

Day I. 22th September

FOOD BUSINESS LEADERS' FORUM	WORLDFOOD RETAIL ACADEMY
	<p>Co-organizer: </p> <p>Business-Partner: </p>
<p>11:00 – 13:00 ANALYTICAL SESSION 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. Moderator: Kirill Tereshchenko, General Director, KOTANYI Speakers:</p> <ul style="list-style-type: none"> • Viktor Shkipin, Senior Vice President, Head of Marketing and Communications Department, Sberbank • Ivan Fedyakov, CEO, INFOLine • Svetlana Bobrova, Director of Business Development, Nielsen • Anastasia Jafarova, Customer Director for consumer panel, GFK Rus 	<p>11:00 – 16:00 Conference: FRESH VEGETABLES&FRUITS: HOW TO DEVELOP THE CATEGORY 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 & producers. Fresh analytics and cases from retail chains. Moderator: Natalya Marova, head of Retail.ru</p> <ul style="list-style-type: none"> • Anastasia Sidorina, Deputy Director for Client Relations, Romir • Irina Bolotova, Managing director, JosDeVries The Retail Company Russia • Svetlana Koltunovskaya, Commercial Director, Komandor • Aleksandr Nikitin, department director, Auchan Retail Russia • Ivan Fedyakov, CEO, INFOLine • Yulia Krymova, Fruits&Vegetables Department Director, Magnit • Shamil Magomedov, Deputy Executive Director, Russian Association of Retail Market Experts • Roman Ashuba, General Director, IFKO SYSTEMS RUS LLC
<p>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. Moderator: Kirill Tereshchenko, General Director, KOTANYI Panelists:</p> <ul style="list-style-type: none"> • Sergey Goncharov, CEO, Pyaterochka • Ruslan Ismailov, Retail Chain Director, MAGNIT • Martin Schumacher, CEO, METRO C&C; • Johannes Tholey, Managing Director, AUCHAN Retail Russia • Evgeniy Rimskiy, Commercial Director, VkusVill 	

- **Jaap Van Vreden**, Sourcing and Procurement Director, **LENTA**
- **Marita Koskinen**, COO, **Prisma**

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**
- **Pavel Glukhov**, Director of Business Development in Food Retail, **SberMarket**
- **Vladimir Holyaznikov**, Director of Digital Distance Services, **X5 Retail Group**
- **Pavel Orlov**, Director for Innovative Development and Partnership, **Magnit**
- **Pavel Glukhov**, Director of Business Development in Food Retail, **SberMarket**
- **Larisa Romanovskaya**, E-commerce Director, **VkusVill**
- **Alexander Fedosov**, Marketing and E-Commerce Director, **METRO**

WORLDFOOD RETAIL ACADEMY

Co-organizer:  **RETAIL.RU**
ПИТЕРЕРКА & ТЕСТАБРОК

Business-Partner: 

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 Online**
- **Yulia Kozlova**, Category Manager, **TS Commander / Alley**
- **Ekaterina Astakhova**, Finance Director, **Russian Fish Company**
- **Yulia Salnikova**, Director of Assortment Management, **Semya**

- **Vyacheslav Bocharov, Founder, Samokat**

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**

- **Raisa Polyakova**, CEO, **YUM! Brands (KFC)**
- **Vadim Petrov**, Chief Operating Officer, **Yandex.Lavka**
- **Leonid Baryshev**, Co-owner of **Essen Production AG holding**, creator of the **Maheev trademark**
- **Dino Clarich**, Sales Director, Immediate Consumption Channel, **Coca-Cola HBC Russia**
- **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
- **Ekaterina Malova**, project Manager, **JosdeVries The Retail Company**

