



BUSINESS PROGRAMME

17th September (Monday)

Draft of 27th August, 2018.

Time	Event	Venue
11:00 – 13:00	Strategic session. Consumer and food retail: evolution or revolution?	Pavilion 8 Conference hall
11:00 – 14:00	Conference Modern technologies as a basis for the economic development in the fish market	Pavilion 7.5 Fish and seafood Conference hall
10:30 - 18:00	Tea Masters Cup <i>Tea preparation</i> Competition	Pavilion 8.3 Tea and coffee zone
11:30 – 14:00	Educational programme Purchasing Academy <u>Session 1.</u> POS materials: how to use effectively each centimeter of space	Pavilion 3, Purchasing academy Conference hall
13:00 - 13:30	Official opening ceremony WorldFood Moscow	Pavilions 2, Blue hall, floor 2
13:30 – 14:30	VIP buffet	Pavilions 2, Blue hall, floor 2
14:00 – 18:00	Conference Modern food retail: how to make money from trends	Pavilion 8 Conference hall
15:00 – 17:30	Round table discussion. Suppliers and retailers. Fish and seafood sale: problems and prospects	Pavilion 7.5 Fish and seafood Conference hall
15:00 – 17:30	Educational programme Purchasing Academy <u>Session 2</u> Category development. How to diversify the consumer basket through correct filling of the category or creation of a new one	Pavilion 3, Purchasing academy Conference hall
18th September (Tuesday)		
11:00 - 17:00	Conference Fresh vegetables and fruits category: trends and best practices	Pavilion 8, Conference hall

	Day 1	
11:00 – 13:30	Educational programme Purchasing Academy <u>Session 3.</u> Development of the regional distribution and improvement of return on sales: Formula of Success	Pavilion 3 Purchasing academy Conference hall
10:30 – 18:00	Tea Masters Cup <i>Tea pairing</i> Competition	Pavilion 8.3 Tea and coffee zone
11:00 – 17:00	WorldFood Business Kitchen Session: Business Ideas	Pavilion 2, Seminars hall 3
11:00 - 13:30	Discussion Panel Topical issues of fish and seafood sale at HoReCa	Pavilion 7.5 Fish and seafood Conference hall
12:00 – 15:00	Expert Panel Online retail. How to develop channels effectively. Marketing. Technologies. Business processes	Pavilion 8, Fourchette hall
12:30 – 17:00	WorldFood Business Kitchen Session: Business Solutions	Pavilion 2, Seminars hall 4
14:00 – 16:30	Educational programme Purchasing Academy <u>Session 4.</u> Merchandizing trends. Successful cases and analysis of mistakes	Pavilion 3 Purchasing academy Conference hall
15:00 - 17:30	Educational programme Purchasing Academy <u>Session 5.</u> New goods in the shop – how to introduce them to consumers?	Pavilion 7.5 Fish and seafood Conference hall
19th September (Wednesday)		
09:00 - 19:00	Conference Supplier and network retail: effective interaction	Pavilion 7 Conference hall
11:00 – 17:00	Conference Fresh vegetables and fruits category: trends and best practices Day 2	Pavilion 8 Conference hall
10:30 – 18:00	Tea Masters Cup <i>Tea mixology</i> Competition	Pavilion 8.3 Tea and coffee zone
11:00 - 17:00	WorldFood Business Kitchen Session: Business Ideas	Pavilion 2, Seminars hall 3
11:00 - 13:30	Educational programme	Pavilion 3

	Purchasing Academy <u>Session 6</u> . How to get out of price-based competition through effective cooperation with target consumers?	Purchasing academy Conference hall
11:00 – 14:00	Conference Cooperation & collaboration: development tools for the fish & seafood market	Pavilion 7.5 Fish and seafood Conference hall
12:30 – 17:00	WorldFood Business Kitchen Session: Business Solutions	Pavilion 2, Seminars hall 4
14:30 - 17:00	Educational programme Purchasing Academy <u>Session 7</u> . Assortment matrix as a basis for successful chain development	Pavilion 3 Purchasing academy Conference hall
20th September (Thursday)		
10:30 – 16:00	Tea Masters Cup <i>Tea tasting</i> Competition	Pavilion 8.3 Tea and coffee zone
12:00 - 14:00	Product of the Year Award Ceremony	Pavilion 8 Conference hall