

FORUM BUSINESS PROGRAMME

March 5, 2025, Moscow

Programme accurate as at March 3, 2025

March 5, 2025

10:00–11:30

Digital Business Space
hall 1

Healthy Life

Ensuring Drug Security: A Strategic Priority for the State and Business in the Public's Interests

Ensuring national drug security is one of the key strategic goals of the state, which is responsible for the health and safety of its citizens. Some of the key aspects of this strategy involve offering state guarantees to provide society with affordable, high-quality, and effective drugs in the event of any fluctuations in the global political situation, as well as ensuring the sustainable development of the domestic pharmaceutical industry and pharmaceutical infrastructure, technological leadership, and innovative drug import substitution, while also maintaining a policy of constructive international cooperation based on uniform humanitarian principles and a common vision of development strategies. Implementing the drug security strategy requires the consolidated efforts of the government, expert community, and business. What objectives are on the current agenda of the drug regulation system to improve its mechanisms? What challenges shape the medium-term and long-term drug security strategies? What results has Russia achieved in developing its domestic pharmaceutical industry and how do they help meet the needs of the national drug supply system? What legislative initiatives and regulatory mechanisms today ensure uninterrupted access to modern, high-quality drugs for Russians, and how effective and resilient are they in the face of challenges? How much trust does the public have in drug security in Russia? How does the balance of interests of the state and business help to achieve national drug security?

Moderator:

- **Alla Samoylova**, Head, Federal Service for Surveillance in Healthcare (Roszdravnadzor)

Panellists:

- **Ekaterina Chaban**, Head of Scientific and Technical Cooperation, Director for Promising Areas, State Atomic Energy Corporation Rosatom
- **Valentina Kosenko**, Acting General Director, Scientific Centre for Expert Evaluation of Medicinal Products of the Ministry of Health of the Russian Federation
- **Dmitry Kudlay**, Vice President for the Introduction of New Medical Technologies, Generium
- **Ekaterina Priezzheva**, Deputy Minister of Industry and Trade of the Russian Federation
- **Vikram Singh Punia**, President, Pharmasynitez Group of Companies
- **Lyudmila Scherbakova**, President, Bright Way Group of Companies; member of the Russian party, BRICS Women's Business Alliance
- **Tadzio Schilling**, Chief Executive Officer, Association of European Businesses (AEB)

10:00–11:30

Digital Business Space
Small hall

Healthy Life

Modern Technologies in the Medicine of the Future: CAR-T Cell Therapy

As part of New Health Preservation Technologies National Project, the Russian government has set the ambitious task of developing cellular technologies that ensure a personalized approach to combatting life-threatening diseases that are the most difficult to treat. The innovative nature of cellular therapy poses difficult questions for the healthcare system in terms of its role in the approaches used to treat each individual patient and requires a revision of regulatory processes, as well as an understanding of how such treatment will be funded. The solution to these key problems will determine whether Russian medical science will be able to become one of the global leaders in the development of advanced cellular technologies, as well as the success of the healthcare system's transformation towards personalized medicine. CAR-T cell therapy is a promising and rapidly developing area of adoptive immunotherapy as a personalized method for the treatment of malignant diseases, which involves using the patient's own immune cells to combat an existing oncological disease. The result is impressive: when all existing methods of blood cancer therapy prove ineffective, CAR-T cell therapy not only helps to ensure a response in patients, but in some cases to achieve stable remission. How is CAR-T cell therapy altering the approach to the treatment of cancer and other diseases? What are some of the fundamental trends in the legal regulation of CAR-T cell therapy in Russia? What methods and tools are needed to actively introduce the latest technologies in the diagnosis, treatment, and prevention of oncological diseases?

