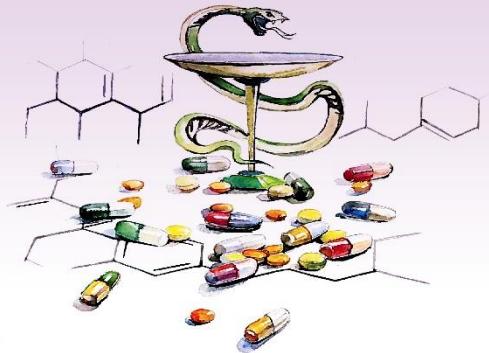


# IX Pharmacy Summit PHARMACY CHAIN EFFICIENCY MANAGEMENT

October 4, 2017  
Lotte Hotel Moscow



[www.congress.pharma-conf.ru](http://www.congress.pharma-conf.ru)  
+7 495 995-80-04

Organizer:

**infor-media Russia**  
Контакты. Информация. Решения.

## Summit Agenda

09:00 – 10:00 Registration, morning coffee

10:00 – Start

**10:00 – 11:00 UNCENSORED PLENARY SESSION! PHARMACEUTICAL RETAIL DEVELOPMENT.**

**Concentration is growing!**

*"It's more fun to be a pirate than to join the navy"/ Steve Jobs/*

### Topics for discussion:

- Future of the retail. "Robotics" and "uberization". What will come to the pharmacy?
- How do we plan to grow in 2018? Due to what is this possible with the growth of the market of 10%?
- Secrets of achieving of the planned indicators. What will retail be invested in?
- What format will the "Magnit" pharmacies have? Will small chains survive if another discounter comes to the market? What is terrible about X5 chains, Thunder for the pharmaceutical market? And why is the Nizhny Novgorod pharmacy chain leaving X5 Retail Group stores?
- Internet giants in the retail-pharma market (Ozone, Utkonos, Yulmart) - the results of their activities
- Is it so tempting to leave the pharmacies for the untwisted trading platforms of online retailers?
- Will the drugstore be lost among clothes, shoes, books and gardening equipment? Who will control the attention to the products, special conditions of orders and delivery?
- What is more profitable: to use the resources of online retailers or to maintain their own service to develop and maintain the personal online site?

### Speakers:

**ANDREY GUSEV**, general director, Mega Pharm

**YURIY GAISINSKIY**, general director, Nizhny Novgorod pharmacy chain

**ANASTASIYA KARPOVA**, general director, Erkapharm

**IVAN SAGANELIDZE**, co-owner, 36,6 pharmacy chain

**ALEXANDER PHILIPPOV**, general director, Rigla

**EVGENIY NEFANTIEV**, general director, Neo-Pharm

**DMITRIY SOKOL**, president, Zdravservice

**ARTEM SOKOLOV**, executive director, The Association of Internet Trade Companies (AITC)

**ANATOLIY TENTSER**, development director, Katren

**11:00 – 11:40 ROUND TABLE. Partnership with distributors: points of mutually beneficial cooperation**

Moderator: **VITALY SMERDOV**, Candidate of Medical Sciences, Board Chairman at the Pharmeco Group

Topics for discussion:

- How to regain the leading position in the first echelon?
- The crisis of confidence in the distribution and retail market: will the market survive another takeover in the distribution market?
- Why pharmacy chains do not want to provide security for receivables? Insurance of receivables as a response of distributors to this. Violation of the terms of delivery and payment
- In what case distributors and pharmacy chains are effective in promoting of the manufacturer's products?
- Investments as a way of active development: construction and modernization of warehouses, optimization of costs, E-commerce projects and marketing projects
- Distributor's strategy VS manufacturer's interests

Speakers:

**DMITRIY POGREBINSKIY**, general director, PROTEK

**SERGEY PIVEN**, president, SIA INTERNATIONAL LTD

**SERGEY ESKIN**, development director, PULS

**VITALIY SHREYDER**, general director, Agrores

**NATALIYA ZAYKOVA**, deputy director, Maksavit

**ALESKANDER TARASOV**, the first vice-president, ROSTA

**NADEZHDA KANUSHKINA**, vice president of operations, BIOTEC

**VALENTINA BUCHNEVA**, country manager, Bosnalijek in Russia

**11:40 -12:10 Coffee – break****12:10 – 12:30 LABORATORY OF SUCCESS. Series of exclusive interviews****12:30 – 13:00 THE BEST FROM THE BEST. CIS and Baltic states**

Interview with invited guests - owners of the best pharmacy chains of the Near Abroad. How much do we have in common? The degree of monopolization, the basic principles of competition, forecasts

