

# PHARMA<sup>ASI</sup>

## 2019 UKRAINIAN PHARMACEUTICAL FORUM

Organized by



4-5

December 2019



InterContinental Hotel,  
Kyiv, Ukraine

### Speakers-2019



**Maksym Perebyinis**  
Head of Health Subcommittee  
**Verkhovna Rada**



**Roman Isaenko**  
Head  
**State Service of Ukraine  
on Medicines and Drugs Control**



**Oleg Petrenko**  
Head  
**National Health  
Service Ukraine**



**Arsen Zhumadilov**  
General Manager  
**State Enterprise  
Medical Procurement  
of Ukraine**



**Dmytro Shymkiv**  
Chairman, Executive Board  
of the Management Company  
**Pharmaceutical Firm  
«Darnitsa»**



**Volodymyr Kostyuk**  
CEO  
**Farmak**



**Deepak Sharma**  
General Director  
**Glenmark**



**Vladimir Ignatov**  
Country Manager  
**Ipsen**



**Koki Sato**  
General Director  
**Takeda Ukraine**



**Vitaliy Gordienko**  
Country Manager  
**AbbVie**

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The company supports and helps to manage access to the market on territories in the following regions –

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| • Ukraine | • Azerbaijan   | • Uzbekistan |
| • Belarus | • Kazakhstan   | • Mongolia   |
| • Moldova | • Kyrgyzstan   |              |
| • Georgia | • Turkmenistan |              |

[www.pharmagate.co.uk](http://www.pharmagate.co.uk)



SMD is a provider of Market research, Sales management and Consulting services for the pharmaceutical industry.

Operating across the CIS-region, we produce high quality information for governments, pharmaceutical corporations, distributors and non-profit organizations.

We transform raw data into strategic insights and tailor-made recommendations.

Our highest quality and timely market research services are customized to client's individual marketing needs by highly experienced and professional SMD team.

Facts

- Founded in 2003 in Ukraine
  - Over 10 years of experience on the market
  - Currently operates in 10 countries of the CIS region
- We provide data to market players of all levels: pharmaceutical companies, medical device manufacturers, consumer health manufacturers, government agencies, policy makers, opinion leaders, etc.

Our mission is to be a trusted advisor in client's everyday operations

SMD products and services allow to solve such tasks as:

- portfolio optimization
- product launch evaluation for a selected niche or a market
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We provide a full range of solutions for the pharmaceutical industry of the CIS region.

Giving a 3D overview the market performance, our data provides an opportunity to ZOOM IN and ZOOM OUT.

You can track the slightest changes in sales performance of multiple countries up to the country-region level.

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[www.smd.net.ua/ru/](http://www.smd.net.ua/ru/)



Doubinsky & Osharova is one of the oldest (established in 1993) and most experienced Ukrainian law firms practicing solely intellectual property and related fields.

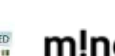
The Firm enjoys a global reputation as the leading IP boutique in Ukraine having established a unique practice, exclusively focused on the effective protection of intellectual property rights.

Numerous reputable international and local rankings include Legal 500 EMEA, Chambers Global, World Trademark Review, IP Stars, IAM Patent 1000: The World's Leading Patent Professionals, Top 50 Law Firms in Ukraine and Ukrainian Law Firms. A Handbook for foreign clients confirm that the firm is a "Top Tier 1" and a "Gold League" firm offering high-level advice in the area of protection of intellectual property rights.

[www.iplaw.com.ua/en](http://www.iplaw.com.ua/en)

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[www.visiott.com](http://www.visiott.com)

# PROXIMA

RESEARCH  
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Proxima Research International is an international group of companies, which includes key solution-vendors for the life-science industry in CIS countries, covering the complete scope of pharmaceutical companies' needs in IT-solutions, data for decision-making and product promotion for the last 20 years. Proxima Research International provides expert solutions in the area of CRM/ETMS integration and support, HCP/HCO database management, omni-channel marketing, BI-solution's implementation, IT-development, market data, marketing research and consulting.

[www.proximaresearch.ua/en/](http://www.proximaresearch.ua/en/)

# METRONIK

Metronik is a trusted and innovative provider of automation systems and IT solutions for digitalization of industry, smart buildings and critical infrastructure. By combining our extensive knowledge of manufacturing and building management processes with state-of-the-art automation and digitalization technology, we help our clients increase their competitive advantage through improved management and control of their processes, identification of cost-saving opportunities and development of optimization initiatives.

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PHARMA  
ASI  
2019 UKRAINIAN  
PHARMACEUTICAL FORUM



## Dear colleagues,

Please do come and join us at **the Ukrainian Pharmaceutical Forum 2019**, a unique event that brings together both Ukrainian and international pharmaceutical market players to discuss the burning issues facing the industry today! The Ukrainian pharmaceutical sector is experiencing a period of significant regulatory change due to the reform of the country's healthcare system, the establishment of new Government bodies, such as the **National Health Service** and **State Enterprise 'Medical Procurement of Ukraine'** and the formation of new regulatory processes, including the **National Essential Medicines List** and **the Health Technology Assessment (HTA)**.