Moderator:

- **Aleksandr Rumyantsev**, President, Dmitry Rogachev National Research Center of Pediatric Hematology, Oncology and Immunology

Panellists:

- **Apollinaria Bogolyubova-Kuznetsova**, Head of the Laboratory of Transplantation Immunology, National Medical Research Center for Hematology of the Ministry of Health of the Russian Federation
- **Mikhail Maschan**, Deputy General Director - Director of the Institute of Hematology, Immunology and Cell Technologies, Dmitry Rogachev National Research Centre of Paediatric Haematology, Oncology and Immunology
- **Irina Panarina**, General Manager, AstraZeneca Russia and Eurasia
- **Marina Popova**, Founder, Advanced Gene and Cell Technologies (AGCT)

10:00–11:30Digital Business Space
hall 2

Healthy Life

Psychological Support for Families: Best Practices

In an effort to ensure maternal and child welfare, assist families with children, and address demographic challenges, the Russian government significantly increased the scope of state support in 2023 by adopting a number of measures, including the active development of infrastructure and social services. A crucial objective in this regard is the provision of medical, social, and psychological support for women at all stages of motherhood – from making a reproductive choice to the birth of the child, as well as the period following the child's birth. Parents expecting a baby have to deal with major changes in their usual way of life and interpersonal relationships. Effective practices to support the health and psychological well-being of the mother, family, and child, including specialized assistance, treatment, preventive programmes, as well as medical, psychological, and psychotherapeutic assistance, help to get through this challenging period of life without any crises, while also maintaining love, mutual support, respect, and trust within the family. Which regional practices have proven to be the most effective in ensuring maternal and child welfare? What innovative technologies and social programmes to support the psychological health of pregnant women and young parents are the most effective today? How does professional assistance help support the health and psychological well-being of the mother and the family? How important is a conducive psychological environment within the family during the first months after a child's birth? What social and legal information aid is needed to support motherhood and childhood, as well as to strengthen modern families?

Moderator:

- **Rostislav Pavlov**, Chief Physician, Gatchina Clinical Interdistrict Hospital

Panellists:

- **Nikolay Korobkov**, Chief Physician, Regional Perinatal Center of the Leningrad Region; chief freelance specialist in obstetrics and gynecology of the Leningrad region
- **Georgy Kostyuk**, Chief Physician, N.A. Alekseev Psychiatric Clinical Hospital No. 1 of the Moscow City Health Department; Chief Psychiatrist of the Moscow City Health Department
- **Oksana Ryazanova**, Head of the Department, St. Petersburg City Perinatal Center No. 1
- **Anna Savina**, Founder, President, the Sila Slovo Foundation for Assistance to People with Dyslexia; member of the Expert Council of the State Duma Committee on Family Protection, Fatherhood, Motherhood and Childhood
- **Elena Semeleva**, Deputy Head of the Administration of the Head of the Republic of Mordovia and the Government of the Republic of Mordovia
- **Natalia Semenova**, Deputy Director for Scientific, Organizational and Methodological Work, V.M. Bekhterev National Medical Research Center of Psychiatry and Neurology of the Ministry of Healthcare of the Russian Federation
- **Irina Shuvalova**, Minister of Labor and Social Development of the Rostov Region

12:00–13:30Digital Business Space
Great hall

Healthy Life

Socially Significant Diseases: A Challenge for the Health of the Nation

In 2025, Russia began implementing the new Long and Active Life national project in an effort to achieve the national development goal of preserving the population, improving people's health and well-being, and increasing life expectancy to 78 years by 2030 and 81 years by 2036. Given the current demographic challenges, reducing the burden of socially significant diseases is crucial since it allows for pursuing a strategic course towards active longevity and achieving accelerated growth in healthy life expectancy indicators. To achieve these objectives, the healthcare system is particularly focused on further reducing the burden of chronic non-communicable diseases by improving the prevention and treatment of cardiovascular and oncological diseases, as well as respiratory diseases, which make the greatest contribution to preventing disability and mortality. How can we make the fight against these diseases more effective? What innovations and modern medical technologies in the early diagnosis and treatment of key chronic non-communicable diseases could significantly reduce the burden of socially significant diseases? What initiatives in legislative regulation could help bolster measures to prevent chronic non-

communicable diseases and their risks? How can we provide the public with greater preventive and medical care coverage in order to curb the spread of socially significant diseases?

