

VIAN Group is a full sales cycle launch

for the successful promotion of pharmaceutical products in international markets





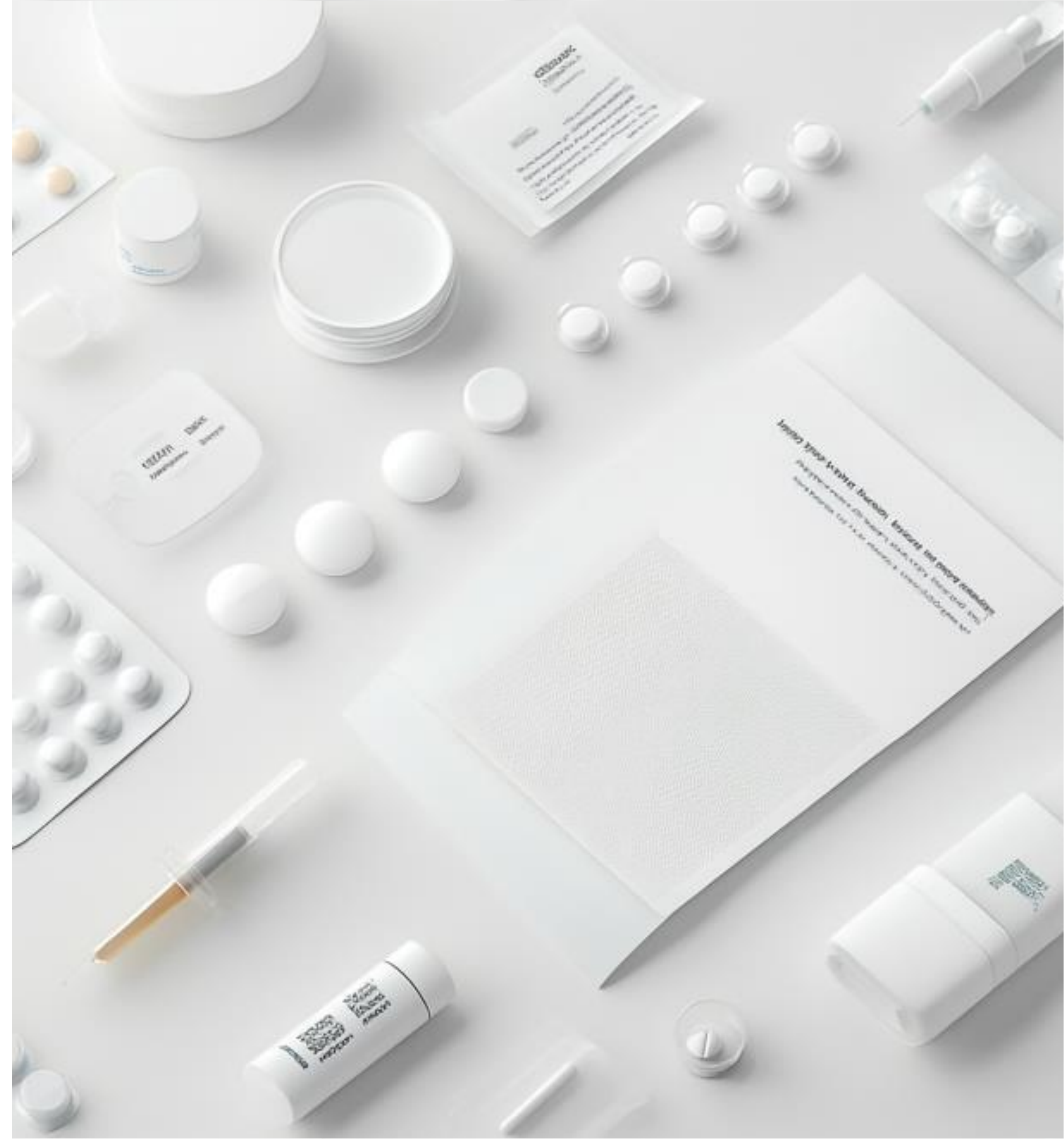
VIAN Group

Your key to the markets of Eastern Europe and Central Asia

Welcome to the world of new opportunities for VIAN Group – the only full-cycle company specializing in the introduction of medicines, dietary supplements and health products to the markets of Eastern Europe and Central Asia.

With more than a quarter of a century of experience, we provide access to more than 200 million potential consumers.

The widest range of services for bringing to market and promoting your pharmaceutical products.



