

28
October

TradeMasterGroup
from professionalism to mastery

The main event of the Year in Kyiv!

V Ukrainian Research and Training Conference

Distribution 2016 Master

Future of the
distribution market

More than 200 Top Managers of leading distribution trading and manufacturing companies



10 KEY ISSUES OF THE CONFERENCE:

- Expert review of the market for the distribution business in Ukraine: key challenges and potential risks that are to be worked out.
- Future directions for the development of distributor's business. Review of best strategies and those that were failed in 2015.
- How effectively combine distribution and logistics?
- Service, for which the manufacturer is willing to pay more for the distributor.
- How to bring effective PL of the distributor, which will become full-fledged brand?
- Practical solutions to improve profitability of distribution business.
- Formation of the reasonable price offer brand portfolio.
- By what criteria one need select, evaluate, change distributors and make improvements in the work of regional sales?
- Innovations in distribution: efficient development, optimization and increase sales.
- New sale channels and adjacent business as a response to direct contracts between manufacturers and retailers and reduction of the proportion of linear channel of distribution sales.

PARTNERS OF THE CONFERENCE:

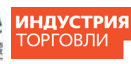
Main IT-partner



Online Encyclopedia of
FMCG products



Media partners



Organizer's contacts: tel.+38 (044) 383-86-28, +38 (067) 505-25-24 • www.trademaster.ua

Speakers of **DistributionMaster**

(positions are indicated on the moment of the event)

ТОП-3 лучших докладчиков



Marian STASIK,
gold speaker of
the Conference
"DistributionMaster-2015",
Sales Director of "PG
TRADE", "PALMA GROUP",

which uses modern technology in the distribution of consumer goods. He has an experience of working as a Head of the Department of Galicia, as well as the Sales Director of "SAVSERVICE" company. He developed the concept of positioning and marketing strategy of the brand, built a distribution system in Ukraine, established cooperation with all key customers.



Igor NEMIROVSKIY,
gold speaker of
the Conference
"DistributionMaster-2015",
Business trainer, consultant,
coach. Director General

of "Logoleks" Consulting Company, Ex- financial Director, Minority Owner of "Autotechnics Group" (one of the largest auto parts distributors in Ukraine). His practical experience in the position of top-manager is more than 15 years. He has experience in the position of CFO. He has managerial experience of the companies with more than 800 people. He has introduced several ERP-systems projects.



Tatyana MARKINA,
bronze speaker
of the Conference
"DistributionMaster-2015",
Head of the project in the
"SARSERVICE" Company.

At the conference, Tatyana told the audience about the features of «AsNovator» platform, about the reasons for the transfer of corporate learning in online regime and about how to make the training more effective. "SAVSERVICE" is the official distributor of products of the world manufacturer of FMCG sector goods, Procter&Gamble Company and other manufacturers on the territory of Ukraine.



David O'Neal,
(Ireland),
Director General of the European
Sales & Marketing Association



Andrei Khalimenko,
National distribution manager
of Coca-Cola Beverages Ukraine
Limited



Maksym Gatsko,
Export Director of the House
of Vintage Cognacs "Tavria"



Yaroslav Stepchenkov,
Leading Expert
on business-processes building



Anatoliy Skvortsov,
Head of Sales Department
PepsiCo



Andrey Pecherskikh,
Director of "Business Technology
Center" LLC



Nikolay Doroshchuk,
Leading Expert in the CIS in
building profitable sales system,
author of the sales system
efficiency technology



Natalia Gelshteyn,
Commercial Director
of "Danone" LLC



Aleksey Efimenko,
Head of Business Process
Monitoring Division of the
"SAVSERVICE" Company



Vladimir Nesterenko,
Head of Trade marketing
Services "Biotrade" LLC Trade
Mark "Biola"



Sergiy Datsenko,
Business Partner of Advertising
Company "Raduha", trainer



Olga Vislavnyh,
Head of Consulting Department
of EDI solutions in COMARCH.A



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of EDI solutions in COMARCH.A



Vitaliy Denysenko,
Founder, Director General
of "Veresen Plus" LLC










Nikolay Zarutskyi,
Head of Distribution
Department
"Henkel Bautechnik
Ukraine" LLC






Target audience of the Conference – more than 200 top-managers

- For professionals of all distribution units and its partners (manufacturers and retailers) from all over Ukraine
- For Top Managers of distribution, trading and manufacturing companies
- In order to identify effective and successful ways to improve margins, improvement and expansion of the “service package”, building strong partnerships
- To gain and retain stable position on the market

According to the managerial level

 48%	Director General, Director, Owner
 25%	Sales Director
 20%	Deputy Director
 20%	Other positions
 17%	Marketing Director, Trade Marketing Director
 15%	Branch Director
 10%	Regional Manager

According to Company's activity

 41%	Manufacturer
 34%	Distributor
 16%	Related industries
 7%	Mass Media
 3%	Logistic managers

Opinion



Marian STASIK.

gold speaker of
the Conference
"DistributionMaster-2015",
Sales Director of "PG TRADE",
"PALMA GROUP"

The majority of experts and market players tend to believe that the future of distributive business in Ukraine is doomed, and all distributors similar to Europe will cease to exist, and the most powerful acting as logisticians will remain.

This opinion has the right to exist, when it comes to distribution option "to buy for one hryvnia – to sell for 5".

I strongly disagree that Ukraine has no future in distribution. The future is to be, but after creating values for customers (manufacturers) and for consumers (outlets).

