



Post-Release of 18th International Specialized Trade Fair APTEKA 2011

The 18th International Specialized Exhibition “**Apteka 2011**” was held from the 5th till 8th of December, 2011 as part of the Russian Health Care Week in the Central Exhibition Complex “Expocentre”.

The ceremony of the exhibition opening was attended by the Deputy of Moscow City Duma, Deputy Chairman of MCD Committee on Economic Policy and Entrepreneurship **Ivan Yurievich Novitsky**; **Galina Fyodorovna Yuganova**, Director General of KSTgroup, LLC; **Nelli Valentinovna Ignatyeva**, Executive Director of the Russian Association of Pharmacy Chains (RAPC); **Gennady Pavlovich Shirshov**, Executive Director of the Professional Pharmaceutical Organizations Union; **Elena Dmitrievna Shabardina**, Head of the Directorate of guest exhibitions at Central Exhibition Complex “Expocentre”. **Mikhail Petrovich Strigun**, Director of exhibitions’ arrangement of Euroexpo, LLC, was the Master of ceremonies.

This year, **260 companies from 22 countries** all over the world took part in the Exhibition “Apteka”, namely: Belgium, Belarus, the United Kingdom, Hungary, Germany, Denmark, Italy, Spain, India, Canada, Kazakhstan, China, D.P.R.K., Latvia, Lithuania, Pakistan, Russia, Slovenia, USA, Croatia, the Ukraine, and the Czech Republic. **National expositions** of Belgium, India, Kazakhstan and China were represented separately. The Indian national exposition was opened by Mr. Ajai Malhotra, the Ambassador of India in Russia.

Russia was introduced by the following cities and regions: Kazan, Barnaul, Nizhny Novgorod, St. Petersburg, Penza, Biysk, Ryazan, Vladimir Oblast, Samara, Novosibirsk, Ivanovo, Murmansk, Perm, Tomsk, Naberezhnye Chelny, Rybinsk, Bryansk, Stavropol, Voronezh Oblast, and Yessentuki.

Total area of the exhibition made up 5500 square meters this year.

About 10 000 specialists visited the exhibition.

The **International Medical and Pharmaceutical Business Forum** was held as part of the exhibition “Apteka 2011” from the 5th till 7th of December. KST group Company was the co-organizer of the event supported by such leading pharmaceutical associations as the **Association of Russian Pharmaceutical Manufacturers, Russian Association of Pharmacy Chains, Russian Association of Pharmaceutical Marketing, Association of Pharmacies “SoyuzFarma”, Non-commercial Partnership “Aptechnaya Gildiya”**.

In order to discuss issues urgent for the pharmaceutical market today, a large number of branch representatives were present at the International Medical and Pharmaceutical Business Forum; many representatives came from regions, neighbouring countries and beyond. The representatives of government institutions, heads of the branch associations and large pharmaceutical companies, lecturers of large higher medical educational institutions, employees of specialized publications for pharmaceutical professionals delivered reports in frames of the forum program.

The first day of the Forum was opened by the session “**Medicines’ provision in the Health Care System of the Russian Federation. Expert’s opinion**”. **Yuri Aleksandrovich Krestinsky**, Director of the Institute of Public Health, appeared with an opening speech. The discussion subject was major legislative initiatives in frames of the pharmaceutical support problem. The following persons delivered their reports: **Gennady Pavlovich Shirshov** - CEO of the Professional Pharmaceutical Organizations Union (PPOU); **Ilya Yefimovich Nilva** – Marketing Director of Veropharm, OJSC; **Alla Nikolaevna Builova** - Councillor of the Government Order Placement Control Administration of the Federal Antimonopoly Service.

On the same day at the session “PHARMA — 2020. Hopes and Realities” held by **Viktor Aleksandrovich Dmitriev**, Director General of the Association of Russian Pharmaceutical Manufacturers, the topic was discussed relating to the implementation course of the Federal Special-Purpose Program on the development of pharmaceutical and medical industry up to the year of 2020 and the Federal Law “On circulation of medicines”. Also, the work of the pharmaceutical market was summarized according to the data of three quarters of the current year in frames of this session, and successful innovative technologies and projects were considered. The following persons delivered their reports: **Ivan Anatolyevich Glushkov**, Deputy Director General of STADA CIS Holding Company; **Aleksandr Vasilyevich Bykov**, Director on government and public structures’ work of Novo Nordisk Company; **Pavel Sergeevich Rasshchupkin**, Head of the department on the pharmaceutical market infrastructure investigation of the Market Research Centre “Pharmexpert”. **Vladimir Yurievich Kornushin**, head of the business seminar “Competitiveness in the pharmacy business: to survive or to succeed?” shared data on the competitive situation at present with session participants and gave his forecast for the future.