Ecosystem of group companies

4 large independent companies

5 offices worldwide



EuroPharm
Marketing & Logistic

Full range of logistics and customs services from Europe to Russia



DENIS Pharm
Promotion

A full range of services for controlled product promotion



Association of
Pharmacies "VESNA"

Association of Pharmacies "VESNA" more than 6000 managed retail pharmacies



VIAN
Healthcare Asia

Promotion of health products in Kazakhstan and Central Asia

Company structure



Ecosystem of success



from the manufacturer _____ to the end consumer

Our zero-to-the-shelf approach ensures your product successfully expands into new markets.

With us, you get not just a service, but a reliable partnership based on many years of expertise and a deep understanding of regional specifics.







Stage 1

Opportunity Analysis

Our registration and marketing experts will conduct a full analysis of your brand and assess the potential for its entry into the markets.



Market analysis

We conduct an in-depth analysis of the capacity of the category and the competitive environment, identifying key opportunities for your product in the target markets.



Strategy development

We create effective promotion strategies, taking into account the characteristics of the target audience and the specifics of each regional market.



Financial modeling

We form a detailed business plan, including a budget, advertising strategy and optimal pricing for an early assessment of financial prospects.



Preparation for the start of the project

Coordination and adjustment of the strategy, preparation for the adaptation of the strategy for different markets, coordination of the financial model and its indicators.

Stage 2

Registration of drugs

Thanks to our own registration department and in-depth knowledge of the specifics of registration in Eastern Europe and Central Asia, we make the registration process transparent and efficient.



Legal support

Our team will save you from bureaucratic difficulties by providing comprehensive legal support at all stages of product registration.



Registration dossier

We professionally prepare the registration dossier taking into account all local requirements, which significantly speeds up the process of registering your product.



Pharmacovigilance

We guarantee compliance with international GMP/GDP standards, ensuring the high quality and safety of your products at all stages.





Stage 3

Logistics & Warehousing Services

With VIAN Group, you get a ready-made logistics solution without risks and supply disruptions! Our well-established international and regional supply chains ensure the smooth movement of goods in all target markets.

Certified warehouses

Our warehouses in Estonia and the Moscow region fully comply with all international standards for the storage of pharmaceutical products.

Quality control

We provide strict storage control in compliance with GMP/GDP standards, guaranteeing the preservation of all properties of drugs.

Flexible Shipping

We offer a fast and adaptive delivery system at the individual request of the client, which allows us to optimize stocks and minimize waiting time.

Stage 4

Implementation and distribution

With VIAN Group, your product will not just enter the market - it will begin to bring a stable profit and become recognizable among the target audience!

✓ Wholesale License

Having our own wholesale license allows us to work directly with the largest manufacturers and distributors of pharmaceutical products.

✓ Guaranteed presence

We ensure a stable presence of your products in key pharmacy chains and popular marketplaces, which significantly increases sales.

✓ Association of Pharmacies "Vesna"

Thanks to our own association of independent pharmacies, we guarantee a privileged placement of your products and increased attention from pharmacists.



Stage 5

Promotion among doctors and pharmacists

We know how to gain the trust of the medical community.

Your drug will not only become known, it will be recommended. With us, your drug becomes the number one choice.



F2F Visits

Our 300 medical representatives build effective dialogues with doctors, providing up-to-date information and answering all questions.



Doc-to-Pharmacy Education

We provide pharmacist training by physicians, which helps to strengthen discharge and provide pharmacy guidance.



Doc-to-Doc Education

A unique format of educational meetings in medical institutions. Doctors share practical cases with colleagues, and your drug becomes part of a professional discussion.



Special projects for doctors

We create educational and creative projects that doctors remember and appreciate.



Participation in conferences

We organize your presence at federal and regional events with the involvement of key opinion leaders (KOLs).



Content & Production

We know how to create selling content to communicate with a doctor about your brand.

Stage 6

Promotion among end consumers and patients

In order for your product to become a part of patients' lives, it is important to establish a direct dialogue.

We increase awareness, trust and loyalty to your brand. With us, your product becomes more than just a product in the pharmacy – it becomes part of a comprehensive health journey.

Digital Campaigns

Targeted advertising on social networks, medical platforms and websites about women's health.

Mobile Apps & Services

Developing patient-centric apps for medication reminders, cycle tracking, and personalized recommendations.

Chat and video bots

Interactive tools that provide tips, reminders, and educational support.



Email and SMS campaigns

Personalized messages that highlight the benefits of your product.

Educational content








Articles, videos and webinars designed to improve patients' understanding of their health.