Day III. 24th September

FOOD BUSINESS LEADERS' FORUM	WORLDFOOD RETAIL ACADEMY
<p>Co-organizer:  RETAIL.RU <small>ПУТЕШЕСТВИЯ И ТОВАРЫ</small></p> <p>Business-Partner: </p>	
<p>11:00 – 13:00 CASE CONFERENCE. ADDED VALUE CREATION FOR PRODUCT, SERVICE, STORE IN NEW REALITY CONDITIONS</p> <p>Moderator: Natalia Marova, Head of project, Retail.ru</p> <ul style="list-style-type: none"> • Aleksandr Kotlyarov, Private Label director, Magnit • Anna Lukanina, Managing Partner, Depot • Irina Rodionova, Department Director, Auchan Retail Russia • Evgeny Mishchenko, Head of the E-Commerce Division, METRO • Tatyana Elizarova, Chef, VkusVill • Denis Babaev, General Director, Fresh Frost • Darya Lisichenko, Founder, Gorod-Sad chain 	<p>10:30 – 14:00 Conference: HEALTHY FOOD, ORGANIC, TREND ON NON DAIRY MILK & VEGETABLE MEAT</p> <p>How to work in the new market conditions? 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.</p> <p>Moderator: Elena Vorontsova, Business expert of the food industry and retail, CEO of AMG Consulting</p> <p>Co-moderator: Lydia Maksheyn, Independent Director and Retail Consultant, Head and Mentor of Start-ups in FoodTech and Healthy Lifestyle</p> <p>10.30 - 10.45 Healthy snacks - current trends and experience of the global market.</p> <ul style="list-style-type: none"> • Marina Sheremet, Analyst, Euromonitor International <p>10.45-11.00 Healthy lifestyle as a business: how to bring a new product to the market and make money on dietary and healthy products.</p> <ul style="list-style-type: none"> • Alexandra Gudimova, founder of the healthy food brand Bionova <p>11.00-11.15 Organic / healthy lifestyle through the eyes of the network</p> <ul style="list-style-type: none"> • Anna Moiseeva, Head of the category (dairy gastronomy) department of the Federal Customs Service "Perekrestok" X5 Retail Group

11.15-11.30 Review of the niche of vegetable meat snacks in Russia and the world

● **Julia Marcel**, co-founder and marketing director of **Greenwise**

11.30 -11.45 Trend for NOT meat and forecast for the development of Beyond Meat in Russia

● **Maya Sulkhaniashvili**, Head of Brand Development **Beyond Meat in Russia**

11.45 -12.00 Category management in healthy lifestyle and healthy eating index Crossroads

● **Alina Yukhnevich**, Head of Strategic Marketing Projects, Federal Customs Service "**Perekrestok**" **X5 Retail Group**

12.00-12.20 Technical break

12.20-12.30 Topic is determined

● **Margarita Smirnova**, Lead manager **Utkonos ONLINE**

12.30-12.45 Organic cases in global retail (online video interview and shelf overview)

● **Elena Vorontsova**, Business expert of the food industry and retail, CEO of **AMG Consulting**

12.45-13.00 How to make a product visible on the shelf

● **Lydia McShane**, Independent Director and Retail Consultant, Head and Mentor of **FoodTech and Healthy Lifestyle Startups**

13.00-13.15 Prospects for the organic market in Russia: trends in online retail

● **Elkanov Artur**, Head of the Development Department of the **Eco-Market Online Store**

13.15-13.30 Development and support plans for organic producers in Russia

● **Oleg Mironenko**, Executive Director, **National Organic Union**

13.30-14.00 **ORGANIK CONTEST AWARDS CEREMONY**

13:30 - 15:00 CASE CONFERENCE. NEW SUCCESSFUL PROJECTS OF HORECA INTERACTION WITH RETAILS AND FOOD PRODUCERS.

Moderator:
Anna Kuklina, Deputy Editor-in-Chief of the **Gastronom magazine** and the **Gastronom.ru portal**

14:30 – 16:00 Conference: DAIRY PRODUCTS. CHEESE MARKET - CRISIS INDICATOR

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

<ul style="list-style-type: none"> • Svetlana Silenina, head of Consumer Markets, INFOLine • Evgeniya Shcherbakova, head of Marketing Communications and Branding Division, METRO C&C • Artem Temirov, co-founder of the coffee house, Cooperative Chernyi • Mikhail Nikitin, project manager "Restaurant on the Shelf", VkusVill • Sergey Zaichenko, CEO, Anderson Trading House 	<p>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</p> <p>Moderator: Marina Petrova, General Manager, Petrova Five Consulting</p> <ul style="list-style-type: none"> • Marina Balabanova, Regional Corporate Affairs VP CIS, Danone • Taras Kozhanov, director of the Lukoz Saba farm, deputy director, Sernur cheese plant • Dmitry Rusakov, Director for Government Relations, OZON, ex-Director for support of digital and information projects, X5 Retail Group • Vladimir Zyukov, CEO, NevaMilk • Anastasia Jafarova, Customer Director for consumer panel, GFK Rus
<p>15:30 – 17:00 PRODUCT OF THE YEAR. OFFICIAL AWARDS CEREMONY</p>	

Day IV. 25th September

FOOD BUSINESS LEADERS' FORUM	
<p>Co-Organizer:</p> 	
<p>11:00 - 13:00 FOODTECH STARTUP PITCH SESSION</p>	
<p>Moderator: Sergey Cherymush, CEO Bestseller.company, GP Bestseller.Fund, CBDO Fan.Money</p> <p>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.</p> <ul style="list-style-type: none"> • Alexey Milevsky, Investment Director, Mail.Ru Group • Representative of the Fuel4growth venture fund (Efko Group) 	