The second day of the Forum was characterized by a rich-content program. Four sessions were held at which participants discussed issues being of interest for pharmaceutical specialists. The following persons delivered their reports at the session “To survive: a chronicle of one year of the pharmacy’s work”: **Elena Viktorovna Nevolina**, CEO of NP “Aptechnaya Gildiya”; **David Valeryevich Melik-Gusseinov**, Director of Cegedim Strategic Data Russia; **Olga Aleksandrovna Shtauberg** – Director General of Fora-pharminvest, LLC; **Gribkova Elena Ivanovna**, Senior Lecturer of the Pharmacy Control and Economics Department of the Peoples’ Friendship University of Russia. The reporters of the session “Present-day pharmacy. Information and efficiency of pharmaceutical sales. Non-traditional methods” were: **Lyubov Valeryevna Zimireva**— Deputy Editor-in-Chief of Non-commercial Partnership “RN “Moscow Pharmacies”; **Vasily Alexeevich Laktionov** —Deputy Director on the information technologies of Non-commercial Partnership “RN “Moscow Pharmacies”.

The session “The Russian pharmacy chain — the start of changes” was attended by **Nikolay Vladimirovich Bepalov** —Director of the Analytical Studies Department of MRC “Pharmexpert”; **Sergey Alexandrovich Shulyak** —General Director of “DSM Group” company; **Khadizhat Abdulkhalikovna Magomedova** —Commercial Director of Pharmadent, LLC.

And finally, the following persons took part at the final session of the second Forum day “Search for new directions of the pharmacy profitability formation”: **German Vadimovich Inozemtsev** — independent expert, the Co-chairman of the RAPM Coordination Council; **Ivan Anatolyevich Glushkov**, Deputy Director General of STADA CIS Holding Company; **David Valeryevich Melik-Gusseinov** — Director of Cegedim Strategic Data Russia, the member of the RAPM Coordination Council.

Moreover, a conference was held by PharmLegat Company on this day “Up-to-date aspects of the production and application of antiseptics, “Doctor iod” medicine” at which **Leonid Aleksandrovich Blatun**, the senior research assistant of A.A. Vishnevsky Institute of Surgery delivered his report “Iodoforms in every-day practice”.

The last day of the Forum was dedicated to issues relating to the governmental authorities participation in the pharmaceutical market regulation, reaction of pharmacy’s business to the changing legislation and the problem of qualified personnel training.

At the session “Changes in the Legislation of Pharmaceutical Circulation Sphere. Reviews and Comments”, **Natalya Mikhailovna Nikolaeva** —Head of the Department of the normative legal regulation of the pharmaceutical activities, narcotic drugs and psychotropic substances circulation Department of the pharmaceutical market development and the medical equipment market of the Ministry of Public Health of the Russian Federation, and **Natalya Petrovna Yaroshenko** —Head of a chair of the 1st Moscow State Medical University named after I.M. Sechenov, discussed changes into the Federal Law “On circulation of medicines”. To continue the subject of amendments to the Law, the following persons delivered their reports at the session “Pharmacy business: challenges of the legislation system and self-defense practice”: **Larisa Anatolyevna Zorina** —Lecturer of the Clinical

Pharmacology and Propaedeutics of Internal Diseases Department of Moscow State Medical University named after I. M. Sechenov; **Andrei Alexandrovich Fedoseev** —Head of the Economic Security Department of “Rigla”; **Vladimir Alexandrovich Burmistrov** —Head of the Development Department, NO “National Non-state Pension Fund”.

Requirements to lecturers at training of specialists and novelties in GMP were mentioned by: **Svetlana Vladimirovna Kononova** —Chairman of the Pharmaceutical Council of Privolzhsky federal district, Dean of the Pharmaceutical Faculty of Nizhny Novgorod State Medicine Academy; **Andrei Petrovich Meshkovsky** —Expert of the World Health Organization; **Valery Valeryevich Myasoedov** — HR Manager of the “PharmFirm “Soteks” CJSC; **Elena Victorovna Nevolina** —Executive Director of the Non-commercial Partnership “Aptechnaya Gildiya”; **Kirill Alexeevich Pudrikov** —Manager on Nicomed medicines: a Taceda Company, senior lecturer of the Pharmacy Control and Economics Department at the 1st Moscow State Medical University named after I.M. Sechenov.

The seminar on the Pharmacy worksite organization: furniture, equipment, technologies was held for the first time as part of the International Medical and Pharmaceutical Business Forum in view of the expansion of the exhibition section “**Furniture and equipment for pharmacies**”. The key subject discussed was the issue of up-to-date facilities of pharmacies and the use of innovative technologies. Heads of largest specialized companies reported on innovative trends and shared their practical experience. The following persons took part in the session: **Yuri Leonidovich Kazmin** – Director General of Design-Vector, LLC; **Andrzej Vasilevsky** – Sales Director on the Northeast European market of Willach Pharmacy Solutions GmbH; **Javier Torrents** — Director General of RePharma, LLC; **Aleksey Vladimirovich Kolchugin** – Head of the Advertisement and Marketing Department in “Firm Escape”, LLC; **Elena Yuryevna Larkina** — Promotion and Development Manager of the Production commercial firm “Proektica”, LLC; **Andrei Yurievich Andrianov** —Commercial Director of “Niko-Mebe, LLC.