Panellists:

- **Sergey Avdeev**, Director, I.M. Sechenov National Medical Research Center for Pulmonology of the First Moscow Medical Doctor University of the Ministry of Health of the Russian Federation; Chief Freelance Pulmonologist of the Ministry of Health of the Russian Federation
- **Batyr Berdyklychev**, Representative of the World Health Organization (WHO) in the Russian Federation
- **Aleksei Bereznikov**, Medical Director – Head of the Directorate of Medical Expertise, AlfaStrakhovanie-OMS
- **Evgeny Kamkin**, Deputy Minister of Health of the Russian Federation
- **Zhanna Khaylova**, Deputy Director, A.F. Tsyb Medical Radiological Research Center; Head, Center for Coordination of Activities of Institutions of the Regions of the Russian Federation in the Field of Radiology and Oncology
- **Evgeny Shilov**, Chief Freelance Specialist Nephrologist of the Ministry of Health of the Russian Federation
- **Evgeny Shlyakhto**, General Director, Almazov National Medical Research Centre of the Ministry of Health of the Russian Federation; Chief Visiting Cardiologist Specialist of the Ministry of Health of the Russian Federation
- **Igor Tyurin**, Chief freelance specialist in radiation and instrumental diagnostics of the Ministry of Health of the Russian Federation; Deputy Director, Research Institute of Clinical and Experimental Radiology, N.N. Blokhin Scientific Medical Research Center of Oncology of the Ministry of Health of the Russian Federation; Head of the Department of Radiology and Radiology, Russian Medical Academy of Continuing Professional Education of the Ministry of Health of the Russian Federation

12:00–13:30

Digital Business Space
Small hall

Healthy Life

Availability of Food Innovations: How Is the Functional Food Market Growing?

Nutrition can impact up to 50% of a person's health, an enormous figure. Creating a culture of healthy eating and introducing innovative approaches in food production are crucial to strengthening a nation's health. In 2024, Russian President Vladimir Putin approved the Strategy for the Scientific and Technological Development of the Russian Federation, in which one of the top priorities is the development of functional food products. Statistics show that more than 80% of Russians suffer from nutrient deficiency due to the excessive consumption of food with low nutritional value, especially refined and high-sugar foods. Such a diet can result in the development of non-communicable diseases, particularly cardiovascular diseases, obesity, and diabetes. Extensive cooperation between the government, business, and society is needed to raise people's awareness of the principles of healthy eating and incorporate functional products into their daily lives. Taking this approach would be a crucial step towards improving people's quality of life and strengthening the health of the nation. How is nutritional culture related to the development and, conversely, the prevention of non-communicable diseases? What is the value of functional nutrition for the health of the nation? How can we ensure the availability of food innovations for the Russian population? How can we optimize people's diets in order to get the essential amount of nutrients on a daily basis? How does the availability of natural functional food in retail change the consumer food basket? How does the state's policy regarding the production and sale of food products affect the development of the functional food market? What innovative developments created by scientists, retailers, and food manufacturers will be most in demand in the near future?

Moderator:

- **Victoria Dolgikh**, Founder, General Director, Healthy Bread (Zdorovy Khleb); Chairman of the Board, Association of Functional Food and Ingredient Manufacturers

Panellists:

- **Olga Aprelikova**, Founder, University of Educational Medicine
- **Oksana Drapkina**, Director, National Medical Research Center for Therapy and Preventive Medicine of the Ministry of Health of the Russian Federation; Chief Visiting Specialist in Therapy and General Medical Practice of the Ministry of Health of the Russian Federation
- **Yulia Mihaleva**, Deputy Director, Russian Quality System (Roskachestvo)
- **Olga Panova**, President, Health of Our Children Union; Head, National School Milk Programme in Russia
- **Sergey Tyuvetsky**, Director of Quality, Trading House Perekrestok

Front row participant:

- **Natalia Zhilinskaya**, Head of the Laboratory of Vitamins and Minerals, Federal Research Center for Nutrition, Biotechnology and Food Safety

12:00–13:30

Digital Business Space
hall 1

Healthy Life

How to Ensure the Availability of Drugs and Innovations for Diabetes Patients

The quality of life of diabetes patients depends on how quickly doctors can detect the disease, provide the patient with effective treatment, prevent the risk of complications, and reduce their progression when they occur. One of the most common complications of diabetes is problems with vision, for which targeted and timely treatment can prevent the further development of complications, reduce the risk of disability, and improve the quality of life of patients. The system used to ensure the availability of drugs for people suffering from this disease helps to treat diabetes and prevent any related complications. The future for patients with diabetes largely depends on the development of effective innovative pharmacotherapy and how quickly the latest developments and technologies can be incorporated into medical care standards. What opportunities exist today to improve drug provision for patients with ophthalmological complications from diabetes? What are some of the unique aspects of providing drugs for such patients? What solutions to increase the availability of drugs for patients with diabetes could significantly improve the quality of life of patients and reduce the prevalence of the disease and its complications?

