

26  
August

**TradeMasterGroup**  
from professionalism to mastery

The main event of the Year in Kyiv!

VIII Ukrainian Research and Training Conference

**CONFERENCE SUMMARY**  
**Private 2016**  
**Label**

Expansion of contract  
manufacturing boundaries



**CONFERENCE PARTNERS**

Automation partner

**ІС:ПІДПРИЄМСТВО 8**  
ЕФЕКТИВНИЙ ІНСТРУМЕНТ УКРАЇНСЬКОГО БІЗНЕСУ

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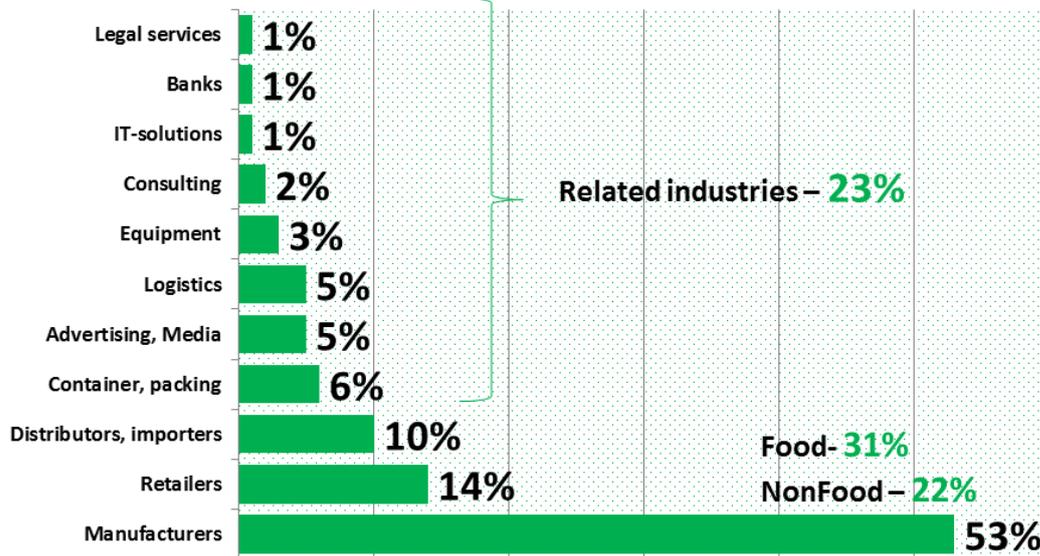
**MEDIAPARTNERS OF THE CONFERENCE**



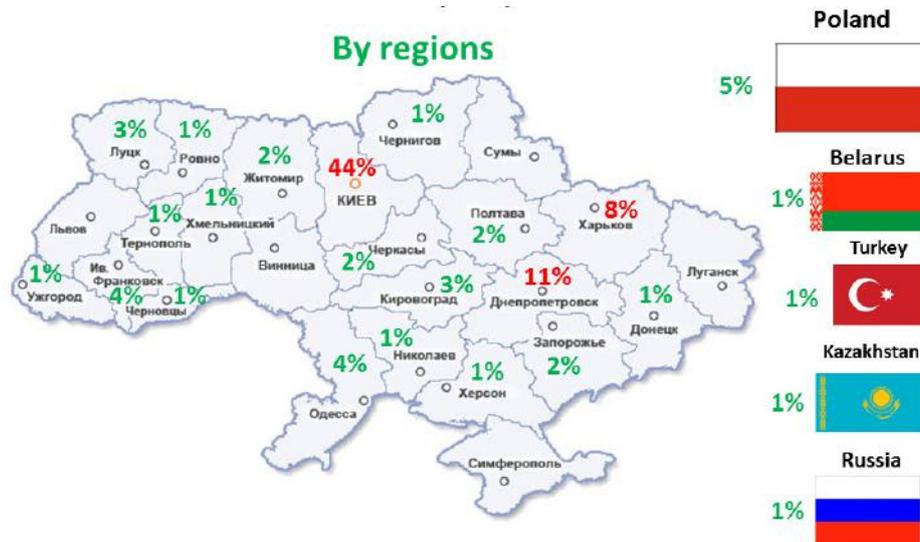
**TradeMasterGroup**  
от профессионализма к мастерству

