

28
april

TradeMasterGroup

от профессионализма к мастерству

The Main Meeting of The Year in Kyiv!

VII International Practice Conference

FoodMaster&2016

The best business ideas of the year for partnership development

PrivateLabel

More than 300 TOP managers of retail and supply companies



On the conference you will get:

- Full and exclusive information about the food market, about the changed priorities of the purchasing retailers policy, about effective instruments of cooperation between the FMCG market players and the promotion of their brands and the development of contract manufacturing, about tools, which are available to each of the supply chain players - manufacturers, distributors, retailers - for optimizing their business to become more productive partner on the Ukrainian market.
- The best experience of business development from the leading market players.
- Feedback on your work, discuss the market experience and practical solutions with your colleagues, that are effective for the companies of your segment.
- New professional contacts and strength the company's image by presenting it among the key market players.
- Sign news contracts with the partners on the basis of new approaches of partnership, discussed at the Conference.

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ІС:ПІДПРИЄМСТВО 8
ЕФЕКТИВНИЙ ІНСТРУМЕНТ УКРАЇНСЬКОГО БІЗНЕСУ



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CONFERENCE WORKING PROGRAM *

TIME	TOPIC, SPEAKER
9.00-9.30	Conference participant registration. MORNING COFFEE BREAK
PART 1. PERSPECTIVES AND DEVELOPMENT STRATEGIES OF FMCG RETAIL	
9.30-9.40	OPENING OF THE CONFERENCE Welcome speech of a moderator and opening remarks of conference partners Igor GARBARUK , executive director of the Board of Directors of supermarket chain «Furshet», Advisor to the President of the Corporation «Olymp» etc. During 2011-2013 - director of the Department of Trade Development of «Ministry of Economic Development and Trade of Ukraine».
09.40-10.10	PROSPECTS FOR THE EUROPEAN AND UKRAINIAN FMCG MARKET: <ul style="list-style-type: none"> • Features of consumer sentiment in Europe and Ukraine • FMCG market overview in Europe and Ukraine • Key successful business solutions in 2015 • Major FMCG market promising directions in 2016 Vitaly BRYK , director of strategic development of the company Nielsen (Ukraine, Belarus). 
10.10-11.00	EFFECTIVE STRATEGIES OF FOOD RETAIL INDUSTRY PROVIDING COMPANY'S SUSTAINABLE GROWTH IN CHANGING MARKET CONDITIONS: <ul style="list-style-type: none"> • Changes in standards of work between the retailer and the supplier, a new vectors of development and a new approach to generating profits • Prospects of the transformation and diversification of the business over the next few years • Free niches and business areas, that contribute to maintaining and extending the impact (and related indicators) on the market • The establishment of a profitable synergy between store chain and supplier Dmitry POTAPENKO , a successful businessman in 5 countries: Belgium, Czech Republic, Bulgaria, China, Russia. Dmitry Potapenko is an owner of 12 retail and restaurant chains in the regions of Russia and abroad. He is the managing partner of the Management Group of the Companies: «Management Development Group Inc.». Grocery retail chains «Prodeco», «Hastronomchyk», «Marka», «Ekonomyka», «Apelsin» Southern Federal District, Central Federal District and Ural Federal District. «Vkusno» Bulgaria, «Levner» Czech Republic. DIY retail chains: «Restoranchyk. Nastoyashcheye myaso», «Restoranchyk. Nastoyashchaya ryba», «Pizza Uno». 
11.00-11.30	THE SEARCH FOR FUNDING OF BUSINESS. THE ROLE AND POSSIBILITIES OF FACTORING IN INTERACTION OF MANUFACTURERS AND RETAILERS IN MODERN ENVIRONMENT. <ul style="list-style-type: none"> • A history, reality and prospects of factoring • Myths about factoring • The possibilities of factoring as a tool to improve efficiency Dmitry CHORNY , head of Factoring Department of JSC «Taskombank». In 2015, the bank was included in TOP-10 by the reliability rating of bank deposits. 
11.30-12.00	Panel discussion of retail chain TOP managers on the subject: «VIALE STRATEGIES OF RETAILERS AND SUPPLIERS FOR 2016-2017» <ul style="list-style-type: none"> • How to create a customer-satisfying range with the joint efforts of a retailer and a supplier • Synchronizing of chain and supplier's business processes enabling to serve customers with high quality and in time • Problems of suppliers and retailers, ways to solve them in a partnership way • Methods of optimizing costs and examples of increasing the profitability in a «chain-supplier» partnership Denis POGORELOV , Commercial Director of VARUS chain, other retail chain top managers (sign up for a discussion – st@trademaster.com.ua)
11.50-12.20	Coffee break, informal communication, getting to know participants with exhibitors and partners