Where we work 



Pharmaceutical markets of the Russian Federation and the CIS

We provide comprehensive promotion of pharmaceutical products in Eastern Europe and Asia: Eastern Europe: Russia, Asia: Kazakhstan, Uzbekistan, Kyrgyzstan, Tajikistan, Armenia, Azerbaijan

	Country	Population	Volume of the drug market	Doctors and Healthcare Facilities	Number of pharmacies
	Russia	about 146 million people	about USD 30.8 billion	758.8 thousand doctors and about 5.2 thousand medical institutions	82 180 +
	Kazakhstan	about 19 million people	about 2.3 billion US dollars	81.1 thousand doctors and about 872 medical institutions	8 497
	Uzbekistan	about 33.81 million people	about 1.8 billion US dollars	105.7 thousand doctors and about 2.2 thousand medical institutions	11 000+
	Kyrgyzstan	about 6.7 million people	about 250 million US dollars	13 thousand doctors and about 256 medical institutions	4 000+
	Tajikistan	about 9.5 million people	about 159 million USD	21 thousand doctors and about 471 medical institutions	3 736+
	Armenia	about 3 million people	about 308 million US dollars	15 thousand doctors and about 642 medical institutions	2 500+
	Azerbaijan	about 10,2 million people	about 655 million USD	33,6thousand doctors and about 387 medical institutions	3 500+

*Data 2023-2024

Our solutions and projects

We provide complete solutions

For companies that want to effectively develop their business, promote brands and interact with the professional medical community.

24 year

at the pharmaceutical
Market

250-320

they constantly work for the company
under contract in the fields

Own Association of Pharmacies

6000+

Supervised pharmacies

85 employees in the
company's staff

92% with medical
and pharmaceutical education



3000+

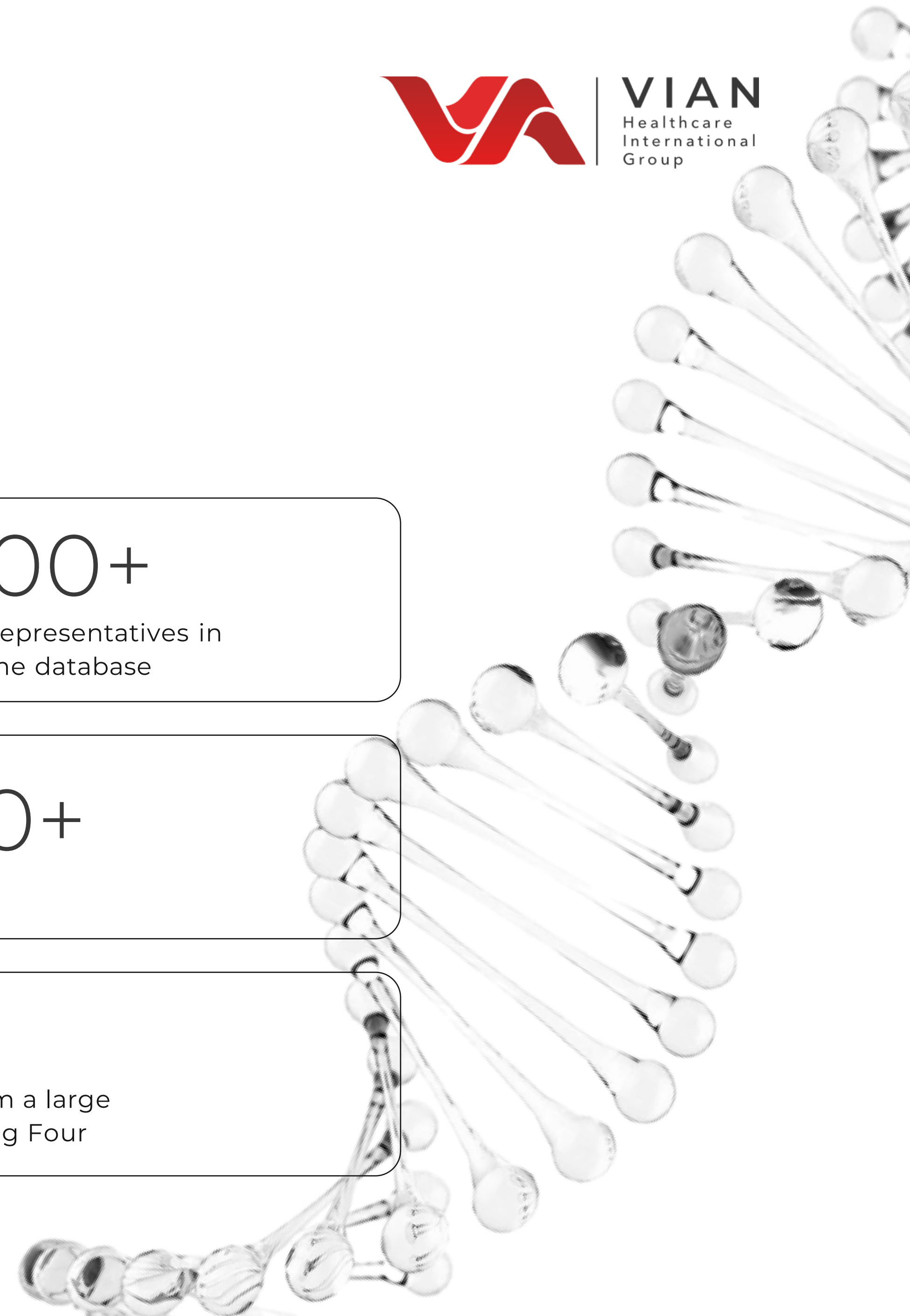
medical representatives in
the resume database