**Audience of the conference  
Private Label-2016**

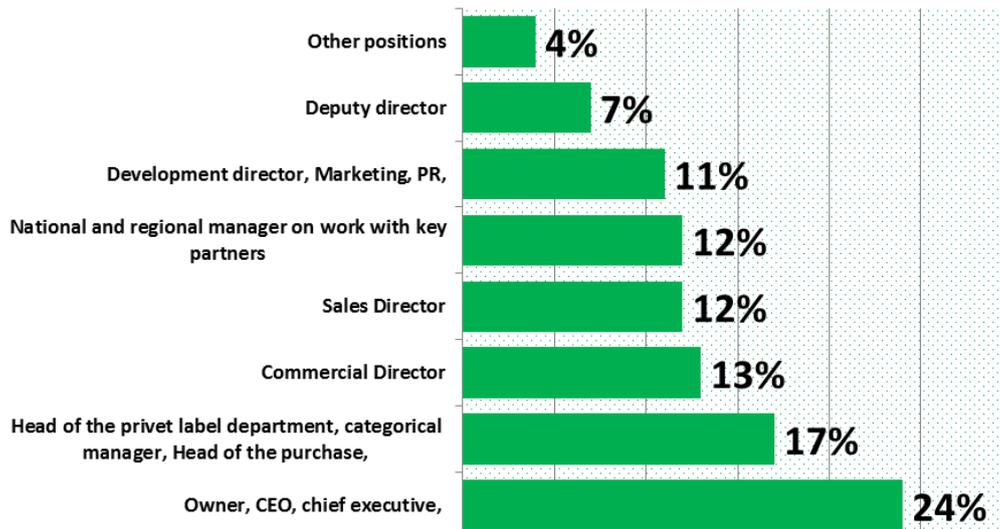
Audience  
of the VIII International Research and Training Conference Private Label-2016  
287 participants  
**By occupation**



**By regions**



**By the level of management**



Speakers of the conference  
Private Label-2016

**SPEAKERS OF THE VIII INTERNATIONAL RESEARCH AND TRAINING CONFERENCE**  
**Private Label-2016: Expansion of the contract manufacturing boundaries**

**Vitaliy BRYK,**



Strategic development manager in **Nielsen Ukraine and Belarus.**

Leading expert on working with retail chains, **Nielsen**

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**Anna SHTEPA,**



**Alla KOMISARENKO,**



Chairman of the Board of **Concord bank.**

Banking career was started in 1990 in Sberbank from the accountant of the accounting department to the Chief accountant. From November 2015 she was appointed as Chairman of the Board of Concord Bank.

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**Dmitry POTAPENKO,**



Managing Partner of **MANAGEMENT DEVELOPMENT GROUP INC.** The founder of the food retail company X5 Retail Group., successful businessman in 5 countries, owner of 12 retail and restaurant chains in the regions of Russia and abroad.

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**Arthur POGORELOV,**



Regional Development Director of **JSC «Ukrplastic».**

JSC «UKRPLASTIC» produces modern polymeric flexible packaging for the food, cosmetic, pharmaceutical and other industries.

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**Anatoly DEMIDENKO,**



, import manager of **IMPERIA HOLDING.** Responsible for the search and conclusion exclusive contracts with foreign suppliers, making contracts for the production of the private label for the company's needs. Experience in Private Label over 8 years (including «Ideal Market» (Kazakhstan), «Eco-Market», Fozzy Group).

