passive competitiveness in the new market environment
Olga Kirtaeva, director, Biotehnos

5.20 p.m. -5.40 p.m. CRM Strategy in marketing and sales
Damir Galyamov, marketing and sales director, Pharmamed

5.40 p.m. – 6.10 p.m. Discussion

Questions for discussion:

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- Features of formation and portfolio management in times of crisis
- Sources of completion of existing portfolios - where to look for new resources
- Mixed portfolios (Rx and OTC) - as an option to increase the stability of the company in crisis
- Multi-Channel Marketing as a new ability to manage diverse portfolio

Experts:

Sergey Smirnov, Head of Business Development and Licensing, Russia and CIS, Bayer Healthcare

Boris Liparteliani, Sales and marketing manager, Akrikhin / Polpharma

Olga Kirtaeva, director, Biotehnos

Damir Galyamov, marketing and sales director, Pharmamed

6.10 p.m. Completion of the conference.

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