250+

Projects

4

audit from a large
Consulting Four



Companies that trust us with their brands



Iron preparation, IUD
Obstetricians-gynecologists + pharmacies
2014–2020



OTS line
Pharmacy
2020–2022



Baby food line
Pediatricians, outpatient care
2024–2025



Diabetic
Pharmacy
2024



4 TOP Brands
Pediatricians, ENTs
2021–2025



Enteral nutrition
Neurologists, oncologists
2019–2021



Antifungal, broad-spectrum antibiotic
Gynecologists, urologists + pharmacies
2021–2022



Hemorrhoids
Proctologists, surgeons
2022–2023

We work with well-known large pharmaceutical companies and many of our projects are still under NDA, we care about the confidentiality of clients.



Our Coverage



RUSSIA

- Center
- Northwest
- Volga
- Western Siberia
- Far East
- South
- Eastern Siberia
- Vyatka



- 500 000+ Doctors of various specialties in the database with collected personal data
- 70 000+ Pharmacies in the database
- 61% F2F Visit Coverage
- 71% Special Event Regions
- 96% Embracing digital tools

Kazakhstan Uzbekistan Kyrgyzstan Tajikistan Armenia

✓ Why will we be better together?

Your competencies



Quality production

You know that quality is the basis of responsible production and you put a lot of effort into your product.

Brand

You know how to create a useful product in the market for consumers.

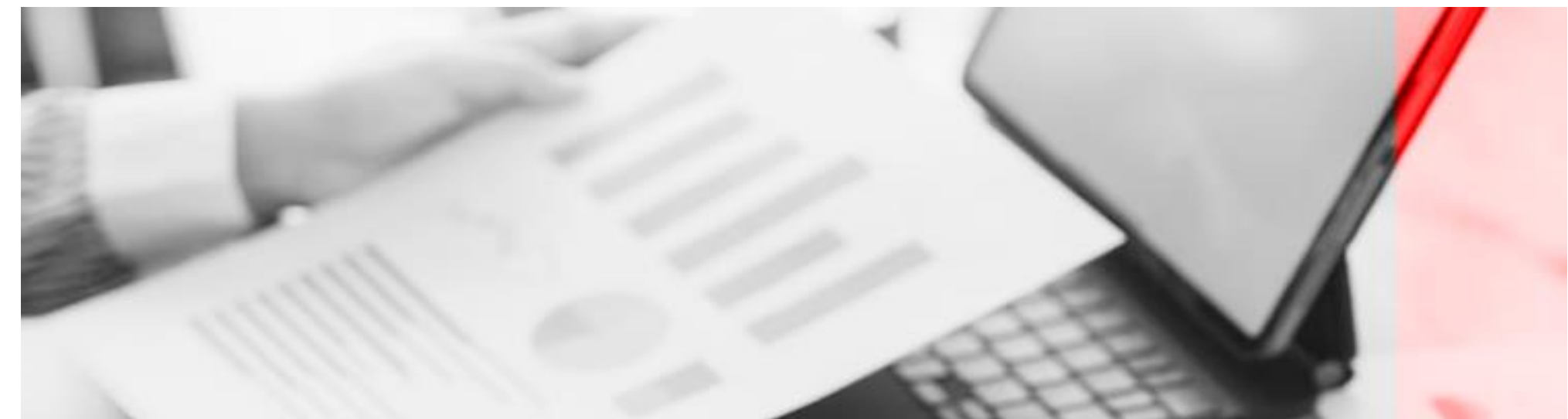
Market expertise

Knowledge of the basics and strategy of promotion in your markets and understanding of the tools of work.

Desire to develop

Understanding of the business and the need for its development and scaling.