Moderator:

- **Evelina Zakamskaya**, TV Presenter, Russia 24 TV Channel; Chief Editor, Doctor TV Channel

Panellists:

- **Sergey Glagolev**, Deputy Minister of Health of the Russian Federation
- **Natalia Mokrysheva**, Director, Head of the Department of Personalized and Translational Medicine, National Medical Research Center of Endocrinology of the Ministry of Health of the Russian Federation; Corresponding Member of the Russian Academy of Sciences
- **Vitaliy Omelyanovskiy**, General Director, Center for Healthcare Quality Assessment and Control of the Ministry of Health of the Russian Federation
- **Yury Zhulev**, President, Russian Hemophilia Society; co-chairman, All-Russian Patients' Union

14:00–15:30

Digital Business Space
hall 1

Healthy Life

Anyone Can Provide Help by Donating Blood

Doctors have used the components and preparations of donor blood and plasma for decades to combat blood loss, ensure safe obstetrics and surgeries, treat heart defects and blood diseases, and transplant organs and tissues. Healthcare institutions are seeing an ever-increasing need for components and preparations of donor blood to solve the problem of replacing imports of blood products in Russia and actively develop medical science, which creates new promising methods of treatment. Donating blood provides an invaluable contribution to saving human lives, which can also benefit the donor. Innovative approaches and support measures are being used to effectively organize and promote blood donations in Russia, including both the primary goals of ensuring safety and using advanced equipment at blood transfusion stations and in transfusion therapy rooms, as well as educational goals of strategic importance. Nowadays, there are various bonuses, incentive systems, and unique educational practices for donors, while socially responsible businesses, non-profit organizations, and the government have created flexible conditions for cooperation in blood donations. The development and introduction of state social support measures to increase donations has produced a significant result: the number of donors in Russia is increasing each year and surpassed 1.5 million people in 2023, largely due to socially active young people in the 18-35 age group. What successful awareness and educational projects does Russia have today to promote knowledge about blood and plasma donation? What innovative approaches to enhancing the effectiveness of donation are being implemented at existing blood banks and transfusion therapy rooms? What regulatory issues are crucial for the development of blood donation in Russia? What innovative developments in the use of donor blood and plasma will change medicine in the near future? How can we effectively build interaction between the government, society, science, and business in order to improve blood donations

Moderator:

- **Yury Zhulev**, President, Russian Hemophilia Society; co-chairman, All-Russian Patients' Union

Panellists:

- **Inna Kulikova**, Director of the Department of Emergency Medical Care and Risk Management of the Ministry of Health of the Russian Federation
- **Victoria Manakova**, Director of Business Development, Skopinfarm
- **Anton Melnikov**, Managing Partner, Creative Director, EMG (EMG: creative marketing communications agency)
- **Olesya Nazarova**, Deputy Executive Director for Programs, All-Russian Public Organization "Russian Red Cross"
- **Alexander Pshennikov**, Minister of Health of the Ryazan Region
- **Marina Safronkina**, President, Penza Regional Organization of the All-Russian Hemophilia Society

14:00–15:30

Digital Business Space
Small hall

Healthy Life

The Health of All is the Health of Each

Life expectancy in Russia is projected to be at least 78 years by 2030. Modern approaches and technologies in medicine and health protection offer people unique opportunities to maintain an active and healthy life for many years. This involves comprehensive, systemic work in which not only health experts, but also representatives of socially responsible businesses, the government, and the citizens themselves should actively take part. The key components for creating an accessible environment to protect people's health are the use of modern approaches to health management at the regional and municipal levels, including comprehensive preventive health measures for different groups of the population; the creation of effective strategies to modify risk factors for the development of chronic non-communicable diseases; the implementation of effective social and corporate programmes to improve physical and mental well-being, particularly for the working population most susceptible to stress and bad habits; and the creation of the conditions needed for people to actively engage in sport. What is a prerequisite for creating an accessible, inclusive environment for a healthy lifestyle in Russia? Which approaches to health management at the regional and municipal levels have proven to be the most effective? How can we expand methods for preventing and modifying risk factors for the development of non-communicable diseases and promote them on a national scale? How do the joint efforts of the state, as well as the scientific, patient, and business communities, affect the creation of a sustainable ecosystem of universal health in Russia?