	HALL 1. «FOODMASTER: BUSINESS IDEAS FOR DEVELOPING PARTNERSHIPS, INCREASING PROFITABILITY OF RETAIL CHAINS AND SUPPLIERS»	HALL 2. «PRIVATE LABEL AS AN EFFECTIVE BUSINESS DEVELOPMENT TOOL FOR MANUFACTURER AND RETAILER»
12.30-13.00	<p>PECULIARITIES OF THE UKRAINIAN FMCG RETAIL MARKET. IMPLEMENTATION OF THE EFFICIENT «SAVING SHOP» MODEL IN MODERN CONDITIONS</p> <p>Igor GARBARUK, FMCG market practicing expert, member of the PU «ECONOMICAL DISCUSSION CLUB».</p> 	<p>CHANGE IN THE RANGE OF LARGE RETAILERS AND DISTRIBUTION TOWARDS THE PRIVATE LABEL:</p> <ul style="list-style-type: none"> • Key changes in a portfolio of Private Label retailers for 2016, plans for 2017. • Key retailers' expectations from PL goods suppliers. The most required categories. • How a manufacturer can become an efficient PL supplier for a chain? <p>Discussion of leading retail chains of Ukraine and the near abroad:</p>
13.00-13.20	<p>CREATION OF A BRAND PROMOTION STRATEGY</p> <ul style="list-style-type: none"> • Analysis of the Ukrainian media market for 2013-2015. • Advertising market trends for 2016. • The company case for bringing the new brand GALICIA TM to the market. • The company case for bringing the new brand PRIPRAVKA TM to the market. <p>Olga MATAT, Director of the advertising agency «EVOLUTION SQUARE» since 2007. She is responsible for the company operative management and strategy development.</p> 	<p>Dariya BAKHMATOVA, Head of the Development Department of the PL ATB MARKET LLC.</p> <p>Marina DOBYCHYNA, Head of the PL METRO Department Cash & Carry Ukraine Ltd.</p> <p>Yelena BEREZHNYA, Head of the PL of NOVUS retail chain.</p>  <p>Dariya Bakhmatova</p> <p>FOZZY GROUP, EKO MARKET, BRUSNICHKA, NASH KRAY, VELYKA KYSHENYA, TAVRIA V etc. are also invited for participation)</p>
13.20-13.50	<p>SHIFT TO MODELS OF BEHAVIORAL ECONOMICS IN SALES MANAGEMENT</p> <ul style="list-style-type: none"> • Is the economy rational today? • Fight for the consumer's decision to buy. • Sales forecasting as the tools to work with a consumer. • Sales forecasting is dead; long live the behavior forecasting! • Active and passive sales: difference in the behavior and decision-making. • Working not with an average value but with reduction of the UNCERTAINTY of the future. • HOW IT LOOKS IN TERMS OF IMPLEMENTATION: on an example of work with the marketing activities at a sales outlet. • Hypothesis of behavior, quality analytics and fast response are the key to your prosperity. <p>Yaroslav STEPCHENKOV, Practicing manager of category management, supply chain management projects (experience of working on TOP positions in MEDKOM, RETAIL GROUP, SUGAR UNION «UKRROS», etc.)</p> 	<p>TOOL OF LICENSING BRANDS FOR PLB</p> <ul style="list-style-type: none"> • Licensing of brands - response to the turbulent market. How to save budget and time, and get the best result. • The PLB transformation from the economy to the impulse buying. • Promotion due to the world megabrands. <p>Eduard AHRAMOVICH, Founder of UDC Licensing Agency</p> <p>UDC Licensing Agency The first and only one in the Ukraine Brand licensing agency. We work with world-renowned superbrands such as SpongeBob, TMNT, South Park, Mtv, Masha and Medved, Dora the Explorer, Paw Patrol. Furthermore, we were the first in Ukraine, who have begun to create licensed brands such as GAPCHINSKA and KOZAKY, which have already achieved international success.</p> 
13.50-14.10	<p>REPLACEMENT STAFF LAWYERS OF LAW FIRM STAFF</p> <p>Oksana DOROSHENKO, Director of A.S.A. GROUP (among clients there are TM «Gavrylivski Kurchata», Ukrainian Fruit Company, JSC «Kagarlytsky Sugar Factory, AXA Insurance etc.)</p> 	<p>DO PL HAVE A CHANCE TO BECOME A BRAND? HOW TO MANAGE PL TO ATTRACT CONSUMERS AND BUILD LOYALTY?</p> <p>A new stage in the development of PL - when the price is not enough.</p> <ul style="list-style-type: none"> • New categories, new segments - how to attract more demanding customers. • PrivateLabel as a brand requires new skills and competencies. Are you ready for them? • Case Study: How to organize the processes of PrivateLabel as a brand? <p>Dorota KALOVSKAYA, Golden speaker of PrivateLabel-2015 conference, partner & strategy consultant / Cobalt Spark (Poland). She is working with clients in the design of</p> 
14.10-14.30	<p>EDI DIRECTION AND DEVELOPMENT TRENDS</p> <ul style="list-style-type: none"> • Issues and tasks of EDI projects • Major trends and directions of EDI development • Legally important electronic document • Case study <p>Sofia FLINTA, business advisor on electronic document circulation solutions Comarch EDI at Russian and Ukrainian markets, specialist in selection of individual decisions based on the Comarch EDI platform for the company business processes automation and optimization.</p> 	<p>brand personality and strategy for 16 years (AGROS NOVA, GRUPA INCO, HARPER HYGIENICS, Polpharma Sa, Grupa Zpr, Piotr I Pawel, Cadbury Wedel, LLC Cotton Club etc.). Expert of the Polish Chamber of Commerce.</p> <p>HOW TO IMPROVE THE IMAGE OF RETAIL CHAIN WITH PL PRODUCTS? SPEAKER AND TOPIC TO BE CONFIRMED</p>

