

ADAM SMITH CONFERENCE 2nd INTERNATIONAL

INNOVATIVE DRUG RESEARCH & DEVELOPMENT IN RUSSIA FORUM

21st – 22nd November 2011, Renaissance Moscow Monarch Centre Hotel, Russia

We are pleased to invite you to attend the 2nd International INNOVATIVE DRUG R&D IN RUSSIA FORUM in November 2011.

This forum presents a unique and excellent international platform for analysis and debate of the latest trends, legislative initiatives and priorities of the regulators as well as a review of the key strategies pursued by the leaders and pioneers of the innovative drug sector in Russia.

BACKGROUND TO THE FORUM

The Adam Smith Conferences Inaugural International "INNOVATIVE DRUG RESEARCH & DEVELOPMENT IN RUSSIA" Forum, which took place on 17th – 18th November 2010 at the Marriott Royal Aurora Hotel in Moscow, proved to be an extremely timely and productive gathering of the most influential figures in the Russian pharmaceutical industry (including government officials and the Russian pharmaceutical business's elite), as well as their international colleagues and counterparts. The conference attracted 250+ participants from 15 countries. **The 2010 Forum has been perfectly timed to evaluate the growth potential of innovative drug research and development in Russia and to learn about government and business priorities for investing in the future of pharmaceuticals, biotech and clinical trials in Russia.**

We were very proud to welcome in 2010 such distinguished industry figures as **ELENA TELNOVA**, Head, **Federal Service for the Supervision of Healthcare and Social Development in the Russian Federation**, **ANDREY IVASCHENKO**, Chairman of the Board of Directors, **The ChemRar High-Tech Center**, **DMITRY MOROZOV**, Chairman of the Board of Directors, **BIOCAD**, **HARI SVEN KRISHNAN**, CPO Head / General Manager, **Novartis Pharma**, **MILOS PETROVIC**, General Director, **F. Hoffmann La Roche Russia**, **JOSEPH ANTOUN**, Policy and Strategic Development Leader, Emerging and Developing Markets, **Eli Lilly & Company**, **JAMES CLASS**, Director, Global Public Policy, **Merck**, **ANDREW RUDMAN**, Associate Vice President, **Pharmaceutical Research and Manufacturers of America**, **JIRI HERMANEK**, Vice President & General Manager East Central Europe (Czech Republic, Hungary, Russia, Slovakia), **Genzyme**, **VITALY OMELIANOVSKY**, Director, **Research Center for Clinical and Economic Evaluation and Pharmacoeconomics of the Russian State Medical University**, **TATYANA NIKOLENKO**, Director, Infrastructure Projects, **The Russian Corporation of Nanotechnologies (RUSNANO)**, **ANDREY VVEDENSKY**, Director of Programmes and Projects Department, **Russian Venture Company (RVC)**, **ANNA HARRINGTON-MOROZOVA**, Director Global Regulatory Affairs APJEM, **GlaxoSmithKline** and many-many others.

OUR TEAM

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Val Kogan, President, Mid-Atlantic - Russia Business Council. Tel: +1 215-708-2628, 484-467-7444, email: val@ma-rbc.org

FORUM'S PARTNER AND STEERING COMMITTEE MEMBER:



As a valuable contact of Mid-Atlantic - Russia Business Council, you can apply for 25% discount* to attend Innovative Drug R&D in Russia Forum! To claim discount just quote VIP code HR18MABC upon registration on website www.drug-research-russia.com

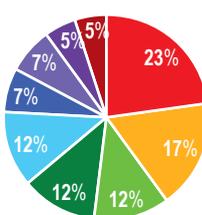
TOPICS FOR DISCUSSION AT THE 2011 FORUM INCLUDE:

- An overview of the **POTENTIAL GROWTH** of innovative drug research and development in Russia
- **STATE REGULATION** of the pharmaceutical and biotechnological sectors, including clinical trials, in Russia. What **REGULATORY AND LEGISLATIVE PROGRESS** been made in 2011? What are the goals for 2012?
- How is Russia's innovative drug market positioned globally? **BIOANALOGUES** vs. innovative biotechnological drugs
Innovative production sites in Russia – the emergence of **pharma clusters** in the regions
- **OPPORTUNITIES FOR INTERNATIONAL PLAYERS** to conduct R&D in Russia
- International pharma companies' **R&D IN RUSSIA**. Case studies of successful projects to date
- Case studies of the **EFFECTIVE BUSINESS STRATEGIES** behind the commercially successful projects in the bio-tech and innovative drugs sphere

and many other important issues...

The format of the Forum is a **TWO-DAY CONFERENCE**, featuring a balanced mix of plenary sessions on major issues, key regulatory presentations, interactive discussions and debates, to ensure that you benefit from a broad range of opinions, gain maximum insight into this strategic sector and have your business-critical questions answered by the panel of **40+ EXPERT SPEAKERS**.

FORUM 2010 DELEGATES BREAKDOWN BY JOB TITLE



General Director / Chairman / CEO / President / Managing Director / Executive Director 23%

Department Director (R&D, Laboratory, Production, Medical, Healthcare, Infection) 17%

Commercial Director / COO / Finance Manager / Deputy General Director 12%

Strategic / Business / Product / Project Development Director 12%

Government Affairs Manager / Corporate Public Affairs / Medical & Clinical Affairs / Regulatory Affairs / Registrations Manager 12%

Director / Director of Representative Office 7%

Marketing Director / Sales Director 5%

Clinical Research Director 5%

Others 7%

Register by 21st October and SAVE £100!

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