The Ukrainian Pharmaceutical Forum will address all of these new initiatives, providing a 2-day platform where **150+ pharmaceutical industry decision-makers and regulators** can debate the latest regulatory changes, as well as trends and opportunities in the sector's development.

Don't miss the opportunity to meet key regulators from Ukraine, Europe and the rest of the world, to hear from the leading pharma market players, to exchange views and to make new contacts with the key players and experts in the pharmaceutical sector. **Join industry leaders to find answers to the most crucial questions** concerning the regulatory changes and their implementation in the industry, the registration of drugs, the importance of HTA for further healthcare development in Ukraine, digitalization and its impact on the pharmaceutical sector, and much, much more!



We look forward to seeing you at the Forum!  
See you in Kyiv in December!  
With best wishes,

**Diana Koumi**

Forum Director  
Adam Smith Conferences

## KEY TOPICS IN FOCUS – 2019:

- The Regulatory Landscape and Forecasts to 2025
- GENERAL DIRECTORS' PANEL: New Faces – Future Outlook and Trends
- National Essential Medicines List: What is the process for product inclusion and list review?
- Clinical research in Ukraine: current situation and future prospects
- Pharmaceutical Retail Market in Ukraine
- Registration and Quality of Pharmaceutical Drugs
- Import and Export Opportunities in Ukraine
- Health Technology Assessment
- Pharmaceutical Logistics in Ukraine: Eliminating Risks and Reducing Costs
- Innovations and New Technologies in Pharma
- Black Sea Region: Challenges and Opportunities for the Industry

## NETWORKING GROUPS FOR PROFESSIONALS AND EXPERTS IN THE PHARMACEUTICAL INDUSTRY



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## 2019 UKRAINIAN PHARMACEUTICAL FORUM

50+ SPEAKERS IN 2019 INCLUDE:



**Maksym Perebyinis**  
Head of Health Subcommittee  
**Verkhovna Rada**



**Oleg Petrenko**  
Head  
**National Health Service  
Ukraine**



**Roman Isaienko**  
Head  
**State Service of Ukraine on  
Medicines and Drugs Control**



**Arsen Zhumadilov**  
General Manager  
**State Enterprise Medical  
Procurement of Ukraine**



**Oleksandra Oleshchuk**  
Head, Expert Committee  
on the Selection and Use  
of Essential Medicines  
**Ministry of Health of Ukraine**



**Natalia Takhtaulova**  
Head of Department of  
Management of products licensing,  
import of medicines, control  
over compliance with licensing  
conditions and certification  
**State Service of Ukraine on  
Medicines and Drugs**



**Konstantin Kuzmenko**  
Deputy Director  
**State Expert Centre of the  
Ministry of Health of Ukraine**



**Ludmila Kovtun**  
Deputy Director on Clinical  
Research  
**State Expert Centre of the  
Ministry of Health of Ukraine**



**Inna Shatova**  
Head of the Industrial Property  
Office  
**Ministry of Economic  
Development and Trade  
of Ukraine**



**Volodymyr Kostiuk**  
CEO  
**Farmak**



**Olena Matveeva**  
Deputy Head Expert Committee  
on the Selection and Use  
of Essential Medicines  
**Ministry of Health of Ukraine**



**Dmytro Shymkiv**  
Chairman, Executive Board  
of the Management Company  
**Pharmaceutical Firm  
"Darnitsa"**



**Vitaliy Gordienko**  
Country Manager  
**AbbVie**



**Koki Sato**  
General Director  
**Takeda Ukraine**



**Dmytro Spitsyn**  
General Manager  
**Teva**



**Eduard Piliposyan**  
Oncology Business Unit Head,  
CIS & Ukraine  
**Novartis Oncology**



**Francis Crawley**  
Executive Director  
**Good Clinical Practice  
Alliance – Europe  
(GCPA), Belgium**



**Oleksandr Gorbenko**  
Global Patient Centricity  
Director  
**Ipsen**

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50+ SPEAKERS IN 2019 INCLUDE:



**Rajeev Gupta**  
Co-Founder & Managing  
Director  
**Kusum Group, Ukraine**



**Deepak Sharma**  
General Director  
**Glenmark**



**Sergii Rasputniak**  
Head of Laboratory and Clinical  
Practice Audit GLP, GCP  
**State Expert Centre of the  
Ministry of Health of Ukraine**



**Zoltan Koleszar**  
Site Relationship and Operations  
Lead – Hungary, Slovakia,  
Ukraine Global Clinical Operations  
**Merck**