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**Andrzej WOJCIECHOWICZ (Poland),**



Trade Specialist of FMCG and international cooperation in FMCG Business Consulting, more than 20 years of active trading on the markets of Poland and Ukraine.

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**Remy MEDINA (Netherlands),**



Golden Speaker the «FoodMaster & PrivateLabel-2015» Conference. The founder of **Food Business Invest**, an international expert in the development of strategy and innovation for retail, preparation for international tenders.

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**Dmitry RODENKO,**



Director of **International Marketing Group Ukraine.** (belong to the top-5 national research companies on turnover).

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**Igor GARBARUK,**



experience in the Corporation «Olymp», the retail network «Furshet» and others. Member of the «**Economic discussion club**». From 2011 to 2013. - Director of Trade Development Department «of the Ministry of Economic Development and Trade of Ukraine.»

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**Jaroslav KOSHLATY,**



founder and director of the company «**Zlatomed**». On the Ukrainian market for more than 20 years. To date, products have been exported to Europe and the United States.

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**Viktoria ILCHENKO,**



Business Analyst of «**Skyline Software**», «1C» program operator in Ukraine.

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**Vladimir GRANIN,**



Deputy Commercial Director of the private label of «**RUSH**» (**EVA line stores**). Current functionality: the share of private label, network income and the plan of starting private label. Vladimir also has experience of work in large industrial companies of Ukraine.

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Rating of the speakers of  
Private Label-2016



**REMY MEDINA**  
FOOD BUSINESS INVEST



**DMITRY POTAPENKO**  
MANAGEMENT  
DEVELOPMENT GROUP  
INC.



**VLADIMIR GRANIN**  
LLC «RUSH» (EVA LINE  
STORES)

1

2

3

4,87

4,77



4,67



## Outcomes of the conference Private Label-2016

### PRIVATE LABEL-2016: EXPANSION OF THE CONTRACT MANUFACTURING BOUNDARIES



At the 26 of August 2016 in Kyiv was held the VIII International Research and Training Conference «Private Label-2016: Expansion of the contract manufacturing boundaries».

The founder of the conference «PrivateLabel-2016» - **B2B Media Group TradeMasterGroup** ([www.TradeMaster.UA](http://www.TradeMaster.UA)) thanks the Speakers, Participants and Partners for their cooperation and support: automation partner - «**Skyline Software**»; official partners - **Joint Stock Commercial Bank «Concord»**; «**Ukrplastic**», «**Olymp**», the conference partner - «**Zlatomed**»; consulting partner of the conference - **International company Nielsen**, the exclusive partner of the light Lighting - **LED Light Solutions**, the host partner - **hotel «Cosmopolit»**.

**Igor Garbaruk** – moderator of the Conference ( FMCG market expert, manager with experience in the Corporation «Olymp», the retail network «Furshet» and others) introduced “suppositive portrait” of the participants of the conference: **more than 300 top managers of industrial, retail and distribution companies** as well as companies **from related industries** (packaging, logistics, equipment, consulting, IT-solutions, banks, etc.).

There were owners and managers of companies **from Ukraine, Poland, Russia, Kazakhstan, Belarus, the Netherlands, Turkey** in the hall.



The first speaker of business meeting - **Vitaly BRYK**, director of strategic development of the company Nielsen (Ukraine, Belarus), drew attention in his report on the characteristics of consumer sentiment in Europe and in Ukraine, as well as promising areas of FMCG market in the current year.

**Anna SHTEPA** - leading expert on work with retail chains in Nielsen, gave information about the «**average consumer**», his feelings and moods, as well as on the impact of the current situation on the motives of purchases of private brands. The consumer confidence index of Nielsen proves that Ukrainians assess the situation in the country negative. 46% of respondents believe that the prospects of their work will be bad, 22% believe that the state of their finances will be far from brilliant, and 43% of respondents believe that it is a bad time to buy things now. People know prices of the most goods, seeking to acquire cheaper goods, this fact,

according to expert’s opinion, become the main cause of population of private label among Ukrainian consumers. At the same time, one of five Ukrainians began buying more private labels during the year. **Marshmallows, canned vegetables, packed dried fish for beer, non-chocolate sweet dragees** became the categories with high part of private label. Chewy candies, nonalcoholic carbonated beverages, eggs, vodka, marshmallow have shown the biggest growth in private label throughout the year.

