





<b>FOOD BUSINESS LEADERS' FORUM</b>	<b>WORLDFOOD RETAIL ACADEMY</b>
	<p>Co-organizer:  RETAIL.RU  <small>ПОТРЕБЕРЫ И ПРОИЗВОДИТЕЛИ</small></p> <p>Business-Partner: </p>
<p><b>11:00 – 12:30 ANALYTICAL SESSION</b>            Actual figures and facts on the food market. What is happening in retail chains around the world and in Russia? How the demand for different categories of goods has been redistributed both offline and online. How the last year and a half have affected the customer's journey, and how the preferences and needs of customers of different generations have changed.            Moderator: <b>Kirill Tereshchenko, General Director, KOTANYI</b>            Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Ivan Fedyakov, CEO, INFOLine</b></li> <li>• <b>Svetlana Bobrova, Director of Business Development, Nielsen</b></li> <li>• <b>Ekaterina Tretyakova, Research Analyst in the Food &amp; Nutrition Department, Euromonitor International</b></li> </ul>	<p><b>11:00 – 13:30 Conference:</b>  <b>FRESH VEGETABLES&amp;FRUITS: HOW TO DEVELOP THE CATEGORY</b></p> <p>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.</p> <p>Moderator: <b>Natalya Marova, head of Retail.ru</b></p>
<p><b>13:00 – 15:00 PLENARY DISCUSSION OF FOOD RETAIL LEADERS.</b>  <b>How are market leaders changing retail in Russia?</b>            Moderator: <b>Kirill Tereshchenko, General Director, KOTANYI</b>            Panelists:</p> <ul style="list-style-type: none"> <li>• <b>Vladislav Kurbatov, CEO, Perekrestok;</b></li> <li>• <b>Olga Naumova, General Director, United Vostok Alliance;</b></li> <li>• <b>Sergey Leonov, Co-founder, Regional Retailers' Alliance</b></li> <li>• <b>Evgeniy Rimskiy, Commercial Director, VkusVill;</b></li> <li>• <b>Asya Balabay, Commercial Director, Auchan Retail Russia</b></li> <li>• <b>Anastasiya Volokhova, Strategy &amp; Transformation Director, LENTA</b></li> </ul>	<p>13:30 – 14:30 Break</p> <p><b>14:30 – 17:30 Conference.</b>  <b>BRANDED RETAIL: HOW TO DEVELOP YOUR OWN STORES AND MAKE YOUR BRAND STRONGER</b></p> <p>15:45 – 16:00 Break</p> <p>Moderator: <b>Natalya Marova, head of Retail.ru</b></p>
<p><b>15:30 – 16:00 INTERVIEW ON STAGE</b></p> <div data-bbox="165 1984 312 2107" data-label="Image">  </div> <p><b>Sergey Goncharov, General director, Pyaterochka, X5 Retail Group</b></p>	

## Day II. 22th September

FOOD BUSINESS LEADERS' FORUM	WORLDFOOD RETAIL ACADEMY
<p><b>11:00 – 11:30 RETAIL BUSINESS' TRANSFORMATION – INTERNATIONAL EXPERIENCE.</b></p>  <p><b>Ari Akseli, President, Kesko Grocery division</b> President of Kesko's grocery trade division since 15 November 2017. Employed by Kesko Corporation since 1995. Member of the Group Management Board since: 15 November 2017.</p> <p>Topic: Sustainability and Exports</p>  <p><b>Jaap van Vreden, Managing Director, Goal Consulting Ltd Hong Kong &amp; NL-Platform the Netherlands</b></p> <p>Jaap has extensive international experience including assignments in the following countries: England, USA, the Netherlands, Hong Kong, Spain, Eastern Europe, Croatia, China and Russia. Most recently 6 years - Sourcing and Procurement Director in Lenta, EMD alliance board member and Managing Director of Goal Consulting LTD Hong Kong and NL-Platform the Netherlands engaging with international retail partnership &amp; consultancy</p> <p>Topic: Innovation, Speed and Profitable growth</p>	<p>Co-organizer: </p> <p>Business-Partner: </p> <p><b>11:00 – 14:00 Conference: FISH &amp; SEAFOOD</b></p> <p>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.</p> <p>Moderator: <b>Natalia Marova</b>, Head of project, <b>Retail.ru</b></p>
<p><b>11:40 – 13:00 PLENARY SESSION. E-GROCERY: NEW CUSTOMER'S MISSION AND KEY FACTORS OF SUCCESS: logistics, delivery, assortment, services, speed, cost of the last mile?</b></p> <p>Moderator: <b>Kirill Tereshchenko</b>, General Director, <b>KOTANYI</b></p> <p>Invited panelists:</p> <ul style="list-style-type: none"> <li>• <b>Asan Kurmanguzhin</b>, Co-founder, CEO, <b>SberMarket</b></li> <li>• <b>Leonid Dowladbegyan</b>, Managing Director, <b>Perekrestok Vprok, X5 Retail Group</b></li> <li>• <b>Larisa Romanovskaya</b>, E-commerce director, <b>VkusVill</b></li> <li>• <b>Arina Knyazeva</b>, Development Director, <b>OZON Express</b></li> <li>• <b>Mikhail Tolokonnikov</b>, Commercial director, <b>UTKONOS Online</b></li> </ul>	