**Vladimir Ignatov**  
Country Manager  
**Ipsen**



**Borys Labenskyi**  
Director  
**DE Stada-Ukraine**



**Irina Karakai**  
Country Manager  
**JGL**



**Olena Shchepina**  
Cluster Customer Marketing  
Digital Lead: Ukraine, CauCAR,  
Belarus & Scandinavia Region  
**Pfizer**



**Maryna Buchma**  
Director of Government Affairs  
**Teva**



**Oresta Piniashko**  
Director of Health Technology  
Assessment (HTA) Department  
**State Expert Centre of the  
Ministry of Health of Ukraine**



**Irina Gorlova**  
CEO  
**SMD**



**Elena Filiniuk**  
Commercial Director  
**Pharmaceutical Firm  
«Darnitsa»**



**Anna Pogodaeva**  
General Director  
**Pharmagate**



**Alla Sorokoletova**  
Director of Medical  
and Regulatory  
**Acino Pharma AG, Pharma  
Start LLC in Ukraine**



**Valentyn Chernyшов**  
Market Access Manager  
Ukraine  
**AbbVie  
Biopharmaceuticals  
GmbH**



**Karol Szczukiewicz**  
Regional Study Manager  
**Roche, Poland**



**Piotr Iwanowski**  
Associate VP Clinical  
Research Europe  
**Wockhardt Bio AG**



**Victoria Sopilnyak**  
Partner, Patent Attorney  
**Doubinsky & Osharova**



**Nataliia Babak**  
Public Affairs and Health  
& Value Lead Ukraine  
**Pfizer**

# PHARMA<sup>ASI</sup>

## 2019 UKRAINIAN PHARMACEUTICAL FORUM

50+ SPEAKERS IN 2019 INCLUDE:



**Daria Bondarenko**  
Executive Director  
of the Association  
**Association of Market  
Operators of Medical Devices**



**Anzhelika Izotova**  
Deputy Director of the Department  
of the markets studies and  
investigations in production,  
pharmaceuticals and retail  
**Antimonopoly Committee  
of Ukraine**



**Yuliya Shcheglova**  
Senior Product manager OTC  
Marketing  
**Takeda Ukraine**



**Prof. Igor Bondarenko**  
MD, PhD, Head of Oncology  
and Medical Radiology  
Dnepropetrovsk Medical  
**Academy (Ukraine)**



**Sergey Sur**  
Government Affairs Director  
**Arterium**



**Nataliia Dekhno**  
Business Development  
Manager UA & CIS  
**GSK Consumer Health**



**Rabia Kahveci**  
Senior Technical Advisor  
on Pharmaceutical Policies  
and Governance  
**SAFEMed, MSH (Management  
Sciences for Health)**



