



Agenda

09.00 – 10.00 Registration, morning coffee, meeting colleagues

10.00 – 10.10 Opening of the conference. Producer's welcome speech

10.10 – 11.40 OPPORTUNITIES VS. THREATS OF 2015 for pharmacy business. Increased interest from retail to unions.

Questions for discussion:

- Crisis and its impact. How did it affect liquidity, demand and behavior of consumers

Rising / falling market.

- Mass opening of pharmacy discounters as a threat to "collapse" of the market

- Increased interest of institutional investors towards the industry

- Clearance sale of regional divisions "36.6"

- Pharmacy alliance, marketing alliances. Possibilities & first results.

Moderator: EUGENIY NIFANTIEV, CEO, Neo-Pharm

The speakers are to take part:

VALENTINA BUCHNEVA, Member of the Board, Doctor Stoletov

ALEKSANDR TARASOV, Vice-President, Rosta

ANDREY GUSEV, CEO, A5

ALEKSEY ZVEREV, Executive Director, Farmaimpex

OLGA CHERNOVA, CEO, Aloe

11.40 – 12.10 Coffee break

12.10 – 13.00 Pharmaceutical Sparring. Interests of manufacturers and of pharmacy chain in the formation of the portfolio for a pharmacy (The most interesting topic according to the delegates)

Moderator: ALEKSANDR KUZIN, Commercial Director, Rigla

ARMINE DANIELYAN, Commercial Director, A5 VS ELENA RYAZANTSEVA, Marketing Director, Galderma

13.00 – 14.00 How to build an interregional chain in a short time?

Moderator: ALEKSANDR KUZIN, Commercial Director, Rigla

Questions for discussion:

- Ways of building an interregional network
- Organic growth or acquisitions? Advantages and disadvantages
- Competition in the regions. How to survive?
- When to move to another region? Evaluation criteria for regions development

The speakers are to take part:

YURIY GAISINSKIY, CEO, NAS

ALEKSANDR SHALUNOV, CEO, Ladushka

OLGA CHERNOVA, CEO, Aloe

IGOR STRAMILOV, CEO, Florya

14.00 – 15.00 Lunch

15.00 – 16.00 WAYS TO IMPROVE RETAIL BUSINESS EFFICIENCY

Questions for discussion:

- Pharmacy chain management efficiency tools
- Marketing
- Successful pharmacy format in times of crisis: how to take into account interests of both a manufacturer and a pharmacy chain
- Changing the procurement model

The speakers are to take part:

ALEKSEY BATULIN, CEO, Zdorovie Lyudi

ARTUR URAZMANOV, CEO, 36,6

SAMSON SOGOYAN, CEO, Samson Pharma

VASILIIY SLEPOV, CEO, Zdorovie

ALEKSANDR KONDRATIEV, Managing Partner, ASNA

16.00 – 16.40 Pharmaceutical Sparring. Interests of a manufacturer, a distributor and a pharmacy chain

Moderator: ALEKSANDR KUZIN, Commercial Director, Rigla

- What changes have already occurred and what changes will occur in the distribution chain?
- Why distributors reduce delays and increase prices for pharmacies?
- Who benefits from working with vital drugs?

NATALIYA PODOLSKAYA, Head of the Department of regional and budget sales, STADA CIS
DMITRIY MALINNIKOV, First Deputy CEO, PROTEK

16.40 – 17.10 Coffee break

17.10 – 18.40 Workshop. The success factor in the production chain: manufacturers – distributors - retailers.

VLADISLAV UTENIN, business consultant, CEO, Effective Management Techniques

18.40 Closing of the conference. The evening party!