## 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*

- **14:30–17:00**
  - **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”

### 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 Yashenkov, CEO, Bright Consulting
      - Svetlana Galimzyanova, Commercial director, Essen
      - Nikolay Orlov, Distribution director, Makheev
      - Felix Stetoy, Director, Flomly

### 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. Craftsman ship of Tea-making**
- **13:45 – 15:00**
  - **Tea Market Trends**
    - **Mikhail Samokhvalov, Head of business development, Nielsen**
- **15:00 – 15:50**
  - **Tea as a Pillar of Taste. Experience in Creating Tea Products**
    - **Victor Enin, Chainay 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.
    - **Ramaz Chanturia, General Director, Roschaikofe Association**
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, McDonald’s 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

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, Bogimovskiy syrovarny
- Ilya Kaletkin, President, Arivera

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.

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
- Irina Koziy, General Director, FruitNews

TEA MASTERS CUP

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

11:00 – 12:55 Tea Masters Cup. Craftsmanship of Tea Composition
- Additives in Tea as a New Niche on a Shelf
  - Evgeniy Velikanov, Naturalnye Producty


14:00 – 14:50 Awards Ceremony
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
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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)

Changes in fruits and vegetables and propagation material import regulation
- Alexey Aleskeenko, Assistant Chief, Rosselkhoznadzor

Evolution of the fruits and vegetables category
- Yulia Tikhanova, Leading Purchasing and Development Manager, Lenta

Modern trends in fruits and vegetables category development
- Anastasia Jafarova, Customer Director for consumer panel, GFK Rus

Changes of consumer preferences in the fruit and vegetables category
- Oksana Gulyaeva, Executive Director, Department of support of financial market operations, Rosselkhoznadzor

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

Fruits and vegetables sales strategy
- Andrey Fatuev, Commercial Director, Ivanisovo

Current State and Prospects of Development of the Russian Tea Distribution Market in B2B
- Elizaveta Sharipova, MegaResearch

Transformation of Tea Traditions – How Brands Change Category
- Igor Mospanov, Creative Director, Mildberry
- Adelya Ryazhapaeva, Brand-manager, Unilever
- Svetlana Atueva, Senior brand-manager, Unilever

Awards Ceremony
### 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 of Branding Agency SUPERMARKET, Candidate in Economic Studies, Member of Council in Association of Branding Companies of Russia
- Olga Moskvicheva, FMCG Categories Director, OZON
- Olga Glebova, Marketing Director, Selgros
- Evgenia Burlyukina, Marketing Director, Karavan (Penza)
- Dmitriy Levitsky, President of Professional Restaurant Alliance REAL, restaurateur

### 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
- Ivan Fedyakov, CEO, 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
- Dmitry 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

### 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 Cups. Craftsmanship of Tea Mixology

14:00 – 14:50  Tea in the Experience Economy
- Denis Shumakov, Head of Advisory Council, Tea Masters Cup

15:00 – 15:50  The Fifth Wave of Coffeeshops
- Ilya Lazuchenkov, General Director and Managing Partner, branding agency Plenum
- Vasily Mostitskiy, Marketing Director, Shkolodnitsa

16:00 – 16:50  Loyalty Campaigns
- Ekaterina Zaitseva, analyst, POS MEDIA MARKET

17:00 – 17:50  Awards Ceremony

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**September 26, Thursday**

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### “PRODUCT OF THE YEAR” Official Awards Ceremony

16:30–18:00
**September 27, Friday**

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

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<td>Business-brunch for commercial departments of retail chains and brands. Creating an Additional Value: Retailer and Supplier</td>
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<td>Moderator: Vadim Korsunskiy, vice-president for international development, Mania Business Simulations. 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>
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<td>Business brunch</td>
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<td>Award Ceremony MarPro challange</td>
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<td>Discussion of case-studies presented by experts</td>
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<td>What is an additional value and why to create it. Examples of creation of additional value between retail chain and supplier</td>
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<td>Business simulation game. Advantages and disadvantages of retailer’s economics. Fight for sale growth</td>
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**TEA MASTERS CUP**

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

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<td>World tea cup. Features of Participation. Participants: Champions of 2017-2018</td>
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Speakers:
- **Daria Tebar**, Director on category management and shopper-marketing, PepsiCo
- **Aliya Salakhetdinova**, Director of category management and customer experience development, Perekrestok