Presentation of the next speaker - **Alla KOMISARENKO** (Chairman of the Board of Joint Stock Commercial Bank Concord) was devoted to **factoring**, convenient financial tool that allows suppliers, including importers, to quickly obtain bank funds, deliver the goods and to accelerate the pace of development.



**Outcomes of the conference  
Private Label-2016**

The presentation of **Dmitry POTAPENKO**, *Managing Partner of MANAGEMENT DEVELOPMENT GROUP INC*, successful businessman in 5 countries, owner of 12 retail and restaurant chains in the regions of Russia and abroad, also was related to the topic of business development. «PL Life after death» is the topic of his report in with Dmitry examined the differences of the manufacturer and retailer strategies towards the same goal - the satisfaction of the customer needs – and also errors, which is not necessary



to avoid when creating a Private Label. Dmitry sure that nowadays «brand is not worth anything,» and this is the main reason that the networks create their own private label. At the same time, according to the speaker's opinion, private label is beneficial for the producer, (allowing you to upload its power) and the customer (due to the lower value of the goods).

An important aspect of the conference was the **Discussion of the retailers on topic: «Formation of balanced and profitable assortment of private label. How to deduce a strong private label and achieve their recognition by consumers»:** **Galina MALYAROVA** (*expert partner of TradeMasterGroup about questions of Private Label*), **Elena BEREZHNYAYA** (*head of the private label department of the NOVUS network*), **Marina DOBYCHINA** (*Head of the private label department «Metro Cash & Carry Ukraine»*), **Daria BAKHMATOVA** (*Head of Private Label Development, ATB-market*), **Sergey Naumenko** (*Head of Private Label Development LLC*



«Ukrainian Retail») and **Anastasia MURAVYOVA** (*PL retail manager Watsons network*). The experts answered on questions from suppliers, discussed different aspects of the usage of PL by trading company.

The report of **Arthur POGORELOV**, *Regional Development Director of JSC «Ukrplastic»*, was also devoted to success of private label on market.

Mr. Pogorelov made an interesting suggestion that soon many types of packaging will disappear, and will be replaced by a flexible polymer packaging and such type of packing is the most modern. Besides, it offers great opportunities for using, when private label starts.



The report by **Anatoly DEMIDENKO**, *import manager of Imperia Holding*, was about successful **promotion of Ukrainian private labels on the European market**. Anatoly said that the part of private label in retailer chains of Europe is close to 45% and it is open new opportunities for Ukrainian manufacturers.

Despite the fact that our country has signed an agreement with the EU about free trade zone, the amount of goods that can be delivered by the Ukrainian enterprises in the EU is limited by quotas. At the same time this quota does not apply to products under private labels.

In this case, if European network order from Ukrainian manufacturer goods under the PL, it will be a bar code on the product of the customer country.



**Outcomes of the conference  
Private Label-2016**

The expert also spoke about the requirements of European networks for the labeling of products under private label, and necessary certificates for its production.

Fuller coverage of the issue of quality of European private labels has been made in the report by **Marek MARZHETS (Poland)**, a leading business consultant for Quality, retail and import-export activities and retail in Europe.

He spoke about the quality standards imposed by the EU to FMCG-companies importing goods into the country by the European Union and the types of certificates that are necessary for entering the European market.



**Andrzej WOJCIECHOWICZ (Poland)**, Trade Specialist of FMCG and international cooperation in FMCG Business Consulting said, that Ukrainian producers should not be afraid of additional checks.