**13:00 – 14:00 Lunch**

<b>14:00 – 14:40 Private label brand (PLB)</b>	<b>14:00 – 14:40 DISCUSSION. IT- revolution in the retail</b>
<p>Moderator: <b>EVGENIYA LAMINA</b>, commerce and sales vice-president, NovaMedica</p> <p>Topics for discussion:</p> <ul style="list-style-type: none"><li>- PLB: how much is this significant piece of business? What can adopt small pharmacy chains?</li><li>- Practice of work on PLB from the hands of successful producers</li><li>- Association of conditionally own trademarks and PLB: are the consolidation of the networks and entering the generic market waiting for us?</li><li>- Examples of a successful pharmacy and supplier partnership for the effective development and launch of the PLB</li></ul>	<ul style="list-style-type: none"><li>-When will the progress and technological equipment of pharmacies come?</li><li>- Next, please! Early voluntary transition to a new order for the use of cash registers</li><li>- Perspectives linked with the medicines marking in the retail</li><li>- How will the system for drugs marking be implemented in the software of new online cash registers?</li></ul> <p>Convenient services: online analytics, opportunities to finance the problematic moments of trade-marketing pharmacies in automatic mode, work with assortment and pricing, customer loyalty increasing</p>

<ul style="list-style-type: none"> <li>- Development of the category, qualitative and exclusive products in the chain.</li> </ul> <p>Innovative technologies in the Private Labels market</p> <ul style="list-style-type: none"> <li>-What is it and what potential threats and possibilities does conventional PLB have?</li> </ul> <p><b>Speakers:</b></p> <p><b>OLGA SMIRNOVA</b>, development director, PROTEK</p> <p><b>YURIY KUTS</b>, manager of logistic development and privet label, 36,6 pharmacy chain</p> <p><b>IGOR STRAMILOV</b>, general director, Floria</p> <p><b>Invited speakers:</b></p> <p><b>ARTUR BELENKO</b>, commercial director, Mitsar-N</p> <p><b>DMITRIY RUTSKOY</b>, general director, Farm-tradition</p> <p><b>TATYANA KARPACHEVA</b>, owner, Vita (Samara)</p> <p><b>VLADISLAV ZVEREV</b>, owner, Farmaimpex</p>	
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#### 14:40 – 15:20 DISCUSSION PANEL. E-TRADING PLATFORM - a blessing or a curse?

Moderator: **SERGEY ESKIN**, development director, PULS

- What do e-trading platforms give to the market? To customers, distributors, manufacturer?
- Affiliation of e-trading platforms and distributors.
- The struggle for the market, the federalization of e-trading platforms. Rating on the coverage of regions, customers
- The future of the market: whether it is possible to live without e-trading platforms or they will create a new additional cost?

**Speakers:**

**ANATOLIY TENTSER**, development director, Katren

**MIKHAIL BEZVERKHOV**, executive director, PharmSM (Moscow)

**ALEKSANDER NOVOLOTSKIY**, director, Pharmkomandir (Irkutsk)

**YURIY BORISOV**, director, Analitpharmatsiya (Voronezh)

Representative of PROTEK

#### 15:20 – 16:00 EVENING DISCUSSION CLUB: ABOUT TACTICS OF PROMOTION IN RETAIL. The price of marketing fees in retail? And who has proved that this works?

Moderator: **OLEG GONCHAROV**, marketing director, Apteka 24

Topics for discussion:

- Ethics or commerce: a modern pharmacy or a "grocery store"? What is a commercial pharmacy today?
- Investments in pharmacy marketing: the price of marketing fees in retail
- What does the producer pay for? What service does the pharmacy provide to patients, clients and partners?
- How does the manufacturer work with chains and how chains form an assortment? Why is the threshold for the cost of entering to the pharmacy growing?

- Electronic channels of communication - a tribute to fashion for muggles or the urgent need for professionals?
- The pharmacist's reward for the sale
- The effectiveness of trade marketing:
  - A) marketing deals inside of pharmacies
  - B) payments in the cash zone
  - B) non-cancelable balance

**Speakers:**

**ANASTASIYA KARPOVA**, general director, Erkapharm

**EVGENIY NIFANTIEV**, general director, Neo-Pharm

**ALEKSEY PUSHKIN**, owner, Apteka 24 (Moscow)

**DMITRIY OVECHKO**, co-owner, DimPharm (Moscow)

**EVGENY ELIZAROV**, general director, FITOSILA

**NATALIA BLIZGAREVA**, regional marketing and retail sales director, Volgopharm (Volgograd)

**16:00 – The end of the summit**

**16:30 – 18:00 EVENING RECEPTION. Ceremony of the winners awarding of the "Green Cross" Pharmaceutical Prize**