



October 3,  
2016

VIII International conference  
**WHAT IS HAPPENING  
IN PHARMACEUTICAL  
MARKET?**

Swissôtel Conference  
Centre

**Agenda**

**3 October 2016**

**08:00 a.m. – 09:00 a.m. Registration, morning coffee, meeting colleagues**

**09:00 a.m. – Opening of the conference**

**09:00 a.m. – 10:00 a.m. PLENARY ROUND TABLE. MATH OPEN LESSON IN PHARMA**

Moderator: Oleg Feldman, managing director, Ipsos Healthcare

**PART 1. Crisis and survival strategies: new trends and new challenges**

-Pharmaceutical products promotion (doctors, pharmacies, ultimate customer)

-Contacts digitalization with targeted audience

-Crisis and changes in marketing strategy

Oleg Feldman, managing director, Ipsos Healthcare

**PART 2. Healthcare Service financing in 2016: growth in the manual control mode**

Igor Petrushin, market research and consulting director, Aston Group

**PART 3. MARKET AND PRICES: How does a customer react to the price increase?**

Which is demographic projection for next five years? How many financially reliable and workable expenses will be?

How is price elasticities estimated in the period of total increasing and in the period of buying preference revision?

On what do we need to reckon – on intuition or marketing researches?

Why it needs to be increased and why it is not allowed, and who is the first will beat severely for the using of rigidity demand for lucrative purposes – customer or the Federal Antimonopoly Service?

Sergey Shulyak, CEO, DSM Group

**PART 4. New or updated crisis realities for the Russian market?**

Nickolay Demidov, general director, IMS Health

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**10:00 a.m. – 10:30 a.m. WELCOME SPEECH AND INTERVIEW WITH SPECIAL GUEST OF THE CONFERENCE.**  
Special issue of “Pharmvestnik TV”  
Do not lose! Open version of TV-interview “Farmvestnik’s living room”

**Status of the Russian pharmaceutical sector and ways of development for the next few years**

Participants of the interview:

Vasiliy Ignatiev, CEO, R-Pharm

Yuriy Krestinskiy, director, Institute of public healthcare development

Polina Zvezdina, journalist, Pharmvestnik

**10:30 a.m. – 11:10 a.m. PLENARY DISCUSSION. International pharma’s take on planning of 2017**

Moderator: Dmitriy Khalilov, partner, EY

Expectations of the main offices

Which are forecasts placed in the business plans for market development?

The place of business in Russia on the global map of pharm manufacturer – are there still any arguments in the effort of priority of Russia in investments?

Speakers:

Sergey Beloborodov, executive director, head of Sentiss Rus

Valentina Buchneva, country manager, Bosnalijek Russia

Marina Veldanova, senior vice-president Ipsen Russia and CIS

Elena Kartasheva, CEO, Abbot Russia

**11.10 a.m. – 11.30 a.m. Coffee- break**

**11:30 a.m. – 12:20 p.m. PLENARY DISCUSSION. PREFERENCES TO DOMESTIC MANUFACTURER: BOON OR BANE?**

**Russian pharma’s take on budgets and plans for 2017**

Moderator: Sergey Orekhov, partner, Novus Capital

Vitaliy Smerdov, chairman of the board, Pharmeco

Sources of founding - what is accessibly and what is beyond the beliefs?

Which changes are supposed in the factors of state regulation? How will we influence?

Industrial development foundation

Resolutions No. 1045, 1047 and 1503 in action

Federal Target Program and State program “Development of pharmaceutical and medical industry” for 2013-2020

Measures, which are necessary for domestic manufacture development

Speakers:

Oleg Astafurov, business development managing partner, Pharmasintez

Dmitriy Boldov, CEO, Biosintez (Biotec)

Vladimir Khristenko, president, Nanolec

**12:20 p.m. – 1:00 p.m. SERIES OF INTERVIEW WITH MARKET EXPERTS.**

Special issue of “Pharmvestnik TV”

Do not lose! Open version of TV-interview “Farmvestnik’s living room” with special guests of the conference

**12:20 p.m. – 12:40 p.m. Circulation of drugs as part of Eurasian Economic Union**

Which are road maps of the united regulatory area?