Moderator:

- **Aleksandr Rozanov**, Director, Association of Medical Specialists on Risk Modification

Panellists:

- **Vladimir Beketov**, Associate Professor of the Department of Internal, Occupational Diseases and Rheumatology, I.M. Sechenov First Moscow State Medical University of the Ministry of Health of the Russian Federation
- **Natalia Kostenko**, Head of Medical Activities Management, Central Healthcare Directorate, Russian Railways
- **Larisa Popovich**, Director, Institute for Health Economics, National Research University Higher School of Economics

14:00–15:30

Digital Business Space
hall 2

Healthy Life

The Digital Era of Medicine: Smart Services and the Introduction of Artificial Intelligence

Developing digital medicine is a top priority for improving the quality of the national healthcare system. Specialized metauniverses and ecosystems, telemedicine platforms, smart services and gadgets that use virtual reality, and artificial intelligence all open up new opportunities to maintain and prolong people's health. High-tech equipment that uses innovative software can achieve breakthroughs in making accurate diagnostics and providing medical procedures of varying complexity. Digital technologies that are integrated into the healthcare system can ensure continuous health monitoring and the prompt exchange of information between patients and healthcare professionals, serve as assistants for doctors, and contribute to the preventive battle against non-communicable diseases by getting people involved in managing their own health, as well as expanding and promoting medical literacy among the population. What problems are smart services and artificial intelligence solving in healthcare today? What challenges stand in the way of the progressive development of digital medicine in Russia and around the world? How can we effectively incorporate artificial intelligence technologies into practical medicine? What support measures are needed to improve the quality of digital medical services in Russia? How will humans and personal digital assistants interact in healthcare in the future? What strategies are essential today in terms of modernizing the healthcare system with the introduction of innovative digital services and artificial intelligence?

Moderator:

- **Alena Rogozina**, Special Correspondent, Russia-1 TV Channel

Panellists:

- **Monish Arora**, Director of Healthcare Practice, Yakov and Partners
- **Ilya Balanin**, Chairman, Federal Mandatory Medical Insurance Fund (FOMS)
- **Vasiliy Korol**, Director of Data and Digital Technologies, AstraZeneca Pharmaceuticals
- **Anna Mesheryakova**, Chief Executive Officer, Third Opinion Platform
- **Evgeny Shlyakhto**, General Director, Almazov National Medical Research Centre of the Ministry of Health of the Russian Federation; Chief Visiting Cardiologist Specialist of the Ministry of Health of the Russian Federation
- **Ilya Tyrov**, Deputy Head, Moscow City Health Department

Front row participant:

- **Valeria Lemeshko**, Head of the Department for Healthcare Development and Interaction with Federal Government Authorities, Roche-Moscow

16:00–17:30Digital Business Space
hall 1**2nd Women for a Healthy Society Forum****Success strategy for the implementation of the social project of the winners of the All-Russian competition “Women for a Healthy Society”****Moderators:**

- **Saniyam Koval**, President, Charity Foundation Give Sunlight
- **Olga Postnikova**, Chief Executive Officer, Dobroe Delo Social Care Centre

Panellists:

- **Marina Belavina**, Deputy Chief Physician for Childhood and Obstetrics, Budgetary Healthcare Institution of the Omsk Region “City Clinic No. 10”; finalist, III All-Russian competitive selection “Women for a healthy society”
- **Diana Farakhova**, Director, Ufa branch of Insurance Company SOGAZ-Med; finalist, I All-Russian competitive selection “Women for a healthy society”
- **Ulyana Gladiy**, General Director, Istok Lab; finalist, III All-Russian competitive selection “Women for a healthy society”
- **Anastasia Pankova**, Director, School Nutrition; finalist of the II All-Russian qualifying competition “Women for a Healthy Society”
- **Olga Panova**, President, Union “Health of Our Children”; finalist of the III All-Russian competitive selection “Women for a healthy society”
- **Natalya Polovodova**, Deputy Chief Physician for Preventive Work of the State Budgetary Healthcare Institution of the Yamalo-Nenets Autonomous District “Center for Public Health and Medical Prevention”; finalist, III All-Russian competitive selection “Women for a healthy society”
- **Yekaterina Popova**, Director, Social Development Charitable Foundation; finalist, I All-Russian competitive selection “Women for a healthy society”

