

IX Strategical conference  
**WHAT IS HAPPENING IN THE  
PHARMACEUTICAL MARKET?**

October 3, 2017  
Lotte Hotel Moscow



www.what.pharma-conf.ru  
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## Agenda

**08:30 – 09:30 Registration, morning coffee**

**09:30 – Start**

**09:30 – 10:30 ROUND TABLE. GROWTH DRIVERS OF THE PHARMACEUTICAL MARKET. Light at the end of the tunnel?**

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

Bright illustration of achieved results and review of perspectives of 2018

- State influence on market development
- Full-cycle localization— priorities changes of state policy or new paradigm of market development.
- Previous results and core problems of the market in 2017
- Long – term strategies of pharmaceutical market development
- Is Russian market still attractive for foreign companies?
- Expectations of 2018

**Representatives of the leading consulting and data analytics companies are invited**

**10:30 – 11:30 PLENARY DISCUSSION PANEL. MARKET LEADERS' STRATEGIES UNDER THE CONDITIONS OF CHANGING ENVIROMENT. M&A AND INVESTMENT IN RUSSIAN PHARMACEUTICAL MARKET**

**Moderator:** Aleksander Kuzin, general director, Novamedica

- Greenfield's investment in Russia as a key of long-term perspectives
- imports phase-out and localization of initiative
- how does perception of Russian market change by foreign companies?
- Is there any changes in perception of Russian market to opportunities of M&A/ local market consolidation/ own market selling?
- What players are stepping forward?
- investment in sector: lawyer's opinion

### Speakers:

Marina Veldanova, senior Vice-President of the "Ipsen" in Russia and the CIS

Vadim Vlasov, President of group of companies Novartis in Russia

Oksana Monzh, general manager, RX department of Sanofi in Russia

Irina Panarina, general director, AstraZeneca, Russia and Eurasia

Anna Yarvits, senior vice-president, general director, Teva in Russia and Eurasia

Dmitriy Efimov, general director, Nizhpharm (Stada CIS Holding)

Elena Kartasheva, general director, Abbott in Russia

Ekaterina Pogodina, executive director, Janssen, pharmaceutical unit of Johnson and Johnson in Russia

Vadim Muzyaev, president, Protek

**Invited speakers:**

Dmitriy Efimov, general director, Nizhpharm (Stada CIS Holding)

Anna Yarvits, senior vice-president, general director Teva in Russia and Eurasia

**11:30-12:00 UNITED MARKET OF MEDICINES MOVEMENT UNDER THE EURASIAN ECONOMIC UNION (EEU):  
Inspection and medicine registration in EEU**

- Regulatory framework formation, regulating of movement of medicines in EEU
- Registration and inspection procedures
- Requirements to quality indicators for different group of medicines
- Requirements to the carrying of non-clinical and clinical researches of medicines
- Product specification file formation for registration and amending
- Carrying of ethical examination of clinical researches
- EEU Drug Codex
- Protection of intellectual property for medicines within the framework of EEU: legal aspects of protection of the registration dossier with a single registration, options for Eurasian patenting, protection of drugs within the United Market in the case of public procurement, patent linkage
- Evaluation of readiness of local regulators to work according to the new standards

**Speakers:**

Ilya Goryachev, senior lawyer, "Gorodissky & Partners"

Dmitriy Rozhdestvenskiy, head of the department for coordination of work in the area of treatment of medicines and medicines of the department of technical regulation and accreditation, EEU

Dmitriy Schekin, deputy head of the department for coordination of work in the sphere of circulation of medicines and medical products of the department of technical regulation and accreditation, EEU

**12:00 – 12:30 Coffee break**

**12:30 – 13:20 LAW & BUSINESS. Fair price**

**Moderator:** Sergey Klimenko, head of team, Pepelyaev

- State regulation of prices for drugs from the VED list: how to balance the interests of the state and business?
- New rules for the formation of lists of VED drugs in order to ensure the economic accessibility of drugs
- New Pricing Methodology
- RISK-SHARING and PRICE VOLUME: options for implementing of the mechanism. Proposals of the Ministry of Health of Russia. The risks of adopting mechanism in Russia
- Analysis of law enforcement practice abroad

**Speakers:**

Elena Maksimkina, director of the department of drug supply and regulation of medical products, Ministry of Health of the Russian Federation

Sergey Tsyb, deputy minister, Ministry of Industry and Trade of the Russian Federation

Vadim Vlasov, president, Novartis in Russia

Liliya Titova, executive director, SPFO

Vadim Kukava, executive director, InPharma

**13:20 – 14:00 BUDGETARY PHARMACEUTICAL MARKET: GAME RULES CHANGING AND PRIORITY TO  
DOMESTIC COMPANIES?**

**Moderator:** Elena Maslovskaya, deputy general director, ARFP

- Single supplier: right or responsibility of the state to buy medicines?
- Three – stage procedure of the government procurement: is domestic pharma ready for mechanism implementation?
- Will long-term contracts limit the competition?

**Speakers:**

Elena Maksimkina, Ministry of Health of the Russian Federation  
Sergey Tsyb, deputy minister, Ministry of Industry and Trade of the Russian Federation  
Alexander Bykov, director of the medical economy, R-Pharm  
Larisa Popovich, director, Health Economics Institute

**Planned speakers:**

Aleksey Alekhin, director of the department of pharmaceutical and medical industry development, Ministry of Industry and Trade of the Russian Federation  
Vasiliy Ignatiev, general director, R-Pharm  
Grigoriy Potapov, general director, Pharmstandard  
Petr Rodionov, general director, Geropharm

**14:00-15.00 Lunch****15:00 – 15:40 PLenary DISCUSSION. MEDICINES MARKING–PROVISIONAL RESULTS OF PILOT PROJECT**

**Moderator:** Ivan Glushkov, deputy general director, Stada CIS

- Pilot project realization status
- Industrial full-scale operation of the system in 2018: Is the pharmaceutical market ready for marking of all medicines?
- Cost for manufacturers and customers?
- Risks of marking implementation of all medicines
- Marking of active pharmaceutical ingredients – is the next step?
- Budget factor and health care system: how to realize this system in 2018? 100% scope or phased entrance?
- Risks in vital and essential medicines segment with weak profitability. What will the additional load lead to?

