



General Informational Partner



Strategic analytical partner of export session



Co-organiser of WorldFood Retail Academy



Co-organiser of International Fresh Vegetables and Fruits Conference



Business-partner of WorldFood Retail Academy



## BUSINESS PROGRAMME

### September 24, Tuesday

#### FOOD BUSINESS LEADERS' FORUM. CLOSER TO THE CONSUMER!

*Crocus Expo, Moscow, Pavilion 3, hall 15, Main Arena*

13:00–14:00 **Analytical Session.** Global & local food business' trends presented by the leading analytical companies and industry experts. Digest of the recent successful solutions in foreign food retail. Important figures and current statistics of the Russian and global food industry market.

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

- **Milos Ryba**, Head of Retail – Strategic Projects, **IGD** *Changing Face of Retail*
- **Mikhail Krasnoperov**, Executive Director, senior analyst, **Sberbank CIB** *Recent analytics. Ivanov Index*
- **Ivan Fedyakov**, CEO, **INFOLine** *The state of the consumer market in Russia and Rating of Russian retail chains: results of first six months of 2019*

#### WORLDFOOD RETAIL ACADEMY

*Crocus Expo, Moscow, Pavilion 3, hall 13, Retail Academy*

11:00–14:00 **Case-conference. Confectionery: Category Development Trends in Russia and Worldwide**  
The main trends of retail sales in the confectionery segment 2019-2020. Update category. What the buyer should focus on when choosing products for the confectionery shelf in 2020

**Moderators: Natalia Marova**, Head of project, **Retail.ru**, **Maria Yashenkova**, CEO, **Bright Consulting**

- **Elena Kuznetsova**, Director of Commercial Strategy and Category Planning, **Mondelez**
- **Igor Ozerov**, Deputy Commercial Director of Confectionary Division, **Essen**
- **Nikolay Orlov**, Distribution director, **Makheev**
- **Evgenia Golovkova**, Managing Partner, **Kuzina**
- **Felix Stetoy**, Director, **Flomly**

14:30–17:00 **Trend-show. Healthy Food and Organic – New Opportunities and New Niches.** How to earn money on the organic products market. How to decorate Organic and Healthy department in a store. Alternatives in development and promotion of Healthy and Organic categories on markets and food courts. Experience of international food retail chains and stores: how to develop Organic and Healthy

#### TEA MASTERS CUP

#### TEA&COFFEE MARKET IN RUSSIA: TRENDS, CASES, DEVELOPMENT FORECASTS

*Crocus Expo, Moscow, Pavilion 3, hall 14, Tea&Coffee Stage*

- 10:30 – Opening Ceremony
- 11:00 – Tea Masters Cup. Tea Preparation
- 13:40 – Tea Market Trends
  - **Mikhail Samokhvalov**, Head of business development, **Nielsen**
- 14:35 – Licensing as a Marketing Tool, or How to Differentiate from the Competitors
  - **Maria Kozeeva**, General Director, **Creative Branding Agency**
- 15:00 – Tea as a Pillar of Taste. Experience in Creating Tea Products
  - **Victor Enin**, Chainaya vysota. **House of Tea and Ice-Cream**
- 16:00 – Round table «Future of Tea Online Trading»
- 16:50

14:30–  
16:30

**Plenary Discussion.** Interaction of government authorities and food business. New priorities and opportunities for the development of retail business, HoReCa, and food production in Russia.

- Moderator: Kirill Tereshchenko**, General Director, **KOTANYI**
- **Vladimir Kashin**, Chairman, **State Duma Committee on Agriculture**
  - **Nikita Kuznetsov**, Director of Department of the Development of Internal Trade, the System of Digital Marking of Goods and the Legalisation of Product Turnover **Ministry of Industry and Trade Russia**
  - **Lev Khasis**, First Deputy Chairman of the Board, **Sberbank of Russia**
  - **Mark Carena**, CEO, **McDonalds Russia**
  - **Aleksey Vasilchuk**, Founder, **Chayhona #1, Depot.Moscow etc.**
  - **Vladimir Sorokin**, Deputy General Director – Commercial Director, **Magnit**
  - **Leonid Kim**, Head of Commercial Department, **Magnolia**
  - **Marita Koskinen**, Deputy General Director, **Prisma (SOK group)**
  - **Jens Frerichs**, Director of Purchasing and Logistics, **Selgros**
  - **Alexander Myshinskiy**, General Director, **Real**

categories. New rules 2020 and their influence on purchasing and promotion of products marked as “organic”