Front row participants:

- **Svetlana Aminova**, Head-Chief Expert on Medical and Social Expertise of Workers in Organizations of Certain Industries with Particularly Hazardous Working Conditions and the Population of Certain Territories, Main Bureau of Medical and Social Expertise of the Federal Medical and Biological Agency of Russia
- **Viktoria Madyanova**, Deputy Director, Leading Expert, Central Directorate of Health Care - branch of Russian Railways
- **Victoria Sharapova**, Development Director, R&D brand partner, PROSTO Cosmetics
- **Tatiana Shestakova**, Executive Director, “Healthy Cities, Districts and Towns” Association; Member of the Public Council under the Ministry of Health of the Russian Federation

16:00–17:30Digital Business Space
Small hall**Healthy Life****Final of the ‘Technologies for Human Health’ National Competition of Scientific Projects**

Decree No. 309 of the President of the Russian Federation dated 7 May 2024 ‘On the National Development Goals of the Russian Federation for the Period until 2030 and Long-Term until 2036’ defines the country’s national goals, including as it pertains to preserving the population, strengthening people’s health and improving their well-being, and supporting families. The life expectancy of a country’s citizens is a key indicator of their quality of life. Increasing life expectancy requires a combination of accessibility (including at the regional level) to basic medical care, primary care, as well as improvements to the quality of high-tech care. This problem cannot be solved exclusively using medical methods; we must promote a healthy lifestyle, as well as develop and introduce various health protection technologies. The ‘Technologies for Human Health’ National Competition of Scientific Projects was held for the first time in Russia to identify the most promising science-intensive technologies that could help ensure public health and create infrastructure for their incorporation into healthcare. The main goal of the competition is to provide comprehensive support to research teams that are creating innovative biotechnologies to improve people’s health. Young scientists, research teams, and employees from scientific and R&D organizations as well as universities were invited to participate in the competition. More than 50 regions of Russia and 143 research teams took part in the competition. An expert examination of their projects was conducted by the Russian Academy of Sciences and leading organizations in health service practices. The 18 best works made it to the final round. During the session, research teams will present their technologies and compete for the top spot. The expert panel of judges will include members of the Department of Medical Sciences of the Russian Academy of Sciences and representatives of the N.A. Semashko National Research Institute of Public Health, the Research Institute for Healthcare and Medical Management, the RC-Medicine Foundation, and the Women for a Healthy Society project.

Jury:

- **Igor Abrosimov**, Executive Director, RK-Medicine Foundation
- **Elena Aksenova**, Director, Research Institute for Healthcare Organization and Medical Management of Moscow Healthcare Department
- **Svetlana Braun**, Assistant Head, Moscow City Health Department
- **Ekaterina Chaban**, Head of Scientific and Technical Cooperation, Director for Promising Areas, State Atomic Energy Corporation Rosatom
- **Denis Protsenko**, Chief Visiting Specialist in Anesthesiology and Resuscitation of Moscow Healthcare Department; Director, Moscow Multidisciplinary Clinical Center "Kommunarka"
- **Alexander Razumov**, President, Union of Organizations and Specialists in the Field of Health Management "Health of the Healthy" (Union "Health of the Healthy"); Academician, Russian Academy of Sciences
- **Vladimir Starodubov**, Academician-Secretary of the Department of Medical Sciences, Russian Academy of Sciences
- **Anastasia Stolkova**, Member of the Commission of the Public Chamber of the Russian Federation on Healthcare; Director, RK-Medicine Foundation; First Deputy Head of the Directorate for Development, Roscongress Foundation
- **Inna Svyatenko**, Deputy Chairman of the Federation Council of the Federal Assembly of the Russian Federation
- **Alexander Zudin**, Director, National Research Institute of Public Health