

Day I. 21th September

FOOD BUSINESS LEADERS' FORUM	WORLDFOOD RETAIL ACADEMY
	<p>Co-organizer: </p> <p>Business-Partner: </p>
<p>11:00 – 12:30 ANALYTICAL SESSION 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: Kirill Tereshchenko, General Director, KOTANYI Speakers:</p> <ul style="list-style-type: none"> • Ivan Fedyakov, CEO, INFOLine • Svetlana Bobrova, Director of Business Development, Nielsen • Ekaterina Tretyakova, Research Analyst in the Food & Nutrition Department, Euromonitor International 	<p>11:00 – 13:30 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 Speakers:</p> <ul style="list-style-type: none"> • Melanya Sahakyan, Senior Researcher, GfK Rus Consumer Panel • Ilya Goloviznin, Lead Category Manager, UTKONOS Online • Olesya Zhukova, leader of the customer path in the category Vegetables and fruits, VkusVill • Nikolay Holodilin, Leading Sales Consultant of the Yasnye Resheniya center • Lydia McShane, Head of Healthy Lifestyle Practice in Retail, myRetailStrategy • Anton Chenash, Director of MSC Division, AyBaRus • Lyudmila Abramova, Chairman of the Board, Chuvashpotrebsoyuz, Tsentrosoyuz • Igor Milenkovich, General Director, Delta Fruit • Elena Inozemtseva, Chief Operating Officer, Delta Fruit
<p>13:00 – 15:00 PLENARY DISCUSSION OF FOOD RETAIL LEADERS. How are market leaders changing retail in Russia? Moderator: Kirill Tereshchenko, General Director, KOTANYI Panelists:</p> <ul style="list-style-type: none"> • Vladislav Kurbatov, CEO, Perekrestok; • Alexey Grigoryev, head of Moscow region, METRO • Olga Naumova, General Director, United Vostok Alliance; • Sergey Leonov, Co-founder, Regional Retailers' Alliance • Evgeniy Rimskiy, Commercial Director, VkusVill; 	<p>13:30 – 14:30 Break</p>

- **Anastasiya Volokhova, Strategy & Transformation Director, LENTA**

15:30 – 16:00 INTERVIEW ON STAGE



Sergey Goncharov, General director, **Pyaterochka, X5 Retail Group**

14:30 – 17:30 Conference. BRANDED RETAIL: HOW TO DEVELOP YOUR OWN STORES AND MAKE YOUR BRAND STRONGER

15:45 – 16:00 Break

Moderator: **Natalya Marova**, head of **Retail.ru**

Speakers:

- Ivan Fedyakov, General Director, INFOLine
- Irina Bolotova, Head of JosDeVries The Retail Company Russia
- Andrey Sushchenko, owner, general director, Khlebnaya Manufactory
- German Galanov, brand manager, Ukraina retail chain
- Ekaterina Krishvalova, Marketing Director, TS "Kantata"
- Valeria Molokanova, expert, 1C

Day II. 22th September

FOOD BUSINESS LEADERS' FORUM

11:00 – 11:30 RETAIL BUSINESS' TRANSFORMATION – INTERNATIONAL EXPERIENCE.



Special online guest!
Ari Akseli, President, Kesko Grocery division
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.

Topic: Sustainability and Exports



Jaap van Vreden, Managing Director, Goal Consulting Ltd Hong Kong & NL-Platform the Netherlands

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 & consultancy

Topic: Innovation, Speed and Profitable growth

WORLDFOOD RETAIL ACADEMY

Co-organizer:



Business-Partner:



11:00 – 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**

Speakers:

- Anastasia Katchalova, researcher, consumer panel, GfK Rus
- Sergey Ermolaev, Director of the Fresh Food Category Department, Magnit

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?