- Moderator: Elena Vorontsova**, General Director, **AgroMediaGroup**, ex-leading manager of farm products category in **Azbuka Vkusa**
- **Oleg Mironenko**, Executive Director, **National Organic Union**
  - **Marina Olkhyna**, Commercial Director, **Utkonos**
  - **Denis Tyurin**, Head of Commercial Department of Dry Section, **Utkonos**
  - **Valeriya Solok**, Director of Health and Beauty Department, **Magnit**
  - **Lidia Makshein**, Lead manager of Healthy category, **Perekrestok**
  - **Polina Murashkina**, Head of Quality, Sustainable Development and Ecology, **Globus**
  - **Dmitriy Kiselev**, Manager of Private Label Purchasing, **Globus**
  - **Eduard Pochivalin**, General Director, **Bogimovskiye syrovary**
  - **Ilya Kaletkin**, President, **Arivera**

Participants will discuss issues of legal control, statistics, correlation between actual and online sales, quality and ways of returning goods.

- **Ramaz Chanturia**, General Director, **Roschaikofe Association**
- **Anna Smirnova**, Deputy Head of Online Project, **Kantata**
- **Arun Bkhattacharya**, General Director, **GERALT**, official representative, **Newby Teas in Russia**
- **Gennadiy Rotachev**, General Director, **Aromat Extra**
- **Andrey Vlasov**, Head, **Art of Tea**
- **Andrey Shipulin**, Director, **Chai 108**

17:00 – Awards Ceremony  
17:50

## September 25, Wednesday

### FOOD BUSINESS LEADERS' FORUM. CLOSER TO THE CONSUMER!

*Crocus Expo, Moscow, Pavilion 3, hall 15, Main Arena*

11:00– **FOCUS SESSION**

11:45 **Meeting the Needs of Tomorrow's Shoppers**

- **Nathan Watts**, Creative Director, **FITCH (Great Britain)**

Nathan Watts will present across three specific areas and illustrate with best in-category brand examples and FITCH data. The presentation will look at how these areas directly influence customer retention and loyalty.

### WORLDFOOD RETAIL ACADEMY

*Crocus Expo, Moscow, Pavilion 3, hall 13, Retail Academy*

11:00– **6th International Conference.**

16:00 **Fresh Vegetables and Fruits. Algorithms of Realization**

11:10– Results of the 2018/2019 Season. Digest of current situation

- **Irina Koziy**, General Director, **FruitNews**

### TEA MASTERS CUP

**TEA&COFFEE MARKET IN RUSSIA: TRENDS, CASES, DEVELOPMENT FORECASTS**

*Crocus Expo, Moscow, Pavilion 3, hall 14, Tea&Coffee Stage*

11:00 – Tea Masters Cup. Tea Pairing

12:55

13:10 – Additives in Tea as a New Niche on a Shelf

- **Evgeniy Velikanov**, **Naturalnye Producty**

14:00 – Opening of a Coffeeshop: Step-by-step Instruction  
14:50

12:15–14:30 **Plenary session. International Cooperation and Export.** Where will the export-oriented wholesale distribution centers will be constructed until 2023? How and under which conditions can the Russian agricultural business and food retailers use these opportunities? How can Russian suppliers contact directly foreign retailers?

**Moderator: Ivan Fedyakov, CEO, INFOLine**

- **David Oganezov**, Vice-president, **Russian Export Center**
- **Ayna Kusainova**, Deputy Director, Agricultural Policy Department, EEC
- **Victor Kambolov**, Chair of the Board, **Eurasian Business Union**
- **Wong Sheng**, Procurement Cooperation Dept. Director of **CCFA**
- **Nurlan Borambaev**, Trade Representative of **Kazakhstan in Russian Federation**
- **Andrey Terekhin**, Director on Export, **Cherkizovo**
- **Alexander Kovalenko**, International Customer Director, **Mondelez Europe**
- **Nikolay Matveev**, Director of Purchasing and Development, **Lenta**
- **Igor Kosarev**, Vice-president, **Rust, holding “Russkiy Standart”**
- **Oksana Gulyaeva**, Executive Director, Department of support of financial market operations, **Rosselkhozbank**

15:00–15:45 **First time in Russia!**

**FOCUS SESSION** with the legend of food retail: Future of Food Business and Retail.

- **Walter Robb**, Member of Advisory Board, co-CEO till 2016, **Whole Foods Market (USA)**

An investor, mentor and advisor to the next generation of American food companies. Walter Robb has a long and varied entrepreneurial history, ranging from natural food retailer to farmer to consultant.

