

## Lyudmila Shcherbakova



*President, Bright Way Group*

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Lyudmila Shcherbakova is the President of the Pharmaceutical Holding Bright Way Group – a dynamically developing group of companies with a strategic profile covering numerous prominent projects in the pharmaceutical industry of the Russian Federation.

Lyudmila operates in the production industry, which historically has been the most select and complicated business activity of the country. She plays on the level field with the men in the area, which in Russia traditionally belonged to men only.

Bright Way Group is a vertically integrated group of companies with a vast experience of diverse pharmaceutical projects development in every business direction:

- Velpharm is a pharmaceutical production company, manufacturing advanced, high-grade and affordable drug products;
- Veltrade is a pharmaceutical trade company, distributor of final drug products and APIs in the Russian Federation and the CIS countries;
- Bright Way is a foreign-economic pharmaceutical company, ranked in the Top 3 API importers of Russia;
- Elsapharm is a new production company, which will produce beauty products, health supplements and pharmaceuticals.

Over the last 7 years, Lyudmila Shcherbakova successfully implemented numerous investment projects: construction of a pharmaceutical logistics center, launch of a modern pharmaceutical plant, construction of an APIs production building, etc.

In order to ensure high-grade and affordable medical and medicamental support, Bright Way Group of companies carries out various projects aimed to women's health promotion and beauty maintenance. Velpharm facilities produce women's healthcare pharmaceuticals that are in demand in the Russian market.

In 2020, on the 3<sup>rd</sup> year of its operation, Velpharm was ranked 17<sup>th</sup> in the Forbes first rating "Top 20 pharmaceutical companies of Russia".

Lyudmila is a regular speaker at businesswomen's events, where she shares her inspirational experience and managerial solutions, which help opening up new markets and business prospects. A perfect example of women's community proponent in the corporate world.

In 2018, Lyudmila Shcherbakova won the APEC BEST Award in the category "The Fourth Industrial Revolution Project". In 2021, she was included into the first Forbes Woman rating of the Top 20 Richest self-made women of Russia.

Lyudmila sets herself an ambitious aim – to make a considerable contribution to drug safety of the country and to the national health protection. In order to achieve it, she fulfils her principal mission – through fostering of sustainable development of the pharmaceutical industry of Russia, developing of advanced, effective, safe and affordable pharmaceutical products – to work to the benefit of people's healthcare and for improvement of the quality of life.