**13:30 – 15:30 PLENARY DISCUSSION: GASTROPROJECTS, FARMING MARKETS**

Moderator: **Kira Baybakova**, restaurateur, entrepreneur, Ex Deputy CEO of **Ginza Project restaurant holding**

Speakers:

- **Ivan and Sergey Berezutsky**, restaurateurs and brand chefs of **Twins Garden**. Top 20 restaurants in the world
- **Andrey Zagrebelko**, General Director of **Danilovsky Market**
- **Alexander Isaevich**, General Director of the Federal Corporation for the Development of **Small and Medium Enterprises**, SME Corporation

**15:45 - 17:00 PLENARY SESSION: NEW STRATEGIES OF SUPPLIERS, RETAILERS & HoReCa: course on export, vertical integration, digitalization and other strategies.**

Co-organizer:



76% INFOLine business survey's participants said that the increase in production costs more hinders their development. Against the background of not growing incomes of the population, producers cannot translate the growth of production costs into retail prices. It either affects sales. Let's discuss how the work of the biggest companies has changed? What challenges do leading companies see in 2021-22? What business strategies help to successfully operate in the conditions of "price clutches"?

Moderators:

- **Ivan Fedyakov**, General Director, **INFOLine**
- **Svetlana Silenina**, Head of Consumer Market sector, **INFOLine**

Invited companies: Cherkizovo, EcoNiva, Danone Russia, Coca-Cola Eurasia, PepsiCo Russia, Mars Russia, Miratorg, Auchan Retail Russia, Baltika, Ozon, McDonald's, KFC, DODO Brands, Magnit, Lenta, etc.

**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**

## Day III. 23th September

FOOD BUSINESS LEADERS' FORUM	WORLDFOOD RETAIL ACADEMY
<p>Co-organizer: </p> <p>Business-Partner: </p>	
<p><b>11:00 – 12:30 CASE CONFERENCE. ADDED VALUE CREATION FOR PRODUCT, SERVICE, STORE IN NEW REALITY CONDITIONS</b></p> <p>Moderator: <b>Natalia Marova</b>, Head of project, <b>Retail.ru</b></p> <p>13:00 – 14:00 Break</p> <p><b>14:00 - 15:20 FOODTECH INVESTMENT PANEL</b></p> <p><b>16:20 - 18:00 PRODUCT OF THE YEAR AWARDING CEREMONY</b></p>	<p><b>10:30 – 14:00 Conference: HEALTHY FOOD, ORGANIC, AND FUTURE'S FOOD</b> Analytics and international experience; Successful foreign cases (from producers and grocery retailers); cases from an organic certified manufacturer; export cases of healthy lifestyle and organic products from Russian manufacturers; cases of traditional retail on the allocation of sections Organic and healthy lifestyle; promotion of organic products and sustainable development topics in offline and online retail.</p> <p>Moderator: <b>Elena Vorontsova</b>, Business expert of the food industry and retail, CEO of <b>AMG Consulting</b></p>
	<p><b>15:00 – 17:00 Conference: PROSPECTS AND TRENDS OF MODERN DAIRY AND CHEESE CATEGORY. WHAT THE CONSUMER WAITS AND HOW TO PROMOTE THE PRODUCT IN RETAIL.</b> Moderator: <b>Elena Vorontsova</b>, Business expert of the food industry and retail, CEO of <b>AMG Consulting</b></p>

## Day IV. 24<sup>th</sup> September

FOOD BUSINESS LEADERS' FORUM	WORLDFOOD RETAIL ACADEMY
<p><b>11:00 - 13:00 FOODTECH STARTUP PITCH SESSION</b></p> <p>Co-Organizer: </p> <p>Moderator: <b>Sergey Cherymush</b>, CEO <b>Bestseller.company</b>, GP <b>Bestseller.Fund</b>, CBDO <b>Fan.Money</b></p> <p>Pitch-session of the most perspective start-ups in food and food tech. 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</p>	<p><b>11:00 - 13:30 Conference: INNOVATIONS FOR FOOD RETAIL. Manual.</b></p> <p>IT and innovation directors of retail chains will share their experience in implementing technologies in companies. What technologies can be safely taken into work, and which ones can lead the company to big losses?</p>



entrepreneurs and representatives of large corporations.	
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