Whole Foods Market Inc. is an American supermarket chain which exclusively sells products free from hydrogenated fats and artificial colors, flavors, and preservatives.

**Moderator: Denis Vasiliev**, Vice-president, **Russian Association of Retail Experts (RAERR)**

11:30–11:50 Changes in fruits and vegetables and propagation material import regulation

- **Alexey Aleskenko**, Assistant Chief, **Rosselkhoznadzor**

11:50–12:10 Evolution of the fruits and vegetables category

12:10–12:30 Modern trends in fruits and vegetables category development

- **Yulia Tikhanova**, Leading Purchasing and Development Manager, **Lenta**

12:30–13:00 Changes of consumer preferences in the fruit and vegetables category

- **Anastasia Jafarova**, Customer Director for consumer panel, **GFK Rus**

13:00–14:00 Coffee-break and networking

14:00–15:00 Creating high-quality supply chains of fruits and vegetables. Lessons of Worlds Leaders

- **John Gilles**, Divisional Director, **Promar International**

15:00–15:20 Special features of interaction between suppliers and retailers in Russia

- **Shamil Magomedov**, Deputy Executive Director, **Russian Retail Market Experts Association**

15:20–15:40 Fruits and vegetables sales strategy

- **Andrey Fatuev**, Commercial Director, **Ivanisovo**

International media-partner

**eurofresh**  
Distribution

Sponsor of the Conference



- **Yulia Voskresenskaya**, Head of Education and Consulting, **Hurma Group of Companies**

15:00 – 15:50 Current State and Prospects of Development of the Russian Tea Distribution Market in B2B

- **Elizaveta Sharipova**, **MegaResearch**

16:00 – 16:50 Transformation of Tea Traditions – How Brands Change Category

- **Igor Mospanov**, Creative Director, **Mildberry**
- **Adelya Ryazhapova**, Brand-manager, **Unilever**
- **Svetlana Atueva**, Senior brand-manager, **Unilever**

17:00 – 17:50 Awards Ceremony

## September 26, Thursday

### FOOD BUSINESS LEADERS' FORUM. CLOSER TO THE CONSUMER!

*Crocus Expo, Moscow, Pavilion 3, hall 15, Main Arena*

11:00–13:30 **Foresight Workshop. Products of the Future for Generations X, Y, Z**

Generation Z or today's teenagers will become major consumers in a few years. They are united by excellent knowledge of technology. What products will they prefer in 10 years? What composition, packaging, promotion, the store itself should the industry prepare today, in order to gain confidence and i-generation's money in future? And what do our peers, representatives of X and Y generations, expect from food producers and stores?

**Moderator: Evgenia Shamis**, founder and coordinator of the **RuGenerations** – Russian School of Theory of Generations

14:00–15:30 **Case-study Conference: How to Differentiate from Competitors and Create Added Value in Products and Stores by Selling without Permanent Discount?**

How to sell more without constant promo actions and discounts? Cases of winning the customer by other means than the price: own production, trend for healthy food & BIO, new retail partnerships, HORECA, gas stations, shop-in-shop; online sales and delivery, etc.

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

- **Gregory Bonte**, Director of Private Label, **AUCHAN Retail Russia**
- **Alexander Vagin**, Director, **SUPERMARKET**
- **Olga Moskvicheva**, FMCG Categories Director, **OZON**
- **Olga Glebova**, Head of Marketing Department, **Selgros**
- **Evgenia Burlyukina**, Marketing Director, **Karavan (Penza)**
- **Dmitriy Levitskiy**, President of Professional Restaurant Alliance **REAL**, restaurateur
- **Evgenia Lomovtseva**, PR Director, **REStart Vasilchuk Brothers**

16:30–18:00 **“PRODUCT OF THE YEAR” Official Awards Ceremony**

### WORLDFOOD RETAIL ACADEMY

*Crocus Expo, Moscow, Pavilion 3, hall 13, Retail Academy*

11:00–13:30 **Conference. Fish and Seafood: World-leading Retail Trends and Best Russian Practices.** Worldwide trends in the fish category in terms of novelties of the Russian and world markets. How to change consumer basket in favour of fish category? How to act jointly in order to promote fish consumption?

