



VI PHARMACEUTICAL SUMMIT

EFFECTIVE MANAGEMENT OF PHARMACY CHAIN

16 February, 2016
Conference Centre Swissotel Krasnye Holmy

Organizer:



General information Partner:



Agenda

09.00 a.m. – 10.00 a.m. Registration, morning coffee, meeting colleagues

10.00 a.m. Opening of the summit. Producer's welcome speech

**10.00 a.m. – 11.00 a.m. DISCUSSION PANEL. PHARMACEUTIC BREAKFAST.
RECONSTRUCTION OF RETAIL MARKET: new challenges, possibilities and risks**

MODERATOR: ALEKSANDR KUZIN, Managing Director, NovaMedica

Questions to be discussed:

- market consolidation in Moscow and in regions : when it will be? Is there cause for optimism?
- appropriation of "Ladushki" by "Rosta Group"
- will someone challenge AVE-Group? Whether to continue the strengthening of this chain?
- marketing budgets, direct contracts, the chain –supplier
- the risks in the development of large pharmacy chain for sites of manufacture, suppliers and for the pharmacy chain itself
- acceleration of the rate of the development

Experts:

YEVGENY NIFANTIEV, CEO, NEOPHARM

NICKOLAY SHAVRIN, part-owner, APTEKA-TIMER

ALEXANDER KONDRATIEV, managing partner, ASNA

ARTUR URAZMANOV, CEO, republic chain "36,6" (Kazan)

DMITRIY RUTSKOY, CEO, Farm- tradition (Kursk)

ANASTASIA KARPOVA, CEO, STOLETOV

VLADIMIR MALINNIKOV, first deputy of CEO, Protek

ALEXANDER FILIPPOV, CEO, Rigla

ALEXANDER TARASOV, vice-president, Rosta

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<http://www.pharma-conf.ru/>

11.00 a.m.-12.00 a.m. NEW FORMAT: "HAND to HAND" Exclusive interview with owners of the leading pharmacy chain

Moderator: GARIK TADEVOSYAN, Chairman, ASSOCIATION OF PHARMACEUTICAL MANAGEMENT AND MARKETING

VITALIY SMERDOV, Candidate of Medical Science, Chairman of the board, PHARMECO

Top-manager's take on the main patterns and the development strategies of the market for 2016. Vectors of the development in own company.

Participants of the interview:

TEMUR SHAKAYA, CEO, Gorzdrav

SAMSON SOGOYAN, CEO, Samson Pharma

12.00 a.m. -12.30 a.m. Coffee – break

12.30 p.m.-1.10 p.m. PANEL DISCUSSION. NEW TRAND OF ARRANGEMENTS BETWEEN SUPPLIERS AND CHAINS: is exaggeration of conditions desperate measure?

Moderator: EVGENIA LAMINA, marketing director, NovaMedica

Questions to be discussed:

- shipping stoppage to the chains
- shipping limitation
- appeal to the tax authority
- revision of the arrangements with chains

Experts:

YURIY SLEPOV, Owner, Zdorovie

YURIY GAISINSKIY, CEO, Farmani/ Optima

DARIUS AIDUKAS, National Sales Manager, SCA

AIK SARGASYAN, owner, Cosmotheca

SERGEI ESKIN, development director, Puls

ALEXANDER FILIPPOV, CEO, Rigla

1.10 p.m.-2.00 p.m. DISCUSSION PANEL. LONE DRUG STORES UNDER THE CONDITIONS OF MARKET CONSOLIDATION: How to survive on the market and stand against pharmacy chains?

Moderator: NELLY IGNATIEVA, Executive Director, Russian association of pharmacy chains

Experts:

ALEXANDER SHISHKIN, CEO, ASNA

IGOR STRAMILOV, CEO, Florya

ALEXANDER FRIDMAN, founder of pharmacy association VESNA-Apteka

NELLY IGNATIEVA, Executive Director, Russian association of pharmacy chains

ELENA PYZHIKOVA, CEO, Aloe

2.00 p.m.-3.00 p.m. Lunch

3.00 p.m. -3.30 p.m. SPARRING. Round 1 : Manufacturer & retail. MARKETING CONTRACTS: TOOLS OF INCREASE IN SALES

Moderator:

GARIK TADEVOSYAN, Chairman, ASSOCIATION OF PHARMACEUTICAL MANAGEMENT AND MARKETING

Participants of sparring:

RUSTEM MURATOV, Commercial Director, AKRIKHIN

CONSTANTINE TIUNOV, Marketing Director, 36,6/ A.v.e

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3.30 p.m. -4.00 p.m. SPARRING. Round 1 : Manufacturer & retail.

Interests of pharmacy chain manufacturer in formation of portfolio for drug store

Moderator: ALEXANDER KUZIN, managing director, NovaMedica

Participants of sparring:

DMITRIY FEDOROV, CEO, Zeldis

NIKOLAY SHAVRIN, co-owner, Apteka-Timer

4.00 p.m.-4.20 p.m. Coffee – break

4.20 p.m.-4.40 p.m. GLANCE OF A TAX ADVISOR! Legal optimization scheme of tax pressure: BE COMPOSED OF DRUG STORES OR NOT?

VIKTORIA SAMSONOVA, director, CIS Head of Healthcare & Pharmaceuticals, Director, Tax & Legal, KPMG

4.40 p.m. -5.00 p.m. GLANCE OF A FINANSIAL EXPERT! Valuation of business in M&A deals

ARTEM KOLTOVSKOI, director, corporate finance M&A and Financing, KPMG

TIMOFEY ISAEV, CFA, manager, deal advisory M&A, KPMG

5.00 p.m.-6.00 p.m. WORKSHOP “BACK TO THE FUTURE”

In the focus: discussion of all tendencies, trends. Forecast generation of the development of Russian pharmaceutical market

Moderators of workshop:

VLADISLAV UTENIN, business consultant, general director, Efficient management technologies

OLEG GONCHAROV, part-owner, pharmacy chain Aptekainet

DARIUS AIDUKAS, National Sales Manager, SCA

- Which kind a manufacturer will be: core success factors ... AS VIEWED BY MANUFACTURER – DISTRIBUTOR – PHARMACY CHAIN - BUYER
- Which kind a distributor will be: core success factors ... AS VIEWED BY MANUFACTURER – DISTRIBUTOR – DRUG STORE - BUYER
- Which kind a pharmacy chain will be: core success factors ... AS VIEWED BY MANUFACTURER – DISTRIBUTOR – PHARMACY CHAIN - BUYER
- Which kind a buyer store will be: core success factors ... AS VIEWED BY MANUFACTURER – DISTRIBUTOR – PHARMACY CHAIN - BUYER

Four expert groups:

- MANUFACTURERS
- DISTRIBUTORS
- PHARMACY CHAINS
- BUYERS

Awarding ceremony of participants in special categories of the PHARMACY COMMERCIAL UNIT'S ACHIEVEMENT EXHIBITION:

- BACK TO THE FUTURE: Firmness and conservatism (most permanent)
- BACK TO THE FUTURE: Accelerator of the field (most frameless and vigorous)
- BACK TO THE FUTURE: Dreamer of the field (most courageous and sometimes absurd projects)
- BACK TO THE FUTURE: New reality (new formats)

6.00 p.m. Drink reception. Completion of the summit.