**Ivan Vyshnyvetsky**  
President  
**Ukrainian Association  
for Clinical Research**



**Kostyantyn Kosyachenko**  
President  
**Health Technology  
Assessment**



**Sergey Baranov**  
Ukraine Country Head  
**Proxima Research  
International**



**Sergiy Goryslavets**  
Sales and Marketing Director  
**Glenmark**



**Andrey Volokha**  
Marketing Director Ukraine  
and CIS  
**GSK Consumer Health**



**Margarita Romanova**  
Warehouse & Distribution  
Lead, Ukraine/Russia/CIS  
**GSK Pharmaceutical**



**Iliyan Panchev**  
International Business  
Manager  
**VISIOTT Technologie  
GmbH**



**Andrii Romanenko**  
Director of Information  
Technology Department  
**Darnitsa**



**Vladimir Shtepa**  
Deputy Commercial Officer  
**BaDM LLC**



**Anatolii Trukhanov**  
Associate Director, Head  
of Tender Department  
**Teva**



**Alexandra Sologub**  
Managing Director  
**Liktravy**



**Anton Avrinsky**  
CEO  
**Liki24**

## UKRAINIAN PHARMACEUTICAL FORUM 2019

### SPONSORS



### COMPANIES AND ORGANISATIONS PARTICIPATING AND SPEAKING IN 2019

- |  |  |  |
|--|--|--|
| <ul style="list-style-type: none"> <li>• Ministry of Health of Ukraine</li> <li>• State Expert Centre of the Ministry of Health of Ukraine</li> <li>• Expert Committee on the Selection and Use of Essential Medicines, Ministry of Health of Ukraine</li> <li>• National Health Service Ukraine</li> <li>• Ministry of Economic Development and Trade of Ukraine</li> <li>• State Enterprise Medical Procurement</li> <li>• Good Clinical Practice Alliance – Europe (GCPA), Belgium</li> <li>• Pfizer</li> <li>• Teva</li> <li>• Bayer</li> <li>• AbbVie Biopharmaceuticals GmbH</li> <li>• Merck Biopharma CIS</li> <li>• Pharmaceutical Firm Darnitsa</li> </ul> | <ul style="list-style-type: none"> <li>• Arterium</li> <li>• Glenmark</li> <li>• Kusum Group, Ukraine</li> <li>• Ipsen</li> <li>• Wockhardt Bio AG</li> <li>• Farmak</li> <li>• Novartis Oncology</li> <li>• JGL</li> <li>• Takeda Ukraine</li> <li>• GSK India</li> <li>• Johnson &amp; Johnson Ukraine</li> <li>• MSD Ukraine</li> <li>• Bausch Health Companies Inc.</li> <li>• Baxter CIS B.V. (the Netherlands) in Ukraine</li> <li>• Novo Nordisk Ukraine</li> <li>• Woerwag Pharma GmbH &amp; Co. KG</li> <li>• Liktravy</li> </ul> | <ul style="list-style-type: none"> <li>• Acino Pharma AG, Pharma Start LLC in Ukraine</li> <li>• Sona-Pharm</li> <li>• Lekhim</li> <li>• PharmaGate</li> <li>• SMD</li> <li>• Doubinsky &amp; Osharova</li> <li>• Biologische Heilmittel Heel GmbH</li> <li>• PPF Hasco-Lek S.A.</li> <li>• IQVIA</li> <li>• Asters Law Firm</li> <li>• SAFEMed, Management Sciences for Health (MSH)</li> <li>• AIPM Ukraine</li> <li>• Association of Market Operators of Medical Devices</li> <li>• BaDM LLC</li> <li>• And more</li> </ul> |
|--|--|--|

### COMPANIES PREVIOUSLY ATTENDING THE FORUM:

- |   |   |   |   |   |   |  |  |  |
|---|---|---|---|---|---|--|--|--|
| <ul style="list-style-type: none"> <li>• Farmak</li> <li>• Sanofi</li> <li>• GSK</li> <li>• Servier</li> <li>• Johnson &amp;</li> </ul> | <ul style="list-style-type: none"> <li>• Johnson</li> <li>• Reckitt Benckiser</li> <li>• Novartis</li> <li>• Bayer</li> <li>• Arterium</li> </ul> | <ul style="list-style-type: none"> <li>• Pfizer</li> <li>• AstraZeneca</li> <li>• Abbott</li> <li>• Servier</li> <li>• Roche</li> </ul> | <ul style="list-style-type: none"> <li>• GSK</li> <li>• Gedeon Richter</li> <li>• Alex Pharm</li> <li>• Alpha-Pharma</li> <li>• Menarini</li> </ul> | <ul style="list-style-type: none"> <li>• Xantis Pharma</li> <li>• KRKA</li> <li>• Acino Pharma AG</li> <li>• Yuria Pharm</li> </ul> | <ul style="list-style-type: none"> <li>• Stada</li> <li>• Astellas</li> <li>• Greenlife</li> <li>• Merck</li> <li>• Boehringer</li> </ul> | <ul style="list-style-type: none"> <li>• Ingelheim</li> <li>• Kusum Pharm LLC</li> <li>• SonaPharm</li> <li>• Vita Sana</li> </ul> | <ul style="list-style-type: none"> <li>• Breeze Pharm</li> <li>• Ersel Pharma</li> <li>• Estra</li> <li>• Pharmaceuticals</li> <li>• Lekhim</li> </ul> | <ul style="list-style-type: none"> <li>• Darnitsa</li> <li>• Allergan</li> <li>• AbbVie</li> <li>• And more</li> </ul> |
|---|---|---|---|---|---|--|--|--|

**11**  
COUNTRIES

## COUNTRIES ALREADY REPRESENTED AT THE UKRAINIAN PHARMACEUTICAL FORUM 2019



## AGENDA HIGHLIGHTS

### THE REGULATORY LANDSCAPE

The Algorithms of communication between the Ministry of Health, regulators and pharmaceutical manufacturers will be discussed by:



**Vitaliy Gordienko**,  
Country Manager, **AbbVie**;  
Chair of Board of Directors,  
**APRaD**



**Arsen Zhumadilov**,  
General Manager,  
**State Enterprise Medical  
Procurement of Ukraine**



**Dmytro Shymkiv**,  
Chairman, Executive Board  
of the Management Company,  
**Pharmaceutical Firm "Darnitsa"**



**Oleg Petrenko**  
Head  
**National Health Service  
Ukraine**

### GENERAL DIRECTORS' PANEL

General Managers of top pharma companies will be joining the panel to share their views on the latest trends and challenges for generic and innovative companies



**Moderator: Vladimir Ignatov**,  
Country Manager, **Ipsen**;  
Executive Director, **AIPM**



**Koki Sato**,  
General Director, **Takeda  
Ukraine**



**Deepak Sharma**,  
General Director, **Glenmark  
Ukraine**



**Volodymyr Kostiuk**,  
CEO, **Farmak**



**Rajeev Gupta**,  
Co-Founder & Managing  
Director, **Kusum Group,  
Ukraine**



**Eduard Piliposyan**,  
Oncology Business Unit Head,  
CIS & Ukraine, **Novartis  
Oncology**



**Dmytro Spitsyn**,  
General Manager, **Teva**



**Vitaliy Gordienko**,  
Country Manager, **AbbVie**;  
Chair of Board of Directors,  
**APRaD**

### SPOTLIGHT on CLINICAL RESEARCH IN UKRAINE

The Future prospects for clinical research in Ukraine will be discussed by local and European experts:



**Zoltan Koleszar**,  
Site Relationship and Operations  
Lead – Hungary, Slovakia, Ukraine,  
Global Clinical Operations, **Merck**



**Sergii Rasputniak**,  
Head of Laboratory and Clinical  
Practice Audit GLP, GCP,  
**State Expert Centre of the Ministry  
of Health, Ukraine**



**Ludmila Kovtun**,  
Deputy Director for Clinical Research,  
**State Expert Centre of the Ministry  
of Health, Ukraine**



**Piotr Iwanowski**,  
Associate VP Clinical Research Europe,  
**Wockhardt Bio AG**



## AGENDA HIGHLIGHTS

### REGISTRATION OF DRUGS IN UKRAINE

Registration of pharmaceutical drugs produced in Ukraine and abroad will be discussed by:



**Inna Shatova,**  
Head of the Industrial Property Office,  
**Ministry of Economic Development  
and Trade, Ukraine**



**Anna Pogodaeva,**  
General Director,  
**Pharmagate**



**Konstantin Kuzmenko**  
Deputy Director  
**State Expert Centre  
of the Ministry  
of Health of Ukraine**



**Sergey Sur,**  
Government Affairs Director,  
**Arterium**



**Victoria Sopilnyak,**  
Partner, Patent Attorney,  
**Doubinsky & Osharova**

### HEALTH TECHNOLOGY ASSESSMENT

Why is Health Technology Assessment (HTA) necessary for further healthcare development in Ukraine? This and other questions will be addressed by:



**Maryna Buchma,**  
Director of Government Affairs, **Teva**;  
Co-Chair of the Healthcare Committee,  
**ACC**



**Nataliia Babak,**  
Public Affairs and Health & Value Lead  
Ukraine, **Pfizer**



**Oresta Piniashko,**  
Director of Health Technology  
Assessment (HTA) Department,  
**State Expert Centre of the Ministry  
of Health, Ukraine**

### INNOVATIONS & NEW TECHNOLOGIES

Innovations, digitalisation and new technologies in Pharma will be discussed by:



**Yuliya Shchekhlova**  
Senior Product manager OTC Marketing  
**Takeda Ukraine**



**Olena Shchepina,**  
Cluster Digital Lead for Ukraine,  
Caucasus and Central Asia and Nordic  
Markets, **Pfizer**



**Karol Szczukiewicz,**  
Regional Study Manager,  
**Roche, Poland**

A high-level, independent and international forum, **THE UKRAINIAN PHARMACEUTICAL FORUM** offers an unparalleled opportunity to raise your profile and demonstrate your market leadership and expertise to the pharmaceutical industry in Ukraine.

To discuss your business objectives and requirements and find out more about sponsorship opportunities, please contact Rebecca Pickering:



☎ on **+44 2080045703**  
✉ or at **rebecca@adamsmithconferences.com**

 **8.00 – 9.00**  
**Registration and Morning Coffee**

**9.00 – 9.05**  
**Welcome speech from Adam Smith Conferences**

**9.05 – 9.55**  
**Session 1: The Regulatory Landscape and Forecasts for 2025**

- Algorithms of communication between the Ministry of Health, regulators and pharmaceutical manufacturers
- System of state tenders for pharmaceutical drug and medical device procurement in Ukraine: how effectively is it working?
- What are the plans for the Reimbursement programme expansion?
- National Health Service Ukraine: 'Affordable medicines program' –how does it work?
- Immunization strategy: how is the national immunization being implemented across Ukraine?
- Procurement system: How to develop long-term agreements between the manufacturers and the MoH

Followed by a discussion that will be joined by regulators, representatives of local and international pharmaceutical manufacturers and international organisations to discuss major issues in the implementation of regulatory changes and market players' expectations

- **Moderator**  
**Vitaliy Gordienko**, Country Manager, AbbVie & Head of Board of Directors, **APRaD**
- **Maksym Perebyinis**, Head of Health Subcommittee, **Verkhovna Rada**
- **Roman Isaienko**, Head, **State Service of Ukraine on Medicines and Drugs Control**
- **Arsen Zhumadilov**, General Manager, **State-Owned Enterprise "Medical Procurement of Ukraine"**
- **Dmytro Shymkiv**, Chairman of the Board, Darnitsa Group, **Darnitsa**
- **Oleg Petrenko**, Head, **National Health Service Ukraine**

- **Anzhelika Izotova**, Deputy Director of the Department of the markets studies and investigations in production, pharmaceuticals and retail, **Antimonopoly Committee of Ukraine**