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

- **Svetlana Silenina**, Editor, Consumer Markets, **INFOLine**
- **Andrey Ignatov**, Director of Category Management Department, **Magnit, Moscow Region**
- **Marina Nikitina**, Category Manager, **Semya, Perm**
- **Alexander Turovtsev**, Deputy General Director, **Antey**
- **Sergey Gudkov**, Executive Director, **Fish Union**
- Head Fish&seafood Department, **Lenta**

14:00–16:00

**Conference. Dairy Products: Global Trends and Drivers of Growth.** Successful projects, new challenges, market's leaders and interaction with retail chains, challenges in the “Mercury” system launch, and the key question – which products are needed by retail

**Moderator: Marina Petrova**, General Manager, **Petrova Five Consulting**

- **Dmitriy Medvedev**, Marketing Director, **Perekrestok**
- **Tatyana Smirnova**, Sales Director, **Nesvizhskiy Factory of Baby Food Production** (private label partner of X5 Retail Group)
- **Alexey Poggenpol**, Director of strategy, **MILDBERRY**

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*Crocus Expo, Moscow, Pavilion 3, hall 14, Tea&Coffee Stage*

11:00 – 13:40 Tea Masters Cup. Tea Mixology

14:00 – Tea in the Experience Economy

- **Denis Shumakov**, Head of Advisory Council, Tea Masters Cup

15:00 – The Fifth Wave of Coffeeshops

- **Ilya Lazuchenko**, General Director and Managing Partner, branding agency **Plenum**
- **Vasiliy Mostitskiy**, Marketing Director, **Shokoladnitsa**

16:00 – Loyalty Campaigns

- **Ekaterina Zaitseva**, analyst, **POS MEDIA MARKET**

17:00 – Awards Ceremony

17:50

- **Aleksander Egorov**, Dairy products technologies manager, **VkusVill**
- **Anastasia Jafarova**, Customer Director for consumer panel, **GFK Rus**

## September 27, Friday

### FOOD BUSINESS LEADERS' FORUM. CLOSER TO THE CONSUMER!

*Crocus Expo, Moscow, Pavilion 3, hall 15, Main Arena*

- 11:00–  
14:00 **Business-brunch for commercial departments of retail chains and brands. Creating an Additional Value: Retailer and Supplier**
- Moderator: **Vadim Korsunskiy**, vice-president for international development, **Mania Business Simulations**. Earlier – Commercial Director O'KEY Group, Marketing and Customer Director in Metro Cash&Carry Russia, head of pricing formation group in Tesco US, head of business-process management and marketing in Tesco Stores West Inc.
- Business brunch
  - Award Ceremony MarPro challenge
  - Discussion of case-studies presented by experts
  - What is an additional value and why to create it. Examples of creation of additional value between retail chain and supplier
  - Business simulation game. Advantages and disadvantages of retailer's economics. Fight for sale growth
- Speakers:
- **Daria Tebar**, Director on category management and shopper-marketing, **PepsiCo**
  - **Aliya Salakhedinova**, Director of category management and customer experience development, **Perekrestok**

### TEA MASTERS CUP

### TEA&COFFEE MARKET IN RUSSIA: TRENDS, CASES, DEVELOPMENT FORECASTS

*Crocus Expo, Moscow, Pavilion 3, hall 14, Tea&Coffee Stage*

- 11:00–  
13:40 Tea Masters Cup. Tea Tasting
- 13:50–  
14:00 High-quality Water Treatment System for HoReCa
- **Ekaterina Dudoglo**, Head of Project Department, **Aquaphor**
- 14:00–  
15:00 World tea cup. Features of Participation.  
**Participants: Champions of 2017-2018**
- 15:10–  
16:00 Awards Ceremony