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Which nearest events will show to players in the market the speed of counter approach of regulatory systems of EEU countries?

Which opportunities for business development does it promise to the Russian players and when will be they realized practically?

Dmitry Shchekin, head of Coordination of forming common markets pharmaceuticals and medical devices of Department of technical regulation and accreditation, Eurasian Economic Commission

Moderators:

Artur Mirzoyan, head of analytics department, Pharmvestnik

Oksana Baranova, observer, Pharmvestnik

#### 12:40 p.m. – 1:00 p.m. The results of inspections of foreign manufacturers of drugs for medical use

Special guest: Vladislav Shestakov, director, Institution for Medicinal Products and Good Manufacturing Practice

Moderators:

Alexander Kuzin, managing director, Novamedica

Elena Kalinovskaya, journalist, Pharmvestnik

#### 1.00 p.m.-2.00 p.m. Lunch

#### 2:00 p.m. – 3:00 p.m. PLENARY SESSION. STRATEGIC DEVELOPMENT VECTOR OF THE RUSSIAN ECONOMY. Creation of the propitious climate as a necessary development factor of pharmaceutical industry in Russia

Moderator: Evgeniy Arievidh, partner, Baker & McKenzie

IP Security – does it exist in Russian market?

Suggestions of the Federal Antimonopoly Service. Risks of acceptance the mechanism in Russia

Analysis of law-enforcement practice abroad. Which are compulsory licensing models in other countries?

What has happened with pharm market in these countries?

Does the registration process of the reproduced medicinal product can be invention patent infringement relative to the original medicinal product?

Which are possible compromises between the aiming of exclusiveness of others and the aiming to reive it away?

Compulsory licensing: variants of the mechanism realization on the market

IP strong security and the attracting investments: factors that influence on investment attractiveness of the Russian market. Who and how far is interested in investment to the Russian pharmaceutical sector?

Speakers:

Alexander Bykov, director of the medical economy, R-Pharm

Andrey Gaiderov, head of legal and regulatory issues of drug supply and quality control of medicines, Department of Drug Supply and regulate the handling of medical devices, Ministry of Health

Ilya Goryachev, lawyer, law firm "Gorodisskiy and partners"

Sergey Lomakin, lawyer, Baker & McKenzie

Larisa Popovich, director, Health Economics Institute

Vladimir Semenov, cand.Sc., Head of Pharmacy Services Department, Federal Institute of Industrial Property of Russian Agency for Patents and Trademarks

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**3:00 p.m. – 4:00 p.m. PLENARY SESSION: Pharm market and environment. STATE ORDER: CHANGES IN LEGISLATION AND CENTRAL RISKS AND PROBLEMS**

Moderators: Denis Gavrilov, adviser, Egorov, Puginsky, Afanasiev & Partners  
Elena Maslovskaya, deputy general director, ARFP

Questions for discussion:

One supplier

Three – stage process of state procurement

Perspectives of long-term contracts

Resolution No. 1289 – 8 months of working. Did it help to the domestic manufacturers to enter to state procurement market?

Resolution No. 719

State control of price use for pharmaceutical drugs

Speakers:

Alexander Bykov, director of the medical economy, R-Pharm

Timofey Nizhegorodtsev, head of social control and trade, the Federal Anti-monopoly Service

Liliya Titova, executive director, Union of Professional Pharmaceutical Organizations

Representative of the Federal Oversight Service for Health Care

**4:00 p.m. – 4:20 p.m. Coffee - break**

**4:20 p.m. – 5:00 p.m. Survival recipe. LOCALISATION OF FOREIGN MEDICINES: FOR WHICH PURPOSE THE FACTORIES WERE BUILT AND WHAT PREFERENCES THE FOREIGN COMPANIES GET.**

Moderators: Benjamin Munblit, director of analytics and consultancy department, Ipsos Healthcare  
Evgeniy Rashchevskiy, partner, Egorov Puginsky Afanasiev & Partners

Analysis of local content in manufacturing in the territory of Russia

Factory building in Russia: for which purpose and what has to be in

Is the shift of drug manufacturing on a full cycle will be planned? Just package?.