14.30-15.30	Lunch, networking, topic meetings	
15.30-16.00	<p>CHALLENGES AND PITFALLS IN IMPLEMENTING CATEGORY MANAGEMENT PROJECTS – HOW TO PREVENT THEM?</p> <ul style="list-style-type: none"> • Segmentation of consumers. • Range management strategy. • Range structure and its analysis. • Stores formatting stores and a range matrix. • Range and pricing policy. • Advantages and specifics of category management projects for the supplier and the chain. <p>Discussion of leading experts in range management:</p> <div>    </div> <p>Dmitry Kashyrin Dmitry KASHYRIN, Commercial Director of STOLITSA TORG LLC (CONTINENT store chain). Over 20 years of experience in retail (including the position of a Commercial Director of «VELYKA KYSHENYA» chain, Operative Director of «EKO MARKET»).</p> <p>Svitlana DMITRIYEVA, leading category management instructor in Ukraine, has an experience of a Commercial Director of «BARVINOK» chain, over 13 years of experience in retail (in «METRO CASH AND CARRY UKRAINE», «BAKER TILLY UKRAINE», «DELTASPORT»).</p> <p>Natalia KOLODII, expert in the field of building business processes and implementation of retail projects (Ukraine, Belarus, Russia). Experience in managing the store chains WOG (Kyiv), «Rublevskiy» (Belarus, Minsk), «Monetka» (Russia, Yekaterinburg).</p>	<p>RETAIL CHAIN AND SUPPLIER PARTNERSHIP. HOW TO ACHIEVE RETAILER LOYALTY.</p> <ul style="list-style-type: none"> • The retail chains look at suppliers - potential partners for Private Label. • Supplier initiatives for product categories development. • Innovations in Private Label (positioning, packaging, etc.) <p>SPEAKER AND TOPIC TO BE CONFIRMED</p>
16.00-16.30	<p>UNIFIED INFORMATION SYSTEM AND TRANSPARENT DATA MANAGEMENT OF PRODUCTION, SALES AND SUPPLY - MUST HAVE BUSINESS TODAY</p> <p>Victoriia ILCHENKO, business analyst of «Skyline Software» (distribution operator of «1C» programs in Ukraine).</p> 	<p>A STRATEGIC PLAN FOR INCREASING THE SHARE OF PRIVATE LABEL SHARE IN THE CHAIN FROM THE MINIMUM LEVEL TO «CONTROL PACKAGE».</p> <p>SPEAKER AND TOPIC TO BE CONFIRMED</p>
16.30-17.00	<p>POSSIBILITIES OF PRODUCT SALES FOR THE UKRAINIAN SUPPLIERS OUTSIDE THE COUNTRY:</p> <ul style="list-style-type: none"> • Prospects for the Ukrainian manufacturers access for the near-abroad market. • Do foreign retailers and consumers need the Ukrainian products? • What do you need to know and do to succeed in foreign markets? 	<p>EFFECTIVE TOOLS FOR PRODUCTION PLANNING AND SALES</p> <p>SPEAKER AND TOPIC TO BE CONFIRMED</p>
17.00-19.00	<p>«NEGOTIATING TABLES» BETWEEN RETAIL CHAINS AND MANUFACTURERS</p> 	
19.00-20.00	<p>NATIONAL AWARD, BUFFET FOR CONFERENCE PARTICIPANTS</p> <p>Awarding of winners of the annual National B2B Award among retailers «Retail-in-Ukraine-2016» in the nominations: «Best Crisis Partner», «The dynamics of sales», «professional team», «Quality of logistics», «Conditions of entry to and marketing support (suppliers)», «The stability of netting» and among producers «Made-in-Ukraine-2016».</p> 	