Annually, the exhibition organizer, Euroexpo Company, takes each and every effort to make the visiting and work at the exhibition much more favourable. This year, a **mobile catalogue-guide-book** was presented by organizers for convenience of visitors and participants. The catalogue included all the necessary information: the list of participants with stand numbers and contact information, the exhibition plan, navigation on exhibition halls, and a business program. The mobile catalogue-guide-book is available for iPhone and Android smartphones at www.apteka.neonavigation.com (developer – NeoNavigation Company).

We look forward to seeing you at the 19th International Specialized Exhibition “Apteka 2012” in exhibition hall No.3, Expocentre, Central Exhibition Complex, on December 3-6, 2012!

The History of Exhibition:

In 1994, the exhibition was held at the Central Exhibition Hall “Manezh” (CEH “Manege”). Since 1999, the exhibition is held in the Sports Complex “Olimpiysky” (SC “Olympic”). In the period since 1994, “Apteka” was held in Moscow and other Russian cities for more than 17 times (St. Petersburg, Kiev and others).

*In 2009, the exhibition company “Euroexpo” and CEC “Expocentre” join their forces for the simultaneous holding of two major exhibitions on medical and pharmaceutical topics – the **International Exhibition “Apteka”** and the **International Exhibition “Zdravoohranenie”** – as part of **RUSSIAN HEALTH CARE WEEK**. Starting from this point APTEKA is held annually at Expocentre Fairgrounds.*



Organizer: **Euroexpo Company** (www.euroexpo.ru)

Euroexpo, LLC is the largest organizer of exhibitions and conferences in Russia. The company was founded in 1995.

The main focus of Euroexpo activity is the organization of international specialized exhibitions. There are held annually 12 specialized exhibitions in various areas: Domestic Construction Materials (DCM); MATTEX (engineering equipment, energy-saving technologies and materials for buildings and constructions); AQUASPACE (swimming pools, saunas, spas); CLIMATE WORLD (HVAC&R equipment, ventilation, commercial and industrial refrigeration); GARDEN TOOL (tools and equipment for gardens and parks); World. Information. Communications (telecommunications equipment, control systems, information technology and communications services); APTEKA (Pharmaceutical Exhibition); BARBEQUE EXPO; Otdykh LEISURE (Trade Fair for Travel and Tourism); MIBEXPO Russia (business tourism); LUXURY Leisure (luxury and exclusive tourism); MITEK (tools, equipment and manufacturing technologies).

Each event is accompanied by a massive advertising campaign in the mass media.

The high quality level of organization and holding of exhibitions by Euroexpo is recognized by government organizations and international professional associations. Since August 2000, Euroexpo is a member of Moscow Chamber of Commerce (MCC), and since December 2001, it is a full member of Russian Union of Exhibitions and Fairs (RUEF). In 2010, the Exhibition Company Euroexpo became a full member of the World Association of the Exhibition Industry (UFI) in the category of "Organizer of the exhibitions". The sign UFI shows recognition by the international community of high organizational level of events and is considered to be one of the highest achievements in the exhibition business.

Euroexpo constantly improves the quality level of the exhibition service for exhibitors and visitors. The company was among the first in the region that have successfully implemented and certified the quality management system (QMS) in accordance with the requirements of international quality standard ISO 9000 in the leading certification system BQI (Bureau Quality International).

Exhibitions by Euroexpo promote the development of the market in which they specialize, the establishment of business contacts, increase of business ties and prosperity of business.



Co-organizer of the International Medical and Pharmaceutical Business Forum:

KSTgroup is the organizer of various forms of personnel training for pharmaceutical industry. Company profile is – all-Russian meetings and conferences, consulting seminars, training cycles, trainings and business tourism. KSTgroup is a part of holding company "Bionics" and uses a powerful potential of the entire group of companies – newspapers "Farmatsevticheskiy vestnik" ("Pharmaceutical Reporter"), the Center for Marketing Research "Pharmexpert", advertising agency "Aaron Lloyd", employment agency "Selektum", etc.

KSTgroup is a team of professionals, all staff members have experience in organizing various events, ranging from small regional seminars up to large pharmaceutical forums.

ORGANIZER:		FORUM COORGANIZER:			
GENERAL INFORMATION SPONSOR:		OFFICIAL INFORMATION AND ANALYTICAL PARTNER:		INFORMATION SPONSORS:	
GENERAL INTERNET PARTNER:		INTERNET PARTNER:			