**9.55 – 10.10 Q&A**

**10.10 – 10.30**  
**Keynote presentation "Ukrainian pharmaceutical market: what to expect by 2025? Market analysis and forecast"**

- **Irina Gorlova**, CEO, **SMD**

 **10.30 – 11.00**  
**Coffee & Networking Break**

**11.00 – 11.50**  
**Session 2: General Directors' Panel: New Faces - Future Outlook**

- What barriers and challenges remain for international pharmaceutical companies in Ukraine?
- What are the priorities and most attractive segments?
- Consumer expectations in the 21st century. How does this affect the future landscape for the pharmaceutical industry?
- What pharmaceutical products will be in demand in the future? How to speed up & support the application of cutting-edge global innovations in Ukraine?
- What will innovations in pharma look like? New drug forms. Properties and composition of pharmaceutical drugs of the future.
- How to speed-up and support the application of cutting-edge innovations in Ukraine?
- How will regulators influence the market and its players?
- How can major pharmaceutical players help to ensure life expectancy in Ukraine: what can they do and what has been the experience to date?

- How to make drugs more affordable?
- How can partnerships between state and business be implemented?

- **Moderator**  
**Vladimir Ignatov**, Country Manager, **Ipsen** & Executive Director, **AIPM**
- **Koki Sato**, General Director, **Takeda Ukraine**
- **Sergey Baranov**, Ukraine Country Head, **Proxima Research International**
- **Borys Labenskyi**, Director, **DE Stada-Ukraine**

**11.50 – 12.45**  
**Session 3: General Directors' Panel: Generics and Innovative medicines: Blueprint for the way forward**

- Where is the Ukrainian pharmaceutical market heading to?
- Should the government provide more support to national manufacturers?
- How companies are adapting to changing consumer demands?
- 'Made in Ukraine' – a success story?
- How can pharmaceutical players help to ensure life expectancy in Ukraine: what can they do and what has been done, the experience to date?
- How can partnerships between state and business be implemented?
- **Deepak Sharma**, General Director, **Glenmark**
- **Volodymyr Kostiuk**, CEO, **Farmak**
- **Rajeev Gupta**, Co-Founder & Managing Director, **Kusum Group, Ukraine**
- **Eduard Piliposyan**, Oncology Business Unit Head, CIS & Ukraine, **Novartis Oncology**
- **Dmytro Spitsyn**, General Manager, **Teva**

 **12.45 – 13.45 Lunch**

**13.45 – 14.45**  
**Session 4: Import and Export Opportunities in Ukraine**

- What are the government's views on the import and export of pharmaceutical drugs: main challenges and tasks
  - Medicinal products turnover
  - The EU approach towards GMP inspections: requirements and commonly identified shortcomings
  - How to ensure a successful check and tools for improvement?
  - Drug labelling and serialisation: what are the current challenges and potential solutions?
  - Cutting-edge technologies and new packaging for more effective medicine delivery
- Requirements and registration procedure of pharmaceutical drugs in the Eurasian Union
- **Nataliia Dekhno**, Business Development Manager UA & CIS, **GSK Consumer Health**
  - **Volodymyr Kostiuk**, CEO, **Farmak**  
Drug labelling and serialisation: what are the current challenges and potential solutions?
  - **Iliyan Panchev**, International Business Manager, **VISIOTT Technologie GmbH**
  - **Natalia Takhtaulova**, Head of Department of Management of products licensing, import of medicines, control over compliance with licensing conditions and certification, **State Service of Ukraine on Medicines and Drugs**
  - **Margarita Romanova**, Warehouse & Distribution Lead, Ukraine/Russia/CIS, **GSK Pharmaceutical**



Informative, useful, covering multiple aspects of the pharma market situation in Ukraine

**Roger Elia**, General Manager CIS, **Merck**

14.45 – 15.30

## Session 5: National Essential Medicines List: What is the product inclusion and list review process?

Presentations followed by a discussion with the participation of local and international pharmaceutical producers

- What are the government plans on forming a National Essential Medicines List? What are the key criteria for inclusion of a product in the list for public procurement?
- The rationale for choosing innovative and generic drugs for the list
- The European approach in developing lists of essential drugs: best practices
- Ukrainian central procurement agency for medicines and medical devices: is the market ready for the launch?
- **Moderator**  
**Alla Sorokoletova**, Director of Medical and Regulatory, Acino Pharma AG, **Pharma Start LLC in Ukraine**
- **Oleksandra Oleshchuk**, Head, Expert Committee on the Selection and Use of Essential Medicines, **Ministry of Health of Ukraine**
- **Valentyn Chernyshov**, Managed **Entry**  
Agreement is an important step for innovative Health Technology to be included into NEML
- **Valentyn Chernyshov**, Market Access Manager Ukraine, **AbbVie Biopharmaceuticals GmbH**
- **Anatolii Trukhanov**, Associate Director, Head of Tender Department, **Teva**