**Speakers:**

Valentina Kosenko, department head, federal service on surveillance in healthcare and social development of Russian Federation  
Aleksander Bykov, director of healthcare economics, R-Pharm  
Timofey Petrov, independent expert  
Aleksander Kazulin, head of production planning and logistics, Pfizer in Russia  
Olga Chepurina, head of department of maintenance of control of merchandise turnover, Federal Drug Control Service of the Russian Federation  
Vladimir Maltsev, head of department of maintenance of control of merchandise turnover, Federal Drug Control Service of the Russian Federation  
Representative of DataLogic  
Andrew Ahanthem, director of economic security, GEROPHARM  
Pavel Palnikov, head of Department of support of information systems, BIOCAD

**Planned speakers:**

Mikhail Murashko, head of Federal Service for Supervision in the Sphere of Health Care  
Dmitriy Skorchelletti, head of the marking and tracking committee, International Anti-Counterfeiting Association  
Dmitriy Bagley, business – analyst of the management of the federal projects, CenterInform

**15:40 – 16:20 DEVELOPMENT OF RUSSIAN PHARMACEUTICAL EXPORT: NEW VECTOR OF DEVELOPMENT OF DOMESTIC COMPANIES?**

**Moderator:** Viktor Dmitriev, general director, ARFP

- Economic expediency
- Who are the main partners in the export of Russian pharmaceutical products?
- Possibilities and risks of export to the non-CIS states?
- Elements of state support for exports?
- Competitiveness of Russian products in the Far Abroad markets
- Difficulties in the withdrawal of drugs in the non-CIS states

-Is it profitable to export drugs to foreign companies that localized production in the territory of the Russian Federation?

**Speakers:**

- Elena Arkhangelskaya, general director, Petrovax Pharm
- Aleksander Semenov, president, Acticom
- Vitaliy Smerdov, Candidate of Medical Sciences, Board Chairman at the Pharmeco Group
- Viktor Trukhin, director, SPBNIIVS
- Vadim Yatsuk, general director, Pharmaceutical company Sotex

**Planned speakers:**

- Petr Fradkov, head of Russian Export Center
- Aleksey Komissarov, Industrial Development Fund
- Dmitriy Morozov, general director, Biocad

**16:20-16.40 Coffee-break**

<b>16:40 – 17:20 INVESTMENTS TO THE REGIONS</b>	<b>16:40 – 18:00 Pharmvestnik TV. A series of interviews with special guests of the conference</b>
<ul style="list-style-type: none"> <li>- The role of the regional government in shaping and investment attractiveness of the pharmaceutical industry</li> <li>- State Order in exchange for investments: new opportunities within the framework of the Federal Law № 44</li> <li>- Investment strategy and factors of the investment climate in the regions</li> <li>- Opportunities and conditions for investment: stories of success in pharma</li> <li>- Measures to support existing enterprises and new projects</li> <li>- State policy with regard to the production of substances on the territory of the Russian Federation. Preferences to the manufacturer of substances</li> <li>- What for do companies need SIC? The main problems in the preparation of documents</li> <li>- SIC in R&amp;D. Legal assistance</li> <li>- Experience of cluster interaction with regional authorities</li> </ul> <p><b>Speakers:</b></p> <p>Irina Novikova, executive director of the Non-Profit Partnership "Kaluga Pharmaceutical Cluster"</p> <p>Ivan Glushkov, chairman of the board of the Kaluga Pharmaceutical Cluster, deputy general director of Stada CIS</p> <p>Alexander Kuzin, general director, Novamedica</p> <p>Irina Ivanishcheva, director of the department for work with government authorities and legal issues in Russia and Eurasia, "AstraZeneca"</p>	<b>Moderator:</b> German Inozemtsev, chief editor, Pharmvestnik
	<b>Interview: Russian pharma in details</b> Danil Blinov, Chief Marketing Officer Rare Disease International Developed Markets
	<b>Interview: Business for health? The expert's view on the pharm market</b> David Melik-Huseynov, director, Institute of Health Care and Medical Management
	<b>Interview: From the creators: Stories of brand climbing</b> The doors were closed for us and we were predicted to have a short life ... How did we manage to become the sales leader?
	<b>Interview: Why does SIC not work in pharmacy?</b>

**17:20 – 18:00 EVENING CLUB. Features of the regional marketing**

**Moderator:** Evgeniya Lamina, commerce and sales vice-president, NovaMedica

- Strategic, financial, marketing and commercial aspects of the product portfolio management in the regions
- Analysis of various approaches to the adoption of product solutions in companies at the regional level
- Regional adaptation or standardized approach to the formation of the product line?
- Impact on portfolio strategies of companies: regulatory issues and market access in the regions
- Integration of the product portfolio after the merger of companies: how to manage a new product portfolio?
- Strategy of the drug introduction on the market: what commercial and regulatory factors should be taken into account?

**Speakers:**

Sergey Beloborodov, executive director, head of Sentiss Rus

Olga Glazkova, general director, Alfa Wassermann Russia and CIS

Andrey Belashov, vice-president, Obolenskoe

Maria Rusinova, independent expert

**18:10 Champagne**