* During the event organization, training program may vary. All changes you will be informed by manager on your e-mail, mentioned in the registration form.

TARGET AUDIENCE

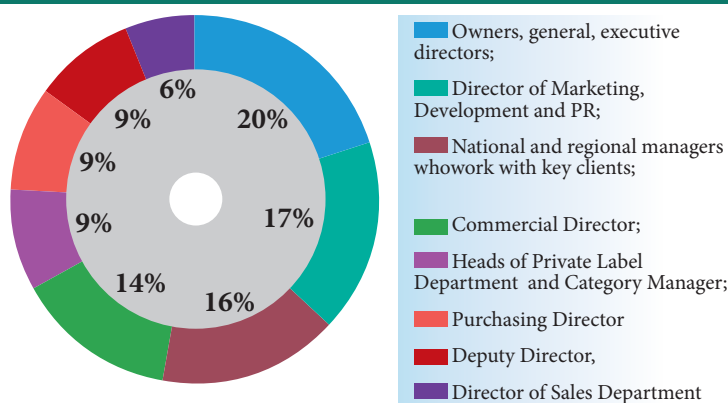
UP TO 300 PARTICIPANTS

Owners, CEO, commercial directors, directors of development, procurement, private label, marketing, sales, HR; Managers in charge of the main aspects of success of the **RETAIL NETWORK** and work with suppliers.

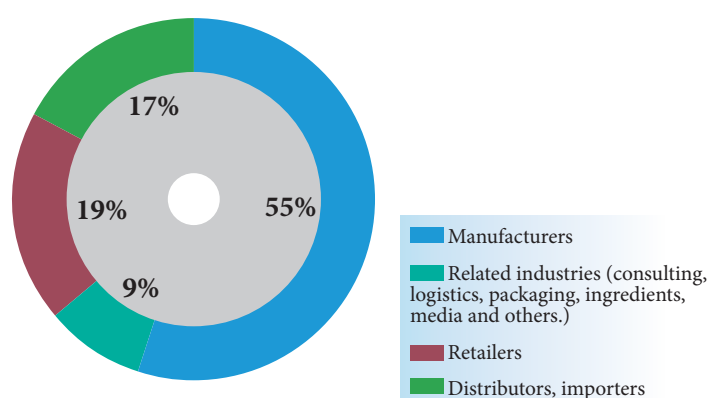
Owners, CEOs, commercial directors, heads of sales and marketing departments, national managers and brand managers of supplier companies - the key partners of retail, owners and managers of **RETAIL OF**

MANUFACTURING COMPANIES. HEADS OF RELATED INDUSTRIES (equipment, innovative solutions, logistics, packaging / packing, other solutions and services for business).

