



Venue: 15 February 2017, Marriott Grand Hotel, Moscow

Organizer:



## Agenda

09:00 – 10:00 Registration, morning coffee

10:00 – The beginning of the summit

### 10.00-11.00 NEW EXPECTATIONS AND PERSPECTIVES OF DEVELOPMENT IN 2017

Moderator: Aleksander Kuzin, managing partner, NovaMedica

#### Questions for discussion:

**Critical time of consolidation of wholesale and retail pharmaceutical markets**

**Place around the Black Sea.** Competition of federal and regional chains for takeover of new regions: the Crimea and Sevastopol

#### Check face off

- Correlation between sales and average check

**Consumer:** Changing of consumer demand as answer to the crisis and the way out

- Impact of crisis on change in demand for non-medicinal assortment

**Problem of public pharmacies procurements.** How will changes in Federal Law № 44 reflect on the assortment? Why does distributor not apply for participation? Where do patients get the medicines in outlying regions?

#### Experts:

Oksana Galikhina, managing director, Tattekhmedpharm

Alexander Kondratiev, managing partner, ASNA

Evgeniy Nefantiev, CEO, Neo-pharm

Sergey Kuznetsov, CEO, Karelpharm

Dmitriy Sokol, president, Zdravservis

Aleksander Philippov, CEO, Rigla

Anastasiya Karpova, CEO, Doktor Stoletov

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Temur Shakaya, CEO, Gorzdrav,

**11.00-11.30 "One on one". Traditional series of interview with owner of leading pharmacy chain. Mister X is a summit guest!**

**INTIMATE TALK. KEY SUCCESS FACTORS OF RETAIL BUSINESS**

**Interview:** Success formula of federal pharmacy chain development

**Moderator:** Garik Tadevosyan, chairman, ASSOCIATION OF PHARMACEUTICAL MANAGEMENT AND MARKETING

**Special guest:** Andrey Gusev, head of MEGA PHARM

Our previous guests:



**Ivan Saganelidze,**  
co-owner and  
chairman of the  
board, Pharmacy  
chain 36, 6



**Oleg Murov,** chairman  
of the board, Farmland



**Temur Shakaya,** CEO,  
"Gorzdrav"



**Samson Sogoyan,** CEO,  
"Samson Pharma"

**11.30-12.00 Coffee break**

**12.00-12.30 INTIMATE TALK. About strategic partnership and cooperation**

**Interview:** Pharmaceutical partnerships

**Moderator:** Nelli Ignatieva, executive director, RAAS

**Participants:**

Alexander Sishkin, CEO, ASNA

Konstantin Tiunov, president, Pharmaceutical partnership

Alexander Fridman, founder, VESNA

Olga Smirnova, project leader, ProApteka

**12.30 – 13.10 OPEN DIALOG BETWEEN MANUFACTURER, DISTRIBUTOR AND PHARMACY CHAIN. Tools of security of payment for good**

**Moderator:** Liliya Titova, executive director, SPFO

**Questions for discussion:**

- Bank guarantees, bonding

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- Debtor indebtedness assurance
- Facts, tendencies, possibilities

**Experts:**

Sergey Bicherakhov, director of retail business – line, 36,6  
Yuriy Gaisinsky, CEO, Nizhegorodskaya Aptechnaya Set (Farmani, Optima)  
Vladimir Malinnikov, 1<sup>st</sup> deputy general director, PROTEK  
Maksim Larkin, business development director, 1 OFD  
Artur Urazmanov, CEO, 36.6 Kazan  
Rustem Muratov, commercial director, AKRIKHIN  
Emil Khubaliev, deputy general director, pharmacy chain VITA (Samara)

Invited participants:

Adelya Kalmetieva, general director, Pharmland (Ufa)  
Oleg Murov, chairman, Pharmland

**14.00-15.00 Lunch**

**15.00-15.40 ROUND TABLE. Legalization of internet selling**

**Moderator:** Anatoliy Tentser, development director, Katren

**Video message addressed to the summit delegates:**

German Klimenko, presidential internet advisor

Experts:

Elena Nevolina, executive director, Nacpharmpalata and Aptechnaya Gildiya  
Dmitriy Pogrebenskiy, CEO, PROTEK  
Georgiy Sboev, Ministry of Health and Care Services  
Nelli Ignatieva, executive director, RAAS  
Andrey Sorokin, internet projects director, 36,6

**15.40-16.20 ROUND TABLE. Classical distributor or purchasing alliances?**

Experts:

Vadim Muzyaev, president, PROTEK  
Sergey Piven, president, SIA INTERNATONAL LTD  
Aleksander Tarasov, 1<sup>st</sup> vice-president, Rosta  
Sergey Eskin, development director, PULS  
Alexander Tarasov, first vice-president, Rosta  
Henry Fogels, general director, GDP

**16.20-16.40 Coffee break**

**16.40-17.20 ROUND TABLE. Development ways of transregional and regional pharmacy chains**

Moderator: Oleg Goncharov, expert of pharmaceutical market

Invited participants:

Aleksander Kondratiev, managing partner, ASNA  
Alexander Fridman, founder, VESNA  
Gera Knyazev, owner, pharmacy chain PIK-NN

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Garik Tadevosyan, chairman, ASSOCIATION OF PHARMACEUTICAL MANAGEMENT AND MARKETING  
Dmitriy Ovechko, cofounder, Dimpharm  
Dmitriy Kartashov, cofounder, Dimpharm  
Victoriya Dolgosheina, financial director, UralOnkocenter  
Ivan Rachkovan, Rostovoblpharmatsiya

**17.20-18.20 DISCUSSION PANEL. PHARMACEUTICAL VERSION OF POPULAR SERIAL “LIE TO ME”**

**FIRST EPISODE: WHO DOES PAY THE PRICE FOR TRAINING?**

**SECOND EPISODE: WHAT TRAINING DO WE NEED?**

Moderator: Maksim Girin, CEO, PharmAcademy

Team:

Oleg Goncharov, expert of pharmaceutical market  
Yuriy Slepov, owner, Zdorovie  
Elena Piskareva, CEO, Serdce Karelii and Serdce Vyatki  
Aleksey Pushkin, CEO, Dezhurnaya Apteka  
Elena Vatutina, CEO, Pharmznanie

18:20 The end of the summit. Drink reception.

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