15.30 – 16.00

Coffee & Networking Break

16.00 – 17.00

## Session 6: "Clinical research in Ukraine: current situation and future prospects"

- **Zoltan Koleszar**, Site Relationship and Operations Lead – Hungary, Slovakia, Ukraine Global Clinical Operations, **Merck**

Clinical trials organisation, conduction and control in Ukraine

- **Sergii Rasputniak**, Head of Laboratory and Clinical Practice Audit GLP, GCP, **Public Enterprise "State Expert Centre of the Ministry of Health of Ukraine"**
- **Ludmila Kovtun**, Deputy Director for Clinical Research, **Public Enterprise "State Expert Centre of the Ministry of Health of Ukraine"**
- **Piotr Iwanowski**, Associate VP Clinical Research Europe, **Wockhardt Bio AG**
- **Prof. Igor Bondarenko**, MD, PhD, Head of Oncology and Medical Radiology, **Dnepropetrovsk Medical Academy (Ukraine)**
- **Francis Crawley**, Executive Director, **Good Clinical Practice Alliance - Europe (GCPA), Belgium**
- **Ivan Vyshnyvetskyi**, President, **Ukrainian Association for Clinical Research**

17.00 – 17.45

## Session 7: Pharmaceutical Retail Market in Ukraine

- Retail market overview: recent changes and forecasts for 2020
- Online sales: an analysis of online drug sales and legislative requirements. What are the challenges and benefits?
- Regulation of the pharma retail market: current issues and development trends
- Challenges and opportunities for large and mid-sized pharmacy chains
- Import licensing: current situation and challenges?

Pharmaceutical marketing today

- **Vladimir Shtepa**, Deputy Commercial Officer, **BaDM LLC**
- **Sergiy Goryslavets**, Sales and Marketing Director, **Glenmark**

Is it possible to achieve competitive victory under the ethical promotion?

- **Andrey Volokha**, Marketing Director Ukraine and CIS, **GSK Consumer Health**
- **Elena Filiniuk**, Commercial Director, **Darnitsa**

17.45 – 18.00 Technical break

18.00 – 19.15

## 1-TO-1 MEETINGS with Pharma Companies and Regulators

1-to-1 meetings offer an invaluable opportunity to meet with pharma & government representatives in person. Leading companies will be represented by their key experts. Meetings will last 10 minutes, allowing you to introduce your company and service, align your offerings and establish direct contact with top managers for future collaboration.

The number of meetings available is limited.



19.15 Cocktail Reception





9.00 – 9.30  
Registration and Morning Coffee

9.30 – 10.30

## Session 8: Registration and Quality of Pharmaceutical Drugs in Ukraine

- Registration of pharmaceutical drugs produced in Ukraine and abroad. What rules and requirements are there in the market for medicines manufactured in Ukraine, Europe, USA and other countries?
- Registration process: what challenges do pharmaceutical market players face? Are there opportunities to speed up the registration process?
- Market access strategies for innovative and generic medicines
- Ensuring quality of pharmaceutical drugs
- Legal aspects of pharmaceutical drug registration in Ukraine: how to avoid setbacks?
- Drug control and inspections
- Licensing of economic activity on production of medicines
- Protection of intellectual property rights in the pharmaceutical market in Ukraine: obtaining patents when launching new medicines in the country
- **Inna Shatova**, Head of the Industrial Property Office, **Ministry of Economic Development and Trade, of Ukraine**
- **Anna Pogodaeva**, General Director, **Pharmagate**
- **Sergey Sur**, Government Affairs Director, **Arterium**
- **Victoria Sopilnyak**, Partner, Patent Attorney, **Doubinsky & Osharova**

- **Konstantin Kuzmenko**, Deputy Director, **Public Enterprise "State Expert Centre of the Ministry of Health of Ukraine"**

10.30 – 11.30

## Session 9: Innovations and New Technologies in Pharma

- Digitalisation and its impact on the pharmaceutical sector
- The use of sensors, IoT and Big Data analytics in pharma
- Internet sales: the analytics of online drug sales and legislative requirements, challenges and benefits
- Enhancing information exchange between patients and clinics (mHealth, mobile devices and wearable technologies)
- Machine Learning & Artificial Intelligence in the pharma sector

Global Digital Trends Ukrainian Pharma needs to look after

- **Olena Shchepina**, Cluster Digital Lead for Ukraine, Caucasus and Central Asia and Nordic Markets, **Pfizer**
- **Karol Szczukiewicz**, Project Manager, **Janssen Cilag**
- **Yuliya Shcheglova**, Commercial Excellence Lead, **Takeda Ukraine LLC**
- **Andrii Romanenko**, Director of Information Technology Department, **Darnitsa**
- **Alexandra Sologub**, Managing Director, **Liktravy**
- **Anton Avrinsky**, CEO, **Liki24**