By management level:



By the Nature of Business:



KEY TOPICS OF «FoodMaster&PrivateLabel-2016»

THE FUTURE OF FOOD-RETAIL

Key trends in the development of retail formats in Ukraine and Europe:

- Regional development.
- The development of trade channels.
- Current trends in consumer preferences in food trade and related groups (FMCG).
- Change of the vector in retail: the transition from earnings on trade shelves to earnings on the difference between the incoming price and the price on the shelf. When and under what conditions it will happen?
- Prerequisites for achieving high growth in food retail sales.

KEY TOOLS FOR RETAIL CHAIN AND SUPPLIERS:

- Priorities and plans for the development of national and international chain stores for the coming year.
- How to win customer's loyalty?
- Building categories and cooperation with the retail chain based on actual effectiveness indicators.
- Effective trade-marketing activities in retail.
- Effective shelf trade and trade on the shelf in food retail: Questions to evaluate the effectiveness and «profitability» of procurement strategy in your Chain store.
- Chain stores procurement strategy compliance : the current market situation (competitive environment); dynamics of consumers; the interests of the target groups of the retailer company: shareholders, commerce, marketing, buyers; manufacturer's motivation to continue to pay.
- Strategy for the goods appearance on the chain stores shelf: the conditions to achieve maximum efficiency in the usage of the shelf space. What products and why will not get on the shelves of chain stores in the near future.
- Quality of Products: retail chains requirements, proactive steps of goods producers to improve the quality and the cooperation with retailers.
- Tools of trade automatization and production in a changing environment.

PLANS OF PRIVATE LABEL

- Global trends in the development and promotion of Private Label goods. Private Label Dynamics by sectional formats, product categories, companies in Ukraine.
- Private Label Market analysis: trends, consumer preferences.
- Secrets of Private Label effective positioning offers (in the context of price segments). Approaches to the formation of non-price benefits of Private Label. Non-standard technology of Private Label promotion.
- Supplier's audit and work on the PL goods quality improvement.
- How to make money on the Private Label - the leading retail chains in Europe create sustainable success.
- Expectations of key retailers from of PL goods suppliers.
- Key changes in retailers Private Label portfolio in 2015.

AWARDING THE NATIONAL AWARD WINNERS

Feedbacks about **FoodMaster&PrivateLabel**

«Participation in the conference allows to get increased sales with economic efficiency in the Private Label direction. Such conferences bring together suppliers and retailers in order to find solutions in issues of cost optimization in PL project».

Alexander Trohimenko,

«The conference allows us to analyze the vision change of cooperation with Retail chain-stores. Holding such events is really important in that case if the chain-stores representatives of the Ukrainian market will listen to the Manufacturer.»

**Constantin Valiano, «Millennium»
Chocolate Factory**



«This conference - it is an opportunity to establish contact with retailers with the prospective for further cooperation. This conference was marked by new acquaintances that have led to the positive results and the signing of new contracts.»

**Christina Gisem,
LLC «Corado Canning Inc.»**

«I have found a way of rapprochement with manufacturers and trade organizations to promote their products. Clear organization. Deep, meaningful, dynamic, visually. Thank You!»

**Michael Chmykhov,
LLC «UAPROM»**

«The search for new suppliers, new capabilities of PL positioning (European experience). The conference opens up the possibility of open dialogue with producers and other market operators.»

**Irina Goloborodko,
LLC «METRO Cash & Carry Ukraine»**

«New knowledge, new experience in the fields of interest, development perspectives. Holding conferences and participation in them is important because it gives the opportunity to keep up with the times.»

**Maria Marta Drapyata,
Ltd. FDI «Ekonia»**



«Getting the foreign experience of PL development and promotion, acquaintance and further cooperation with new suppliers. Signing contracts with new partners, discussing and resolving issues, obtaining the information about retailers, suppliers and the market.»

**Olga Bilan,
LLC «Ukrainian Retail»**

«It is very important to bring together manufacturers and retailers, so they could hear each other, to find the direction for the movement, could understand problems of each other and find solutions. «

**Sergey Ozinkovsky,
«VPK-Ukraine»**

Conditions of participation in the conference: FoodMaster& PrivateLabel-2016:

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 April 24)	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
List of contacts (name, position, address and landline phones)	no	no	yes
Participation in the negotiation table of retailers and suppliers	yes	yes	yes
Placement of Company's informational materials in the participant packages at the conference or at the front desk	no	no	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)	200	300	400

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

Phones for registration:

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