**BUSINESS PROGRAMME**

September 22-24, 2020, Crocus Expo

**Day I. 22th September**

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<tr>
<th><strong>FOOD BUSINESS LEADERS’ FORUM</strong></th>
<th><strong>WORLDFOOD RETAIL ACADEMY</strong></th>
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<tr>
<td>11:00 – 13:00 <strong>ANALYTICAL SESSION</strong>  &lt;br&gt;Actual figures and facts on the food market. Preliminary results of the 3rd quarter, forecasts for the 4th quarter and 2021. What happens in retail chains, with food producers, distributors? How redistributed demand for different categories of goods. How all the latest events affected customers, and how their preferences and needs changed.  &lt;br&gt;<strong>Moderator:</strong> Kirill Tereshchenko, General Director, KOTANYI  &lt;br&gt;<strong>Speakers:</strong>  &lt;br&gt;• Svetlana Bobrova, Director of Business Development, Nielsen  &lt;br&gt;• Ivan Fedyakov, CEO, INFOLine</td>
<td>11:00 – 16:00 <strong>Conference: FRESH VEGETABLES&amp;FRUITS: HOW TO DEVELOP THE CATEGORY</strong>  &lt;br&gt;What is happening in the category now, and how is it being transformed? How to prevent overproduction in an insufficient market? New projects of retail chains &amp; producers. Fresh analytics and cases from retail chains.  &lt;br&gt;<strong>Moderator:</strong> Natalya Marova, head of Retail.ru  &lt;br&gt;<strong>Speakers:</strong>  &lt;br&gt;• Anastasia Sidorina, Deputy Director for Client Relations, Romir  &lt;br&gt;• Evgeniya Burlyukina, Marketing Director, Karavan</td>
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| 14:00 – 16:00 **PLENARY DISCUSSION OF FOOD RETAIL LEADERS.** Market and consumers in uncertainty. Key market players will discuss the timing of market exit from turbulence and share their know-how on how to develop in an era of complete uncertainty and a new economic crisis. What mistakes should not be repeated in the future? New experience in responding to sudden changes. The interaction of retail, suppliers and government authorities in critical situations.  <br>**Moderator:** Kirill Tereshchenko, General Director, KOTANYI  <br>**Panelists:**  <br>• Sergey Goncharov, CEO, Pyaterochka  <br>• Ruslan Ismailov, Deputy General Director, MAGNIT  <br>• Martin Schumacher, CEO, METRO C&C;  <br>• Dr. Michael Zipfel, CEO, Selgros; |  |
Day II. 23th September

FOOD BUSINESS LEADERS’ FORUM

11:00 – 11:30 BUSINESS’ TRANSFORMATION EXPERIENCE. FOCUS SESSION WITH DANNY PEREKALSKY, CEO UTKONOS
25 years of experience. 12 companies. 21 different positions. Consultancy to more than 100 retailers in more than 20 countries including Walmart, Tesco and Carrefour. Experience of making business across more than 20 countries
Was leading change to the Dixy retail chain 2010–2013.
Was leading change to OZON group 2014–2017.

11:30 – 13:00 PLENARY SESSION. E-GREOCRY: HOW TO BE ON TOP OF THE NEW TREND’S WAVE
How has the consumer, the logistics processes and the role of online commerce changed? How should stores prepare for unpredictable sales fluctuations? Best practices in situation of turbulence - the examples of e-grocery market in Russia, China, USA and Europe. Examples of business processes optimization and solving online delivery problems. Experience gained during the quarantine period. How to manage the crisis.
Moderator: Kirill Tereshchenko, General Director, KOTANYI
Panelists:
- Maksim Grishakov, CEO, Yandex.Market
- Aleksey Beloprosov, Director of Operations, Samokat
- Asan Kurmanguzhin, CEO, SberMarket
- Vladimir Holyaznikov, Director of Digital Distance Services, X5 Retail Group
- Pavel Orlov, Director for Innovative Development and Partnership, Magnit
- Mikhail Tolokonnikov, Commercial Director, Utkonos
- Larisa Romanovskaya, E-commerce Director, VkusVill

WORLDFOOD RETAIL ACADEMY

Co-organizer: RETAILRU
Business-Partner: 10

10:30 – 14:00 Conference: FISH & SEAFOOD
How to save category in new conditions?
How to predict sales correctly? Business cases of successful interaction between stores and suppliers to maintain and grow the category.

