



V Pharmacy Summit

## PHARMACY CHAIN EFFICIENCY MANAGEMENT

October 6, 2015, Swissôtel Conference Centre

The 6<sup>th</sup> of October

### Agenda

**09:00 – 09:30 Registration, morning coffee, meeting colleagues.**

**09.30 – Opening of the conference.**

**PLENARY SESSION. CONSUMER, RETAIL, ECONOMICS: PRELIMINARY RESULTS AND PROSPECTS FOR DEVELOPMENT FOR 2016.**

**09:30-10:00 ANALYTICAL PANEL. CONSUMER BEHAVIOUR BASED ON MARKETING RESEARCH DATA.**

- Consumer: Who is he? What does he choose? Changes in consumer's demand as a response to the crisis and ways to change the situation for the better.
- Has the crisis changed the demand for pharmaceutical products?

**Discussion with a psychologist, a market analyst and a market researcher.**

**10:00-11:00 ROUND TABLE. THE NEWEST RUSSIAN AND GLOBAL RETAIL TRENDS. VECTORS OF PHARMACEUTICAL RETAIL DEVELOPMENT IN 2015 AND IN 2016. RETAILERS EXPECTATIONS.**

**MODERATOR: EUGENIY NIFANTIEV, CEO, NEO-Pharm**

- Crisis and its impact on pharmaceutical retail. What lessons has the pharmacy business learned from the crisis?
- Increasing effectiveness of the retail business.
- Forecasts – when the market consolidation reaches the point – how many chains and pharmacies will remain?
- Pharmaceutical retail development trends. Food retailers' and FMCG retailers' opinion.
- Why development of chains is the subject of interest for investors and why not?
- Factors of success and failure in M&A.

**The invited speakers are to take part:**

**ALEKSANDR FILIPPOV, CEO, RIGLA**

**NIKOLAY SHAVRIN, CO-OWNER, APTEKA TIMER**

**ANASTASIYA KARPOVA, CEO, DOCTOR STOLETOV**

**ANDREY GUSEV, CEO, A5**

**OLGA CHERNOVA, CEO, ALOE**

**11:00-11:40 ROUND TABLE. MONEY ISSUE. RETAIL PRICING.**

**MODERATOR: ALEKSANDR KUZIN, Independent expert**

Екатерина Митина — продюсер конференции, Тел.: +7 (495) 995-80-04 доб. 1147, e-mail: [e.mitina@infor-media.ru](mailto:e.mitina@infor-media.ru)

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**IN FOCUS:** How to define the right mark-on? What can we do except dumping?

**The invited speakers are to take part:**

**ALEKSANDR SHALUNOV**, CEO, **LADUSHKA**

**TATIANA MALISHEVA**, CEO, **PERVAYA POMOSH**

**IGOR STRAMILOV**, CEO, **FLORYA**

**VALENTINA BUCHNEVA**, Member of the Board, **DOCTOR STOLETOV**

**ALEKSANDR KONDRATIEV**, Managing Partner, **ASNA**

**EDUARD ZAKHRABEKOV**, PRESIDENT, **BSS**

**11:40-12:00** Coffee break.

**12:00-12:40 ROUND TABLE. CHANGES IN RELATIONSHIP BETWEEN CHAINS, MANUFACTURERS AND DISTRIBUTORS IN MARKET CONSOLIDATION.**

**MODERATOR: ALEKSANDR KUZIN**, Executive Director, RusnanoMedInvest (RMI)

**The invited speakers are to take part:**

**ALEKSANDR TARASOV**, Vice-President, **ROSTA**

**ANDREY GODOVALOV**, CO-OWNER OF PARTNERSHIP, **SHAVRIN & GODOVALOV**

**LEONID KONOBEV**, CEO, **KATREN**

**ALEKSANDR BROVAREC**, CEO, **PLANETA ZDOROVO**

**TEMUR SHAKAYA**, CEO, **GORZDRAV**

**12:40-13:20 SESSION 1. WAYS TO DEVELOPMENT FOR LOCAL MARKET PLAYERS: THROUGH WHAT ONE CAN IMPROVE EFFECTIVENESS, EARN AND RESIST INTERREGIONAL CHAINS EXPANSION?**

**MODERATOR: ALEKSANDR KUZIN**, Executive Director, RusnanoMedInvest (RMI)

- Expansion strategies for federal pharmacy chains.
- Small pharmacy chains: how to survive? Ways to development.
- Direct supplies from manufacturers: for and against.

**The invited speakers are to take part:**

**ARTUR URAZMANOV**, CEO, **36,6**

**OLGA CHERNOVA**, CEO, **ALOE**

**SERGEY TYURIN**, **DIALOG**

**VASILY SLEPOV**, Commercial Director, **Zdorovie**

**SERGEY SIMONENKO**, COMMERCIAL DIRECTOR, **RODNIK ZDOROVYA**

**YURIY GAISINSKIY**, CEO, **NAS**

**13:30-14:00 DISCUSSION. FOREIGN EXPERIENCE: HOW TO BUILD RELATIONSHIP WITH PARTNERS?**

**The invited speakers are to take part:**

**ALEKSANDR FRIDMAN**, FOUNDER, **VESNA**

**UWE STHOER**, SALES DIRECTOR EASTERN EUROPE, **KLOSTERFRAU (GERMANY)**

**14:00-15:00** Lunch

**15:00-16:30 PHARMACY CHAINS APPROACHES TO WORKING WITH MANUFACTURERS.**

What does a superbrand mean in the pharmacy retail: 3D discussion.

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**MODERATORS:**

**EUGENIYA LAMINA**, COMMERCIAL DIRECTOR, **RIGLA**

**OLEG GONCHAROV**, MARKETING DIRECTOR, **DEZHURNIE APTEKI**

**1D. 15:00-15:30** **How do pharmacies differentiate in degradation of pharmacy service.**

Is it necessary to invest in a brand?

Is it necessary to invest in rebranding?

Achieving maximum mutual benefit or reducing television budget and increasing pharmacy budget?

**2D. 15:30-16:00** **What should be the pharmacy chain department in a pharmaceutical company?**

A commercial department or a sales department?

A KAM ideal profile.

How to define the right budget for pharmacy chains?

How to segment and how to assign a rating of pharmacy chains?

**3D. 16:00-16:30** **What should be the department for work with manufacturers in a pharmacy chain?**

A manager ideal profile.

Which manufacturers needs are not satisfied by pharmacy chains?

How much is a manufacturer ready to pay and for what?

Why is a manufacturer dissatisfied with results?

How to recognize a successful launch?

**The invited speakers are to take part:**

**ANTON BUZDALIN**, DEPUTY CEO ON COMMERCIAL ISSUES, **A5**

**NATALIA VOILENKO**, MARKETING DIRECTOR, **APTECHNIE TRADICIIH**

**OLEG KAZANSKIY**, CEO, **EDELVEIS**

**ARMINE KARAPETYAN**, EXECUTIVE DIRECTOR, **SOLNISHKO**

**TATIANA NOVIKOVA**, HEAD OF THE MARKETING DEPARTMENT, **PERMFARMACIA**

**EDUARD CHOBANYAN**, STRATEGIC DEVELOPMENT DIRECTOR, **KALINA FARM**

**VLADIMIR KORYAKIN**, COMMERCIAL DIRECTOR, **DEZHURNIE APTEKI**

**16.30** Ending of the conference. **Coffee break.**

**16:30-19:00** **The results of the GREEN CROSS International Pharma Awards. The award ceremony of the winners.**

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