

2005 Annual International Conference

Pharmaceutical Markets in Russia and CIS

Austria, Vienna

17th – 18th March 2005

The **success** of a **society** is related to the
passage of knowledge,
not solely the generation of it.

Sean Riley

Market share winners will be those who look beyond the already
exploited and obvious sources of growth

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Key benefits of attending:

- **GET** country-focused expert opinion on the main regulatory developments in pharmaceutical industry
- **ANALYSE** opportunities of marketing and sales in the region in outsourced way
- **OBTAIN** the most recent information on market trends in Russia and CIS
- **NETWORK** with top-level executives from leading domestic companies and international pharmaceutical corporations and identify opportunities for co-operation.
- **DISCUSS** how to structure product portfolio to regional market specific
- **GAIN** insight from practical case studies
- **EXAMINE** factors to consider for branded and non-branded generic strategies

Your Eminent Speaker Panel:

Michail Getman
Adviser
[Federal Agency for Drug Surveillance](#)

Sergey Sur
Deputy Chief Inspector of Ukraine
for Quality Control of Medicines

Larisa Pak
Chairwoman Pharmaceutical Committee
[Ministry of Health of Kazakhstan](#)

Victoria Maisuradze
Principal Banker
[EBRD](#)

Yuri Krestinski
Head of the Board
[Pharmexpert](#)

Andrey Mladentsev
CEO
[Nizhpharm](#)

Alexander Bykov
CIS & Eastern Europe Countries Area
Health Economics Manager
[Sanofi-Aventis](#)

Anton Parkanski
General Director
[Veropharm](#)

Taras Parkhomenko
Director Business Strategy
[Kievmedpreparat](#)

Anna Yarvits
Director Business Development
[Nycomed-CIS](#)

Benjamin Mounblit
Research and Development Director
[CET](#)

Andrei Belashov
Business Development Director
[Holding Otechestvennie Lekarstva](#)

Oleg Feldman
General Director
[Comcon-Pharma](#)

Jonas Tryggvason
Head of Representation
[Actavis](#)

Grigoriy Chudakov
Head of Russia and CIS
[Zentiva](#)

Ralf Vaintrub
Director
[Invar](#)

Oleg Astafurov*
Director General
[CV PROTEK](#)

Denis Chetverikov
Country Manager Russia
[IVAX Pharmaceuticals](#)

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Day 1

17th March 2005

09:00 Chairman's Opening Remarks

MARKET DEVELOPMENT IN RUSSIA, UKRAINE AND KAZAKHSTAN

ROLE OF THE GOVERNMENT SUPPORT IN FUTURE INDUSTRY DEVELOPMENT

Overview of the Pharmaceutical Sector Development in Russia and CIS Countries

- Pharmaceuticals industry regulation: national market
- Pharmaceutical pricing and National reimbursement systems
- Overview of Pharmaceutical Markets Potential
- Counterfeited drugs: backbone of the problem and solutions

09:10 **Michail Getman**

Adviser

Federal Agency for Drug Surveillance

09:50 **Sergey Sur**

Deputy Chief Inspector of Ukraine for Quality Control of Medicines

10:30 Morning Coffee

11:00 **Larisa Pak**

Chairwoman Pharmaceutical Committee

Ministry of Health of Kazakhstan

11:40 **Evaluation of Potential Investment Opportunities in the Regional Pharmaceutical Sectors**

- Investment support of the sector from strategic investors
- M&A as expansion strategy for CIS

Victoria Maisuradze

Principal Banker

EBRD

12:20 **Russian and CIS Pharmaceutical Market in 2004**

State and Development, Overview for the Future

- Market value and dynamics
- Key figures of the economic (GDP, consumption per capita etc.)
- Tendencies in imports and local production
- Market structure – funding (state/private), Rx/OTC, local/imports
- Key therapeutic areas and their market development
- Bets/worst players;
- Top-products of 2003;
- Tendencies in consumer behaviour;
- Best launches of the 2002-2003;

Yuri Krestinski

Head of the Board

Pharmexpert

13:00 Lunch

DOMESTIC MANUFACTORIES AND THEIR DEVELOPMENT

14:30 **Case Study:**

Company Success Model

- Allocation of resources in accordance with company strategy
- Resource management decision (assignment of personnel, appropriation cash for investment)
- Developing effective collaboration
- Motivating organisation and retaining talented professionals

Andrey Mladentsev

CEO

Nizhpharm

15:10 **Case Study**

Integrating Businesses Across the Organization After a Merger

Alexander Bykov

CIS & Eastern Europe Countries Area Health Economics Manager

Sanofi-Aventis

15:50 Afternoon tea

STRUCTURING THE PRODUCT VARIETY POLICY

16:10 **Working Under License: Is There a Future?**

Anton Parkanski

General Director

Veropharm

16:50 **Case Study:**

Taras Parkhomenko

Director Business Strategy

Kievmedpreparat

17:30 **Case Study:**

How Product Portfolio Strategy Linked to Regional Market Specific?

Anna Yarvits

Director Business Development

Nycomed-CIS

18:10 **Panel Discussion:**

Structuring Product Portfolio

Moderator

Benjamin Mounblit

Research and Development Director

CET

09:00 Chairman's Opening Address

MARKETING SESSION

09:10 **Quality of Marketing Tools on the Regional Markets**

- Determine the optimal sale force to markets with different profit volume, size and potential
- Analysis of Drug Promotion Strategies in the Sector

Andrei Belashov

Business Development Director

Holding Otechestvennie Lekarstva

09:50 **Comparative Analysis of Drug Promotion Strategies in the Russian and Ukrainian Markets****Oleg Feldman**

General Director

Comcon-Pharma

10:30 Morning Coffee

Role of branded generics in Russia and CIS (Multinationals vs. Generics)

- Strategies to protect company market share on generic market
- How to win competition with generic producers
- Effective targeting campaign for brand
- Ensuring long-term trust-based relationships with doctors/GP

11:00 **Branded Generic Strategy in Russia and CIS**

- State of the pharmaceutical market and main markets trends: healthcare expenditure, competitions, structure etc.
- Factors to consider branded strategy for Russia and CIS
- How to compete on highly competitive market

Denis Chetverikov

Country Manager Russia

IVAX Pharmaceuticals

11:40 **Case Study:****Jonas Tryggvason**

Head of Representation

Actavis

12:20 **Case Study:****Grigoriy Chudakov**

Head of Russia and CIS

Zentiva

13:00 Lunch

14:30 **Outsourcing as Way to Build Effective Customer Relationships in the Region****Ralf Vaintrub**

Director

Invar

15:10 **Outsourcing in Ukraine****William Wickham**

General Director

Delta Medical

15:50 **Case: Distribution****How to Build Effective Distribution Model: Innovative Efforts to Adapt to Changing Business Conditions****Oleg Astafurov***

Director General

CV PROTEK

16:30 **Customer Relationship Management in the Pharmaceutical Industry**

- Analysing and knowing where your customer bases. Developing productive targeting model
- Finding an effective way to communicate with clients
- Creating long-lasting customer relationships
- Using CRM system to sustain development in highly competitive market /the market with growing competition

17:00 Questions and Answers

17:10 Chairman's Concluding Remarks

Published by Espicom Business Intelligence, **World Generic Markets** is the monthly business publication that delivers real commercial advantage and is the cost-effective, time-saving way to stay in touch with the generic drugs market. Each monthly issue reports on the manufacturers, products, alliances, patents/litigation, pricing/reimbursement and government policies worldwide.

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