That one who manages to provide quality service for distribution of manufactured goods on the market will be on a roll. However, this requires first of all mental transformation. Such concepts such as "over motivated staff", "Marketing", "innovative technologies" have come out to the fore.

Therefore, the following points are important for the development:

1. Proper motivation system and potential manpower (because only such people can make a breakthrough).
2. Detailed understanding of the market and consumer. So this is marketing. (until recently the manufacturer was engaged in marketing, not the distributor).
3. Innovative technology.
4. New markets and distribution channels. (All are talking that it is difficult to work with supermarkets and no one will think

how to omit them and effectively distribute the product to the final consumer without intermediaries).

5. Learn new markets and try to grips exports.

One can increase profitability by creating added value on the market. Reduce costs by changing the control system. For example, one can go to the line management system control, and it will remove a significant number of unnecessary regulatory authorities (supervisors, managers, HR etc.).

Develop PL, which for distributors is to be the key way of development, because dependence of manufactures brand can play a low-down trick. Circumstances may change, distributor will lose main manufactures and will remain with nothing. So PL is another level, and if the distributor manage to create the brand (for instance, Gala), then it is DELUXE RANGE. In 2016 the most perspective will be export of Ukrainian goods to other markets, but in year or two it will be overloaded. Here works the principle of "the early bird catches the worm".

So do follow market trends. Irrespectively our wish, it is worth paying attention to other countries, because trends have the ability to repeat.

Follow those who sell your goods and purchase. Also do attend thematic conferences, workshops and be in touch with your colleagues.

PARTICIPANTS OF THE CONFERENCE



Feedback of the Conference **DistributionMaster**

"The conference was much more interesting than I expected. It was relevant to the speakers (I especially liked the HR technology used by "SAVSERVICE" and charismatic speech of Mariana). I can also mention the excellent, friendly and warm atmosphere of the conference, created by the organizers".

Skvortsov A., PepsiCo

"For me, as a person who works with the export, cases of Mr David O'Neal were very interesting. Also I was impressed by Mr Maxim Gatsko presentation that showed specific examples and ways to export development. This conference is the search for new contacts and partners, horizons broaden and experience exchange. Despite the fact that Ukraine more than 20 years have been developing the distribution and retail it is still a lot of gaps, and training is always useful!"

Sityaeva M., Lantmannen AXA

"There were interesting expert presentations on trade - promising directions for the development of distribution. We heard about new trends and got acquainted with different concepts"

Marchenko A., "Bel"

"I have heard all latest news in the market and confirmed our steps. The most interesting topics were the issue of online learning. The conference is important to understand where our company is in relationship with the market. Market analytics is a formula for company's success".

Osiychuk Ya., TH "Carpathian"

"I had a golden opportunity to gain experience of other manufacturers and distributors. The most interesting topics were "Managing the growth of sales through the distributor", "Innovations for the distribution business and their impact on productivity of working staff", "Corporate online learning: Trends and Use in Practice".

Drachinskiy V., "Monomakh"

"The conference is very important for the market. It is the acquisition of new knowledge! And the most important, it is communication! Topics discussed as of building a system of B2B sales, the introduction negotiation standards in the company were very important. Distribution efficiency in the volatile market was evaluated".

Nichay N., "Zagrava"



"Thanks to the Conference we have got acquainted with new people, had a good opportunity to communicate with each other and introduce our companies to the audience".

Ihnatenko N., A.S.A. GROUP

"The conference is indispensable for the market. I would like to continue attending such events. Such issues as IT, distributor's tools for sales effectiveness improvement were well-disclosed".

Goloviznin D., "Yug-Ekspress"



Conditions of participation in the Conference **DistributionMaster**

SERVICES INCLUDED IN THE PARTICIPANT PACKAGE	STANDARD	BUSINESS	PREMIUM
The presence at the Conference in any hall up to your choice	any row, except 1-3	2 -3 row	1 row
Conference's participant Package with an informational materials and catalog, Speakers presentations, obtaining the presentation of speaker in electronic form (by e-mail, after the Conference)	yes	yes	yes
Coffee breaks, lunch	yes	yes	yes
Placing an information about your company in the conference catalog with contacts (when submission of the information until August 19)	50 words + contacts	1/2 pages	1 page
Help in organization the acquaintances with other participants, which you are interested in by your personal manager at the conference.	yes	yes	yes
Participant's personal certificate	yes	yes	yes + logo on certificates
Presentation of your products in the "Gallery of NEW products from the Ukrainian and international suppliers-2016" (shelf - 50cm wide x 30 cm height x40 cm depth)	no	yes	separate promo-stand (see below)
Exhibition area 2 x 1.5 m. for placing promotional stands in the conference hall (Promo stand of exhibitor, or a table and 2 chairs provided by Organizers. Free participation of 1 company Representative in the Conference (promoter))	no	no	yes
Participation in the negotiation table of distributors and suppliers	yes	yes	yes
Placement of Company's informational materials in the participant packages at the conference or at the front desk	no	yes, max.A4	yes, brochures, presentations, etc.
Placing a banner in the hall where the Conference will be held, or stand in the lobby	no	yes	yes (display stand with the participant)
The participation fee, € (euro)	150	200	300

Possible discounts *:

• 2 participants from the company - 5% discount, 3 and more participants from the company - 10% discount

• Participants of the TradeMasterGroup Conferences - 10% discount

* **Discounts are not cumulative**

EXAMPLE OF GALLERY OF NEW PRODUCTS FROM THE UKRAINIAN AND INTERNATIONAL SUPPLIERS-2016



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