## 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
- Mikhail Krasnoperov, Executive Director, senior analyst, Sberbank CIB
- 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**

**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

### WORLDFOOD RETAIL ACADEMY

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

**11:00–14:00**
**Case-conference.** Confectionary: 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 Confectionery Division, Essel
- Nikolai Orlov, Distribution director, Makheev
- Evgenia Golovkova, Managing Partner, Kuzina
- Felix Stetsy, Director, Flomly


**14:30–17:00**
**Moderators:** Nikolai Orlov, Distribution director, Makheev
- Maria Kozeeva, General Director, Creative Branding Agency

### TEA MASTERS CUP

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

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

**10:30 – 11:00**
**Opening Ceremony**

**11:00 – 13:40**
**Tea Masters Cup. Tea Preparation**

**14:00 – 14:30**
**Tea Market Trends**
- Mikhail Samokhvalov, Head of business development, Nielsen

**14:35 – 14:55**
**Licensing as a Marketing Tool, or How to Differentiate from the Competitors**
- Maria Kozeeva, General Director, Creative Branding Agency

**15:00 – 15:50**
**Tea as a Pillar of Taste. Experience in Creating Tea Products**
- Victor Enin, Chainaya vysota. House of Tea and Ice-Cream

**16:00 – 16:50**
Round table «Future of Tea Online Trading»
Participants will discuss issues of legal control, statistics, correlation between actual and online sales, quality and ways of returning goods.
FOOD BUSINESS LEADERS’ FORUM. CLOSER TO THE CONSUMER!

Crocus Expo, Moscow, Pavilion 3, hall 15, Main Arena
11:00–11:45  FOCUS SESSION
Meeting the Needs of Tomorrow’s Shoppers
  o 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
11:00–16:00  6th International Conference. Fresh Vegetables and Fruits. Algorithms of Realization
Results of the 2018/2019 Season. Digest of current situation
  o Irina Koziy, General Director, FruitNews
Changes in fruits and vegetables and propagation material import regulation

TEA MASTERS CUP
TEA&COFFEE MARKET IN RUSSIA: TRENDS, CASES, DEVELOPMENT FORECASTS
Crocus Expo, Moscow, Pavilion 3, hall 14, Tea&Coffee Stage
11:00–12:55  Tea Masters Cup. Tea Pairing
  o Evgeniy Velikanov, Naturalnye Producty

Awards Ceremony
17:00 – 17:50  Awards Ceremony
  o Ramaz Chanturia, General Director, Roschaiske Association
  o Anna Smirnova, Deputy Head of Online Project, Kantata
  o Arun Bhattacharya, General Director, GERALT, official representative, Newby Teas in Russia
  o Gennady Rotachev, General Director, Aromat Extra
  o Andrey Vlasov, Head, Art of Tea
  o Andrey Shipulin, Director, Chai 108

September 25, Wednesday
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
- Nurian 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

11:30–11:50  Alexey Aleskeenko, Assistant Chief, Rosselkhoznadzor
Evolution of the fruits and vegetables category

11:50–12:10  Yulia Tikhanova, Leading Purchasing and Development Manager, Lenta
Modern trends in fruits and vegetables category development

12:10–12:30  Konstantin Shvets, General Director, FitomagInter
Modern technologies of the fruits and vegetables storage

12:30–13:00
- Anastasia Jafarova, Customer Director for consumer panel, GFK Rus
Coffee-break and networking

13:00–13:20  Craving high-quality supply chains of fruits and vegetables. Lessons of Worlds Leaders
- John Gilles, Divisional Director, Promar International
Special features of interaction between suppliers and retailers in Russia

13:20–14:00  Shamil Magomedov, Deputy Executive Director, Russian Retail Market Experts Association
Fruits and vegetables sales strategy

14:00–15:00  Andrey Fatuev, Commercial Director, Ivanisovo International media-partner

15:00–15:20  Yulia Voskresenskaya, Head of Education and Consulting, Hurma Group of Companies

- 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

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)
**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

### 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
- Evgenia Burlyukina, Marketing Director, Karavan (Penza)
- 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

- Tatyana Smirnova, Sales Director, Nesvizhskiy Factory of Baby Food Production (private label partner of X5 Retail Group)
- Alexey Poggenpol, Director of strategy, MILDERRY

### 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 Mixology**

- **14:00 – 14:50**
  - Denis Shumakov, Head of Advisory Council, Tea Masters Cup

- **15:00 – 15:50**
  - Ilya Lazuchenkov, General Director and Managing Partner, branding agency Plenum
  - Vasily Mostitskiy, Marketing Director, Shkolodinarsa

- **16:00 – 17:00**
  - Loyalty Campaigns
  - Ekaterina Zaitseva, analyst, POS MEDIA MARKET

- **17:00 – 17:50**
  - Awards Ceremony

**16:30–18:00**

“PRODUCT OF THE YEAR” Official Awards Ceremony
**September 27, Friday**

| FOOD BUSINESS LEADERS’ FORUM. CLOSER TO THE CONSUMER! | TEA MASTERS CUP  
TEA&COFFEE MARKET IN RUSSIA: TRENDS, CASES, DEVELOPMENT FORECASTS |
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<td><strong>Tea Business</strong></td>
<td><strong>Crocus Expo, Moscow, Pavilion 3, hall 14, Tea&amp;Coffee Stage</strong></td>
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<td><strong>11:00–14:00</strong></td>
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<td>Business-brunch for commercial departments of retail chains and brands. Creating an Additional Value: Retailer and Supplier</td>
<td>Tea Masters Cup, Tea Tasting</td>
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<td>Moderator: Vadim Korsunsky, vice-president for international development, <strong>Mania Business Simulations</strong>, Earlier – Commercial Director O’KEY Group, Marketing and Customer Director in Metro Cash&amp;Carry Russia, head of business-process management and marketing in Tesco Stores West Inc.</td>
<td>13:40</td>
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<td>o Business brunch</td>
<td>13:50–14:00 High-quality Water Treatment System for HoReCa</td>
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<td>o Award Ceremony MarPro challenge</td>
<td>o <strong>Ekaterina Dudoglo</strong>, Head of Project Department, <strong>Aquaphor</strong></td>
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<td>o Discussion of case-studies presented by experts</td>
<td>14:00 World tea cup. Features of Participation.</td>
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<td>o What is an additional value and why to create it. Examples of creation of additional value between retail chain and supplier</td>
<td>Participants: Champions of 2017-2018</td>
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<td>o Business simulation game. Advantages and disadvantages of retailer’s economics. Fight for sale growth</td>
<td>15:10–16:00 Awards Ceremony</td>
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<td><strong>Speakers:</strong></td>
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<td>o <strong>Daria Tebar</strong>, Director on category management and shopper-marketing, <strong>PepsiCo</strong></td>
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<td>o <strong>Aliya Salakhetdinova</strong>, Director of category management and customer experience development, <strong>Perekrestok</strong></td>
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