



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

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**

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**

- **Svetlana Galimzyanova**, Commercial director, **Essen**
- **Nikolay Orlov**, Distribution director, **Makheev**

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 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**

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
- 11:00 – Tea Masters Cup. Craftsmanship of tea-making
- 13:40
- 14:00 – Tea market trends
- 14:30
 - **Mikhail Samokhvalov**, Head of business development, **Nielsen**
- 14:35 – Licensing as a marketing tool, or how to build up from the competitors
- 14:55
 - **Maria Kozeeva**, General Director, **Creative Branding Agency**
- 15:00 – Tea as a pillar of taste. Experience in creating tea products
- 15:50
 - **Victor Enin**, Chainaya vysota. **House of Tea and Ice-Cream**
- Degustation
- 16:00 – Round table «Future of tea online trading»
- 16:50
 - 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 Bhattacharya**, General Director, **GERALT**, official representative, **Newby Teas in Russia**

- **Vladimir Kashin**, Chairman, **State Duma Committee on Agriculture**
- **Lev Khasis**, First Deputy Chairman of the Board, **Sberbank of Russia**
- **Martin Shumakher**, General Director, **Metro C&C**
- **Mark Carena**, CEO, **McDonalds Russia**
- **Bernard Bingula**, Commercial Director, **food, O'KEY**
- **Aleksey Vasilchuk**, Founder, **Chayhona #1, Depot.Moscow etc.**
- **Leonid Kim**, Commercial Director, **Magnolia**
- **Marita Koskinen**, Deputy General Director, **Prisma (SOK group)**
- **Jens Frerichs**, Director of Purchasing and Logistics, **Selgros**
- **Alexander Myshinskiy**, General Director, **Real**

- **Oleg Mironenko**, Executive Director, **National Organic Union**
- **Marina Olkhyna**, Commercial Director, **Utkonos**
- **Lidia Makshain**, Lead manager of Healthy category, **Perekrestok**
- Representatives of retail chains **Azbuka vkusa, Globus**
- **Eduard Pochivalin**, General Director, **Bogimovskiye syrovarny**
- **Ilya Kaletkin**, President, **Arivera**

- **Gennadiy Rotachev**, General Director, **Aromat Extra**
- **Andrey Vlasov**, Head, **Art of Tea**
- **Andrey Shipulin**, Director, **Chai 108**

17:00 – Award 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–
11:45
- Focus-session**
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.
- 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**
- **Victor Kambolov**, President, **Eurasian Business Union**
 - **Wong Sheng**, Procurement

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
11:30
- **Irina Koziy**, General Director, **FruitNews**
- 11:30 – Stages and trends in developing fruit and vegetable category in Russia
11:50
- **Niyazi Gasymov**, President, **The Association of Producers, Importers and Exporters of Fresh Produce**, head of **Soyuzpromkontrakt**
- 11:50 – Changes in consumers' needs
12:10
- 12:10 – European experience in product selling. Shaping and control of assortment, merchandising of the category
13:10
- **John Gilles**, Divisional Director, **Agri Food**

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. Workmanship of tea composition
12:55
- 13:10 – Additives in tea is a new niche on a shelf
13:50
- **Evgeniy Velikanov**, **Naturalnye Producty**
- 14:00 – Opening of a coffeeshop: step-by-step instruction
14:50
- **Yulia Voskresenskaya**, Head of Education and Consulting, **Hurma Group of Companies**
- 15:00 – Current state and prospects of development of the Russian tea distribution market in B2B
15:50
- **Elizaveta Sharipova**, **MegaResearch**
- 16:00 – Transformation of tea traditions – how brands change category
16:50
- **Igor Mospanov**, Creative Director, **Mildberry**
 - **Adelya Ryazhapova**, Brand-manager, **Unilever**
 - **Svetlana Atueva**, Senior brand-manager, **Unilever**

- Cooperation Dept. Director of **CCFA**
- **Nurlan Borambaev**, Trade Representative of **Kazakhstan in Russian Federation**
- **Alexander Kovalenko**, International Customer Director, **Mondelez Europe**
- **Nikolay Matveev**, Director of Purchasing and Development, **Lenta**
- **Igor Kosarev**, Vice-president, **Rust, holding “Russkiy Standart”**

Invitations are sent to: Ministry of Agriculture, Ministry of Trade and Industry, Rosselkhoz nadzor, Russian Export Center, Eurasian Economic Commission

15:00–
15:45

First time in Russia!

Focus-session with the legend of food retail

How to build up from Competitors and Create Added Value to the Product and the Store

- **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)**

13:10 – Special features of interaction between suppliers and
13:30 retailers in Russia

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

14:00 – **Fresh-dialogue.** Individual negotiations among
16:00 producers, suppliers and buyers within the category
Among participants: Lenta, Metro C&C, Azbuka Vkusa

17:00 – Award Ceremony
17:50

September 26, Thursday

**FOOD BUSINESS LEADERS’ FORUM.
CLOSER TO THE CONSUMER!**

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

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

WORLDFOOD RETAIL ACADEMY

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

11:00 – **Conference. Fish and Seafood: world-leading retail**
13:30 **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?

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. Workmanship of tea mixology
13:40

14:00 – Tea in the Experience economy

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

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 build up from competitors and create added value to the product and the store?

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**

- **Konstantin Kuguchin**, Head of projects in strategic partnership, **X5 Retail Group**
- **Gregory Bonte**, Director of Private Label, **AUCHAN Retail Russia**
- **Alexander Vagin**, Director of **Branding Agency SUPERMARKET**, Candidate in Economic Studies, Member of Council in **Association of Branding Companies of Russia**
- **Olga Glebova**, Marketing Director, **Selgros**
- **Ksenia Novikova**, Director, **Semia retail chain, Perm**
- **Dmitriy Levitskiy**, President of Professional Restaurant Alliance **REAL**, restaurateur

16:00–
17:30

Official Award Ceremony “PRODUCT OF THE YEAR”

14:00 -
16:00

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

- **Sergey Egorov**, Commercial director, **Selgros retail chain**

- Head fish&seafood department, **Lenta**
- **Alexander Turovtsev**, Deputy General Director, **Antey**
- **Sergey Gudkov**, Executive Director, **Fish Union**

15:00 –
15:50

The fifth wave of coffeeshops

- **Ilya Lazuchenkov**, General Director and Managing Partner, branding agency **Plenum**
- **Vasilii Mostitskiy**, Marketing Director, **Shokoladnitsa**

16:00 –
16:50

Loyalty campaigns

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

17:00 –
17:50

Award Ceremony

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**
- **Alexey Poggenpol**, Director of strategy, **MILDBERRY**
- **Aleksander Egorov**, Dairy products technologies manager, **VkusVill retail chain**
- **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

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. Workmanship of tea degustation

14:00–
15:00 World tea cup. Features of participation.
Participants: Champions of 2017-2018

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. 15:10–16:00 Award Ceremony

- 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**