Our competencies



Deep expertise in promotion

We understand how doctors and patients think, and we know which tools work best.

Integrated approach

We cover the entire chain - from registration and logistics to marketing and promotion.

Expert team

Experienced marketers, medical representatives, regional managers and project leaders work for your success.

Flexibility and transparency

All decisions are made based on data, with regular analytics and reporting.

"The truth is not in independence, but in interdependence" Stephen R. Covey

Your success - is our mission



Ready to make your product a market leader?

We will take care of all stages - from the first deliveries to recognition among doctors, pharmacists and patients. Let's get started together!

✓ New Product Launch

We will ensure an effective market entry with maximum coverage of the target audience.

✓ Increase sales

Our promotion strategies are aimed at stable growth and strengthening the position of your brand.

✓ Long-term partnership

We are focused on building strong and mutually beneficial relationships with our customers.

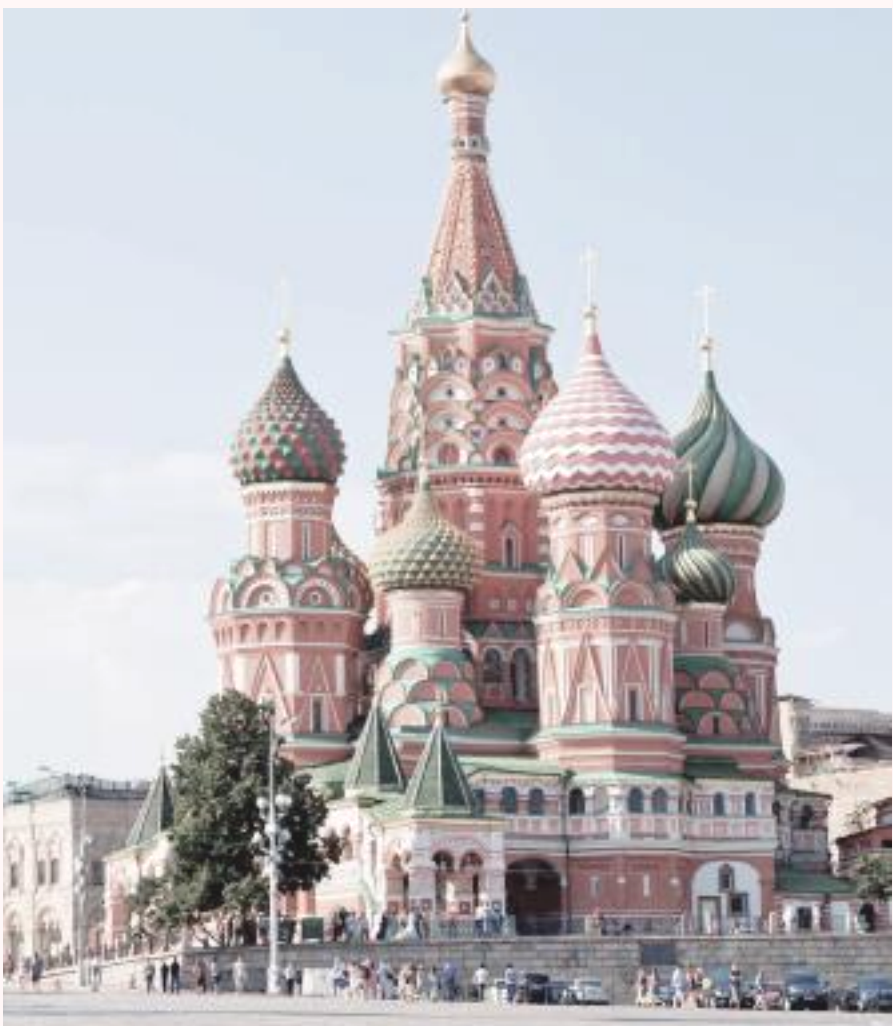


Our Offices



Valencia (Spain)

Head office in Europe



Moscow (Russia)

Center for Management of Strategic Projects and Marketing Initiatives



Saint Petersburg

Regional office responsible for the northwest direction



Almaty (Kazakhstan)

Project Coordination Center in Central Asia



Tallinn (Estonia)

Logistics hub for efficient inventory management and international deliveries



Our presence in the regions allows us to better understand the specifics of local markets, build effective partnerships and quickly respond to any changes.



Contact Us Today

Contact us today to discuss how we can help your pharmaceutical product become a leader in the Russian gynecology market. Our team of experts is ready to develop an individual promotion strategy that meets your business goals.

Head office

Spain

Web site

www.vian-group.com

Telephone

+34 698 93 05 37

Email

afridman@vian.group