Moderator: Natalia Marova, Head of project, Retail.ru

- Anastasia Sidorina, Deputy Director for Client Relations, Romir
- Andrey Ignatov, Director of the Category Management Department, Moscow District, Magnit
- Yulia Antipova, Deputy General Director, Meburro
- Irina Kravchuk, Lead Category Manager, Utkonos
- Svetlana Koltunovskaya, commercial director, Fresh direction, Commander
- Yulia Salnikova, Director of Assortment Management, Family
13:30 – 14:15 ANTI-CRISIS MANAGEMENT EXPERIENCE. INTERVIEW WITH VLADISLAV KURBATOV, CEO, PEREKRESTOK

Vladislav joined Perekrestok in 2015 as Operations Director. Throughout the format’s transformation, he made a huge contribution to the development of Perekrestok, and in particular to the current CVP, store efficiency improvement and further development of the banner’s customer-centric approach.

Vladislav has extensive experience in retail, having led operations at O’KEY for over 13 before joining Perekrestok.

Vladislav will be interviewed by Kirill Tereshchenko, General Director, KOTANYI

14:30 – 16:00 PLENARY SESSION. NEW TRENDS OF FOOD BUSINESS: CHALLENGES, RISKS AND OPPORTUNITIES.

Co-organizer: INFOLine
During the session, representatives of leading companies in the food market will answer questions:
- How has the company’s work in the field of product sales changed?
- How has the company’s sales plan for 2020 changed?
- What challenges do you see for leading companies in the industry in 2021?
- What measures to support consumer demand do you consider the most effective?
- What new opportunities have opened up for companies in the industry?
- Does the company have its own online store?
- What is the share of sales on the online channel?
- How is the assortment of the leading companies in the industry changing?
- What share of sales of goods to the HoReCa channel did your company have before the crisis?
- How will the strategy of working in the HoReCa channel change in the future?

Moderator: Ivan Fedyakov, CEO, INFOLine

- Viktor Semyonov, Chairman of Supervisory Board, Belaya Dacha
- Raisa Polyakova, CEO, YUM! Brands (KFC)
- Leonid Baryshev, Co-owner of Essen Production AG holding, creator of the Maheev trademark
- Anna Mironova, Sales Director, AB InBev Efes
- Anton Kozyakov, Marketing Director, "Agrocomplex" them. N.I. Tkacheva

14:30 – 16:00 Conference: CONFECTIONARY CATEGORY

Changes in consumer’s behavior after pandemic crisis. How to plan and how to respond to changes? At what point one should switch category management from automatic to manual? What tools helped key players to resist in a pandemic?

Natalia Marova, Head of Project, Retail.ru

- Maria Yashenkova, Director, Bright Consulting
- Andrey Dobrovolskiy, Executive Director, YES GROUP
- Igor Ozerov, Deputy Commercial Director for Confectionery, Essen
- Denis Tyurin, head of Dry direction, Utkonos Online
- Natalia Antonova, expert innovator, consultant analyst in the field of retail

Lead category managers from Magnit, Essen, Pobeda are invited with business cases (speakers are to be confirmed soon)
## Day III. 24th September

