



**Organizer:**



**Strategic info partner:**



## **Agenda**

**October 4, 2016**

**09:00 a.m. – 10:00 a.m. Registration, morning coffee, meeting colleague**

**10:00 a.m. – The beginning of the summit**

**10:00 a.m.-11:00 a.m. PHARMACEUTIC BREAKFAST. FARTHER DEVELOPMENT OF PHARMA RETAIL UNDER THE CONDITIONS OF MARKET CONSOLIDATION**

**Moderators:**

Alexander Kuzin, managing director, NovaMedica

### **Questions for discussion:**

- Relay baton of M&A: who is next?
- Which are main motives of the market consolidator?
- Development of interregional and regional pharmacy chains: ways of development?
- Difficulties in the process of asset valuation and its consolidation

**Speakers:**

Alexander Brovarets, general director, pharmacy chain Planeta Zdorovya

Anastasiya Karpova, general director, pharmacy chain Doctor Stoletov

Vadim Muzyaev, president, PROTEK

Evgeniy Nifantiev, general director, pharmacy chain Neo-pharm

Dmitriy Sokol, president, Zdravservice

Alexander Shishkin, general director, pharmacy chain ASNA

Igor Zhibarovskiy, member of board of directors, 36,6

**11:00 a.m.-11:20 a.m. "TOE-TO-TOE". Exclusive interview with owner of the leading pharmacy chain**

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

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Moderators:

Garik Tadevosyan, chairman, ASSOCIATION OF PHARMACEUTICAL MANAGEMENT AND MARKETING  
Pavel Nosov, CEO, Irwin-2

Pharmacy chain TOP-manager view on the main tendencies and market development strategies for 2017.  
Development vectors in the own company

Participants of the interview:

Ivan Saganelidze, co-owner and chairman of the board, Pharmacy chain 36, 6  
Oleg Murov, chairman of the board, Farmlend

**11:20 a.m.-12:00 a.m. DISCUSSION PANEL. BURNING ISSUES AND WAYS OF DEVELOPMENT OF PHARMA DISTRIBUTION IN RUSSIA**

Moderator: Alexander Kuzin, managing director, Novamedica

**Questions for discussion:**

- Distribution consolidation: What are the challenges faced? How did we outlive these challenges?
- Low margins: fast facts
- Competition stifles: the development of the regional suppliers
- Commercial market or public procurement? Specification or?

Speakers:

Sergey Pivien, president, SIA International  
Dmitriy Pogrebenskiy, general director, Company PROTEK  
Alexander Tarasov, vice-president, Rosta Group  
Andrey Slepko, vice-chairman, Profitmed

**12:00 p.m. -12:30 p.m. Coffee-break**

**12:30 p.m.-1.30 p.m. ROUND TABLE: WAYS OF ENHANCEMENT OF BUSINESS EFFECTIVENESS IN PHARMA DISTRIBUTION AND RETAIL IN THE TIMES OF CRISIS**

Moderator: Sergey Eskin, development director, pharmaceutical company Pulse

**Questions for discussion:**

- Back-door actions: chain manufacturer- distributor – retail. Basics of cooperation
- The winter is near: how to increase the profit?
- Tools for business effectiveness

Speakers:

Alexander Kondratiev, managing partner, pharmacy chain ASNA  
Pavel Nosov, CEO, Irwin – 2  
Vladimir Malinnikov, the first deputy general director, Company PROTEK  
Todor Bozhinov, commercial director, DOMENANTA-SERVICE  
Yuriy Gaysinskiy, CEO, Farmani

**1:30 p.m. -2:30 p.m. Lunch**

**2:30 p.m. -3:10 p.m. ROUND TABLE. MEDICINES SELLING IN THE STORES – COMMON RISKS FOR PHARMA RETAIL**

Moderator: Konstantin Tiunov, president, Alphega

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**Questions for discussion:**

- Initiative target
- What will lead the medicines selling in the stores to?
- How to control the quality?
- Risks of medicines selling in the stores for Retail

Special opinion: view of retailers! Why does the retailer need the sale of medicines?

**Speakers:**

Dmitriy Bergelson, managing partner, Holmes & Moriarty  
Nelli Ignatieva, executive director, Apteki Guild  
Igor Stramilov, CEO, pharmacy chain Floriya  
Elena Nevolina, executive director, Apteki Guild  
Andrey Karpov, president, Russian Retail Market Experts Association  
Galina Orlova, CEO, Tvooy doctor – Farmakopeika

**3:10 p.m. -3:50 p.m. DISCUSSION PANEL: WHAT DOES LIMIT THE PHARMACY CHAINS EDVELOPMENT?**

Moderator: Oleg Feldman, managing director, **Ipsos Healthcare**

**Questions for discussion:**

6 main reasons: myths and reality?

- Minimal assortment
- Inspections
- Vital and essential medicines: markup
- Low profitability
- Regulation
- Alternative view: effectiveness of allocation of pharmacy on internet-market

**Speakers:**

Adelya Kalmetieva, CEO, Farmland (Ufa)  
Yuliya Koloskova, key account director, PM of Pharma-Q, HealthIndex, Syndicated OTC-Department, Ipsos Healthcare  
Tatyana Karpacheva, CEO, Vita  
Anton Podolinski, account manager, Yandex.Market  
Dmitriy Sokol, president, Zdravservice  
Anatoliy Tentser, development director, Katren  
Artur Uruzmanov, general director, republic chain 36,6 (Kazan)

**3:50 p.m. -4:10 p.m. Coffee- break****4:10 p.m. -5:10 p.m. PHARM SPARRING: TOE –TO- TOE. SHOWDOWN****4:10 p.m. - 4:40 p.m. SPARRING: Round 1: СПАРРИНГ. Раунд 1: MARKETING OF THE MEDICINES UNDER THE CRISIS CONDITIONS: MANUFACTURER'S VIEW****Moderator:**

Evgeniya Lamina, sales and commercial vice-president, NovaMedica

**Participants of the sparring:**

Rustem Muratov, chief commercial officer, Akrikhin

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Armine Danielyan, commercial director, ERKAPHARM

**4:40 p.m. -5:10 p.m. Sensible subjects: Personnel, money and two cakes**

Moderator: Elena Vatutina, CEO, Pharmznanie

Speakers:

Svetlana Sinotova, development center director, Saint-Petersburg State Chemical-Pharmaceutical Academy

Tata Lysogorova, sales department director, Grindeks

Konstantin Tiunov, president, Good Pharmacy Partners

**5:10 p.m. Ending of the official part of the summit**

**5:30 p.m. International pharmaceutical award "Green Cross"**

**4:00 p.m. – 5:30 p.m. Guests registration (summit participants registration is not required)**

**5:30 p.m. – 7:30 p.m. The award ceremony of the International Pharmaceutical Award "Green Cross".**

**Leading experts and professionals of pharmaceutical community will determine the best, successful and effective representatives of pharmacy community.**

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