Moderator: **Kirill Tereshchenko**, General Director, **KOTANYI**

Invited panelists:

- Leonid Dowladbegyan, Managing Director, Prekrestok Vprok;
- Larisa Romanovskaya, e-commerce director, VkusVill
- Dmitry Zborovsky, Vice President for Analytics and Growth, SberMarket;
- Elena Pudicheva, Director for Assortment and Pricing, UTKONOS Online;
- Arina Knyazeva, Development Director, Ozon Express
- Anna Markina, Head of the Business Group for Regular Shopping Categories, SberMegaMarket

- Yulia Kozlova, Category Manager, Comandor retail chain (Krasnoyarsk)
- Irina Kravchuk, Lead Category Manager, UTKONOS Online;
- Savchenko Elena, Director of Private Label Department, Auchan Russia
- Natalya Ovda, leader of the customer journey in the categories Meat and Fish, VkusVill

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

Moderator: **Maria Vysotskaya**, restaurateur, co-owner of three gastronomic projects in the format of a **gastromarket: Yav Tai, LouisOnien, GensoSushi**

Speakers:

- Alexander Isaevich, General Director of the Federal Corporation for the Development of Small and Medium-Sized Businesses, SME Corporation
- Kira Baibakova, restaurateur, serial entrepreneur, Ex Deputy CEO of the Ginza Project restaurant holding
- Sergey Mironov, owner of the Myaso & Ryba restaurant chain, member of the Public Expert Council under the Moscow Department of Trade and Services, Vice President of the Federation of Restaurateurs and Hoteliers of Russia
- Leonid Litvin, chain manager, Primbeef BarAlexander Isaevich, General Director of the Federal Corporation for the Development of Small and Medium Enterprises, SME Corporation

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**

Speakers:

- Anastasia Sidorina, Deputy Director for Client Relations, Romir
- Konstantin Kuguchin, ex-director of procurement and supply "Consumer Goods", retail expert, Auchan
- Elena Voitsekhovskaya, Chief Technologist, Group of Companies "Lotos" (Yaroslavl)
- Alexander Shubin, Ph.D., Managing Partner, Head of Strategic Marketing Practice and Business Models for Retail Companies, myRetailStrategy Partners

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**

Speakers:

- **Viktor Semenov**, founder, **Belaya Dacha**
- **Vadim Dolgov**, General Director, **PRODO Group**
- **Alexey Grigoriev**, Head of the Moscow region, **METRO**
- **Anton Borisyuk**, Senior Research Director, **East European Region, PepsiCo Holdings**
- **Stefan Duerr**, President of **EkoNiva Holding**
- **Maxim Gorodnov**, Client Marketing Director, **EFKO**

- **Igor Katchalov**, President, **Clear Solutions**

Day III. 23th September

FOOD BUSINESS LEADERS' FORUM	WORLDFOOD RETAIL ACADEMY
<p>Co-organizer: </p> <p>Business-Partner: </p>	
<p>11:00 – 12:30 CASE CONFERENCE. ADDED VALUE CREATION FOR PRODUCT, SERVICE, STORE IN NEW REALITY CONDITIONS</p> <p>Moderator: Natalia Marova, Head of project, Retail.ru</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Tatiana Stepanova, director for brand and long-term loyalty of the Perekrestok retail chain Case: ESG as added value for the client and business • Nikita Berezovsky, brand director, Magnit • Anna Lukanina, Managing Partner of Depot and President of ABKR (Association of Branding Companies of Russia) • Vladislav Tikhomirov, Head of Pricing Division, METRO 	<p>10:30 – 14:00 Conference: HEALTHY FOOD, ORGANIC, AND FUTURE'S FOOD</p> <p>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>10:30 - 10:40 Moderator: Elena Vorontsova, Head of Healthy Lifestyle and Eco at X5 Group, Perekrestok retail chain Topic: Opening speech by the moderator</p> <p>10:40 - 10:50 Tatyana Stepanova, director of brand and long-term loyalty of the Perekrestok retail chain Topic: Development of a healthy lifestyle in the Perekrestok retail chain</p>

- Case: Tools for the development of sales without promotions using the example of the METRO retail chain
- Ekaterina Astakhova, Chief Financial Officer, Russian Fish Company, Nakhodka retail chain
Case: Introducing the fish to the buyer! A wide range of fish specialties one step from home. Case TS "Nakhodka"
- Konstantin Ineshin, Chairman of the Council of the Ulyanovsk Regional Consumer Union, Tsentosoyuz
- Case: Mobile commerce in the countryside.
- Denis Lobanov, CPO Project Manager, Tornado online store / TS "Karavan", Penza
Case: Own production is the engine of online sales. Case TS "Karavan", Penza

13:00 – 14:00 BREAK

14:00 - 15:20 FOODTECH INVESTMENT PANEL

What is needed for Russian business to become one of the international leaders in the FoodTech field?