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<td><strong>Co-organizer:</strong></td>
<td><strong>10:30 – 14:00</strong> Conference: <strong>HEALTHY FOOD, ORGANIC, TREND ON NON DAIRY MILK &amp; VEGETABLE MEAT</strong></td>
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<td><strong>Business-Partner:</strong></td>
<td>How to work in the new market conditions?</td>
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<td><strong>11:00 – 13:00</strong> <strong>CASE CONFERENCE. ADDED VALUE CREATION FOR PRODUCT, SERVICE, STORE IN NEW REALITY CONDITIONS</strong></td>
<td>Food industry trends 2020. Case studies from category managers of retail chains. New niches and development prospects. Exclusive online performances by representatives of foreign retail chains.</td>
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<td>Moderator: Natalia Marova, Head of project, Retail.ru</td>
<td>Moderator: Elena Vorontsova, Business expert of the food industry and retail, CEO of AMG Consulting</td>
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<td>Co-moderator: Lydia Maksheyn, Independent Director and Retail Consultant, Head and Mentor of Start-ups in FoodTech and Healthy Lifestyle</td>
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<td>10.30 -10.45 Greetings from the organizers of the Conference and demonstration of a video from participants of international retail</td>
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<td>10.45 - 11.00 Healthy snacks - current trends and experience of the global market.</td>
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<td>- Marina Sheremet, Analyst, Euromonitor International</td>
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<td>11.00-11.15 Not a single buckwheat or how the demand for groceries and snacks developed during the pandemic and what are the forecasts in the future</td>
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<td>- Alexandra Gudimova, founder of the Bionova healthy food brand</td>
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<td>11.20-11.40 Trend for NOT meat - an overview of a niche in the world and forecasts for development</td>
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<td>- Maya Sulkanishvili, Head of Brand Development Beyond Meat in Russia</td>
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<td>11.40-12.00 The trend for NOT milk and yoghurts in the world</td>
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- Olga Glebova, Head of Marketing Department, Selgros |
- Evgeny Mishchenko, Head of the E-Commerce Division, METRO |
- Anna Platova, Chef, VkusVill |
- Auchan Retail (speaker is to be confirmed soon) |
- Magnit (speaker is to be confirmed soon)
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<tr>
<td>12.00–12.20</td>
<td>Development of online retail in the healthy lifestyle segment</td>
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<td>12.20–12.30</td>
<td>Discussion and questions</td>
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<td>12.30–12.40</td>
<td>Organic cases in global retail from manufacturers and retailers (online video)</td>
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<td>12.40–13.00</td>
<td>Speaker is determined</td>
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<td>13.00–13.20</td>
<td>Development and support plans for organic producers in Russia</td>
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<td>13.30–14.00</td>
<td>ORGANIK CONTEST AWARDS CEREMONY</td>
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<td>13.30–14.00</td>
<td>CASE CONFERENCE. HoReCa New successful projects of HoReCa interaction with retailers and food producers</td>
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<td>13.30–16.00</td>
<td>Conference: DAIRY PRODUCTS. CHEESE MARKET - CRISIS INDICATOR</td>
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<td>13.30–16.00</td>
<td>New challenges for the dairy category in crisis. How did the dairy industry and the consumer respond to the pandemic? How have restrictive measures affected demand? How has the consumption of dairy products changed and what products will now be in demand? How was the demand redistributed between the categories? Experience in overcoming the first phase of the crisis. Case studies from category management retailers. Forecast of changes in the dairy industry in the crisis period and post-crisis period</td>
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<td>Moderator: Marina Petrova, General Manager, Petrova Five Consulting</td>
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<td>15:30–17:00</td>
<td>PRODUCT OF THE YEAR. OFFICIAL AWARDS CEREMONY</td>
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Day IV. 25th September

FOOD BUSINESS LEADERS’ FORUM

11:00 - 13:00 FOODTECH STARTUP PITCH SESSION

Moderator: Sergey Cherymush, CEO Bestseller.company, GP Bestseller.Fund, CBDO Fan.Money

For the first time at the exhibition, an investment panel will be held in the format of a FoodTech startups pitch session. As a result of selection and voting, the award will be awarded to innovative and scalable projects with investment attractiveness. The jury includes investors from top funds, famous entrepreneurs and representatives of large corporations.

- Alexey Milevsky, Investment Director, Mail.Ru Group
- Representative of the Fuel4growth venture fund (Efko Group)