Where is cheaper to produce medicines?

How to define the level of refinery utilization before the portfolio kick off on the market?

Can the defined manufacturing compensate the industrial project?

Why do many factories stand without refinery utilization and portfolio?

Speakers:

Oleg Astafurov, business development managing partner, Pharmasyntez

Yuriy Litvischenko, general director, Chiesi Pharmaceuticals

Mikhail Nekrasov, CEO, Nanolek

Vadim Kukava, executive director, InPharma

Timofey Petrov, CEO, Rafarma

**5:00 p.m. -6.30 p.m. EVENING INTIMATE TALK. PARALLEL ROUND – TABLES**

<b>Series of round-tables for GMs</b>	<b>Series of round- tables for commercial directors and market development directors</b>
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<p><b>5:00 p.m. -5:30 p.m. Alternative view .SPECIAL INVESTMENT CONTRACT (SIC): WARRANTIES OF PURCHASES OR...? Why state support could be harmful for Russian manufacturers?</b></p> <p><b>Moderator:</b> Benjamin Munblit, director of analytics and consultancy department, Ipsos Healthcare</p> <p>Can Russian pharmaceutical business accustom to public finance? Benefits and preferences Disadvantages of SIC What does SIC give to domestic and foreign companies?</p> <p>Speakers: Alexander Bykov, director of the medical economy, R-pharm Andrey Kolokoltsov, the first Deputy Chairman of the Board, “Pharmeco” Dmitriy Mordvintsev, market development director, Biokad</p>	<p><b>5:00 p.m. -5:30 p.m. Labor market of pharmaceutical sales representatives: does this class die?</b></p> <p><b>Moderator:</b> Evgeniya Lamina, sales and commercial vice-president, NovaMedica</p> <p>Why do large companies refuse from the model of promoting with participation of pharmaceutical sales representatives? How to change the profile of pharmaceutical representative? What are we waiting from him? How does medical representative capitulate with alternative communication channels? What will be after them and when will new era begin?</p> <p>Speakers: Natalia Kurantova, director of corporate accounts, Kelly Service Boris Liparteliani, sales and marketing manager, Akrikhin Dmitry Schourov, Russia global commercial operations Lead, Pfizer</p>
<p><b>5:30 p.m.-6:20 p.m. Round table on distribution: vicious circle of payment insurance</b></p> <p><b>Moderator:</b> Liliya Titova, executive director, Union of Professional Pharmaceutical Organizations</p> <p>Can the market concentration destroy the existing relationship? Insurance companies’ policy in conditions of declining liquidity and bankruptcy risk. Which tenancies do we see in deadline of postpayment? How not to leave country without the medicines –behavior plan in the case of nonpayment crisis</p> <p>Speakers: Sergey Eskin, development director, pharmaceutical company Pulse Evgeniy Strigas, general director, Profitmed Elena Gusein-Zade, assurance sales department</p>	<p><b>5:30 p.m. -6:20 p.m. How to live without the TV set?</b> <b>Round table of OTC marketing directors and communications agency</b></p> <p><b>Moderator:</b> Tamara Mirzoyan, sales and marketing director, Invar</p> <p>Promotion of OTC-products without ads. Does the TV effectiveness fall? How to increase it? Which is optimal marketing mix for different stages of product’s life- cycle? Alternative communication channels: how to compare their effectiveness objectively? Is it possible to create predictable media plan? Which typical mistakes in digital media do marketers make?</p> <p>Speakers: Rudolf Danelyan, distance marketing project leader, Bristol-Myers Squibb Evgeniya Lamina, sales and commercial vice-president, NovaMedica Sergey Mastyagin, marketing manager RIA, PhD,</p>

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director, Soglasie	Astrazeneca Russia
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6:20 p.m. Ending of the conference

6:30 p.m. Drink reception

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