Moderator: Sergey Cherymush, CEO Bestseller.company

- Evgeny Dzhamalov, Innovation Director, Magnit
- Olga Karaeva, Director for Innovation, Lenta
- Alexander Lyskovsky, founder, iFarm

16:20 - 18:00 PRODUCT OF THE YEAR AWARDING CEREMONY

10:50 - 11:00 Lyudmila Novichenkova
Marketing and Communications Director
Ipsos

Topic: TrendVision 2021: Consumer in a World of Change

11:00 - 11:10 Elena Samodurova, Director of the Consumer Panel Department, GfK
Topic: The market for plant-based products. Healthy and unhealthy categories

11:10 - 11:20 Margarita Smirnova, Lead Development Manager for Healthy Lifestyle, Utkonos ONLINE
Topic: Organic food in e-grocery: perspectives and challenges

11:20 - 11:30 Alexandra Gudimova, creator of the healthy fast food brand Bionova
Topic: Healthy lifestyle in Russia: the impact of the pandemic, new habits and trends

11:30 - 11:40 Alexander Erofeev, Research and Innovation Director, IDS Borjomi
Topic: Calorie Free Taste: New Trends in Premium Drinks.

11:40 - 11:50 Elena Shifrina, CEO and Founder, BioFoodLab, creator of the Take a Bite brand
Topic: Vegetable Meat: Approaches to Development and the Future of the Market

11:50 - 12:00 Lydia McShane, head of healthy lifestyle practice in retail myRetailStrategy, independent director
Topic: Review of foreign shelves and organic and healthy lifestyle products

12:00 - 12:10 Dmitry Kiselev, manager of the purchasing department of the hyper Globus retail chain
Topic: Raising a culture of organic consumption in Russia.

12:10 - 13:00 Discussion of market participants and speakers. Summarizing.

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.

Moderator: **Elena Vorontsova**, Head of Healthy Lifestyle and Eco at **X5 Group**, **Perekrestok** retail chain

15:00 - 15:10 Svetlana Bobrova, Head of Business Development, NielsenIQ

Topic: Trends in the FMCG dairy industry market

15:10 - 15:20 Artashes Davtyan, Private Label Manager, Yandex Lavka

The topic is being specified.

15:20 - 15:30 Anna Moiseeva, Head of the Dairy Grocery Department, Perekrestok

Case: Launching the Mama Lama brand of milk baby food in the Perekrestok retail chain

15:30 - 15:40 Marina Petrova, Chairman of the MCCI Committee for the Development of Entrepreneurship in the Agro-Industrial Complex and General Director of Petrova 5 Consulting
Topic: Brands in the cheese market that have won customers.

15:40 - 15:55 Sergey Ermolaev, director of the department of the category "Fresh food products" of the chain "Magnit"

Topic: Development of the category of dairy products and joint projects with suppliers

15:55 - 16:10 Marcin Kuprevich, Head of Dairy Business Unit, Chr. Hansen Poland

Topic: Successful experience in the development of a clean label in cheese on the example of retail trade in Poland - from ideology to the consumer.

16:10 - 16:25 Yuri Vlasenko, expert, Dairy Union of Russia

Topic: Trends in modern dairy products for the future 3-5 years.

16:30 Discussion. Summarizing.

Day IV. 24th September

FOOD BUSINESS LEADERS' FORUM	WORLDFOOD RETAIL ACADEMY
<p>11:00 - 13:00 FOODTECH STARTUP PITCH SESSION</p> <p><i>Co-Organizer:</i> </p> <p>Moderator: Sergey Cherymush, CEO Bestseller.company, GP Bestseller.Fund, CBDO Fan.Money</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 entrepreneurs and representatives of large corporations.</p> <p>24 start-ups will present their foodtech projects.</p>	<p>11:00 - 13:30 Conference: INNOVATIONS FOR FOOD RETAIL. Manual.</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> <p>Speakers:</p> <ul style="list-style-type: none"> • Oksana Panferova, Product Manager, Strategy and Transformation Directorate, LENTA • Vladimir Malov, STO, Utkonos Online • Evgeny Mikhalev, corporate ICT director, MAY • X5 Group • Sbermarket • AB InBev Efes