11.30–11.45 Q & A



11.45 – 12.15  
Coffee & Networking Break

12.15 – 13.15

## Session 10: A Health Technology Assessment (HTA) – implementation and development

- How does it work in EU?
- Why it is necessary for the further health care development in Ukraine ?
- The main challenges & perspectives for HTA in Ukraine
- HTA risks and main strategies
- **Nataliia Babak**, Public Affairs and Health & Value Lead Ukraine, **Pfizer**
- **Moderator Maryna Buchma**, Director of Government Affairs, **Teva** & Co-Chair of the Healthcare Committee, **ACC**
- **Oresta Piniashko**, Director of Health Technology Assessment (HTA) Department, **State Expert Centre of the Ministry of Health of Ukraine**
- **Rabia Kahveci**, Senior Technical Advisor on Pharmaceutical Policies and Governance, **SAFEMed, MSH (Management Sciences for Health)**
- **Kostyantyn Kosyachenko**, President, **Health Technology Assessment**
- **Francis Crawley**, Executive Director, **Good Clinical Practice Alliance - Europe (GCPA), Belgium**

13.15 – 13.30 Q & A



13.30 – 14.30 Lunch

14.30 – 15.00

## Spotlight presentation: "Patient centricity in a biopharma company: what, why and how to work with patients for patients"

- Why pharma needs to be patient-centric?
- What definition of patient centricity at Ipsen?
- Patient value model
- Key strategic priorities
- Ipsen real life examples of patient engagement throughout the value chain: from early development to post-approval.
- Video with FOP patient about tailoring unmet patient need and support of innovative medicines development.
- **Oleksandr Gorbenko**, Global Patient Centricity Director, **Ipsen**

15.00 – 15.20

## Spotlight Briefing - on the Medical Devices Market in Ukraine

- **Daria Bondarenko**, Executive Director, **Association of Market Operators of Medical Devices**

15.20 – 15.50

## Keynote presentation: Black Sea Region – Challenges and opportunities for the pharmaceutical industry between countries in the region

- **Irina Karakai**, Country Manager, **JGL**



15.50 – 16.20  
Coffee & Networking Break



16.20 Close of conference



As always Adam Smith is wonderful & professional, all the top pharma companies are here

**Deepak Sharma**, General Director, **Glenmark**



# UNPARALLELED NETWORKING OPPORTUNITIES

## 1-TO-1 MEETINGS WITH PHARMA COMPANIES AND REGULATORS



1-to-1 meetings offer an invaluable opportunity to meet with pharma & government representatives in person. Leading companies will be represented by their key experts. Meetings will last 10 minutes, allowing you to introduce your company and service, align your offerings and establish direct contact with top managers for future collaboration. The number of meetings available is limited.



## FIRST-CLASS NETWORKING

The forum provides attendees with excellent opportunities to make new contacts, communicate with potential business partners and catch up with industry peers.



## THE EXHIBITION AREA

The exhibition offers you a great chance to speak with regulatory and market access consultants, legal firms, logistics companies and other industry experts.



## COFFEE BREAKS & LUNCH

A chance to meet your peers informally and to quiz speakers on elements of their presentation that most interested you.



## EVENING COCKTAIL RECEPTION

At the end of Day One conference participants will have the opportunity to discuss the day and network with peers in an informal atmosphere

## MOBILE APP



Enhance your networking experience at the UKRAINIAN PHARMACEUTICAL FORUM 2019

Our mobile app enables you to:

- Browse the list of event attendees
- Book your 1-to-1 Meetings
- Exchange messages with other attendees
- Arrange meetings before, during and after the event
- Check the conference agenda, speaker and partner profiles
- Ask questions to the conference chairman and speakers



## ESSENTIAL EVENT INFORMATION



### VENUE

The Ukrainian Pharmaceutical Forum will be held on  
**4–5 December 2019 at the Intercontinental Hotel, Kyiv.**

Staying at the InterContinental Kyiv Hotel with its elegant rooms, spacious suites and excellent facilities puts you on the doorstep of the historic city. The gold-domed St. Michael's Monastery is a short walk away and the hotel is only moments from the upscale stores of Khreschatyk Street.

Address: **2A Velyka Zhytomyrska Street, Kyiv, 01025, Ukraine**

Web: [kiev.intercontinental.com](http://kiev.intercontinental.com)



### ACCOMMODATION

**Special accommodation rates for our conference participants are available at the InterContinental Kyiv from 3<sup>rd</sup> - 6<sup>th</sup> December 2019.**

Single accommodation is 230 euros, including VAT and breakfast (per night).

For reservation, please complete the **HOTEL BOOKING FORM** at:

<http://www.pharmaukraine.com/page/accomodation>

and forward to the reservation department:

[reservations@ickyiv.com](mailto:reservations@ickyiv.com)



**This reduced rate is available  
until 11<sup>th</sup> November 2019**

### SIMULTANEOUS INTERPRETATION

Simultaneous interpretation in Ukrainian and English will be provided throughout the conference.