On his mind, way out in the other country makes the business much more profitable and safer. As one of the markets that are close to Ukrainian expert described his country. According to Andrzej, 10-15 years ago, the Polish retailers have experienced a process similar to what is happening now in Ukraine.

However, nowadays country's retail market is developing dynamically. In his speech, Mr. Voitsekhovitch told about the peculiarities of retail in Poland, popular shopping formats, about the features of the conclusion of commercial contracts.



The speech of **Remy MEDINA (Netherlands)**, founder of Food Business Invest, an international expert in the development of strategy and innovation for retail, preparation for international tenders was about development of retailers in the EU.

According to the speaker, PL is need to retailers to differentiate on the market for bringing up consumer loyalty and introduction innovations. Researches show that 63% of consumers in the market like new products,



and 56% like to «switch» from one type to the other products.

Expert also drew attention to one of the latest trends on the EU retail market - «**premiumisation**».

This term refers to the desire networks produce under PL produce more and more products of the premium segment, which allow them to increase their target audience. Discounters are now actively implementing PL, who are trying to move away from the «hard» type store.

**Dmitry RODENKO**, Director of «International Marketing Group Ukraine», called not to forget that besides the EU, there are other interesting export regions. According to



him, the Asian and African markets have a huge potential for Ukrainian goods. In confirmation of his words Dmitry cited the following figures: the standard of living in Asia increased by 6 times in 30 years and the average economic growth is 7.5% over the last 10 years. At the same time import Asian's countries of finished cereal products has

## Outcomes of the conference Private Label-2016

increased by 500% during the last 5 years! Honey, sugar, ready-made clothes, leather have the greatest potential for export to Asia and Africa. «Access to foreign markets is beneficial, interesting, promising, but we should do it by using a specific methodology», - said Mr. Rodenko.

In addition to opportunities to work with foreign partners and participants of the meeting discussed the status of PL start in Ukraine. In particular, **Igor GARBARUK** (a manager with experience in the Corporation «Olymp», the retail network «Furshet» and others) spoke about the reasons for the appearance of PL in Europe and in Ukraine, gave recommendations about in which commodity groups should create private labels, what characteristics direct for making own brand successful.

The point of view of manufacturers in the process of implementation of PL in retail chains expressed



**Jaroslav KOSHLATY**, founder and director of the company «Zlatomed». He appealed to retailers with appeal to hear manufacture problems and not address issues of launching their own brands exclusively at the expense of the supplier. According to Mr. KOSHLATY purchase of raw materials and processing it into the final product require considerable resources, so the manufacturer expects of trade of timely payment of the supplied goods. In addition, the director of «Zlatomed» expressed interest of the part of producers in work with the premium segment.

**Victoria ILCHENKO**, business analyst of «Skyline



Software», «1С» program operator in Ukraine, talked about optimize the management of Ukrainian production by distribution companies. Victoria believes that in our increasingly accelerating world, speed of making decision is becoming a key competitive advantage, and the delay in agreeing urgent matters can bring billions of dollars in losses. To avoid such delays expert suggests using the possess of workflow automation. In her speech the expert gave some successful cases of optimization of Ukrainian enterprises.

The speech of **Vladimir GRANIN**, Deputy Commercial Director of the private label of «RUSH», completed the conference. Vladimir thinks that branding products under PL is a tool of maintaining the loyalty of regular



customers and attract new customers. In his speech the expert gave examples of cases of successful use of image goods by foreign and national companies.

After the theoretical part of the conference on more than 30 tables were held **negotiations about purchasing PL between producers / suppliers and representatives of retail chains**. For the first time at the conference was represented **Gallery of private label innovations** in the food and nonfood categories from best manufacturers in Ukraine and abroad.



The final event of the conference was **awarding ceremony of the National Business Awards «PrivateLabel-2016**.

**Results of National B2B-Award  
Private Label-2016**

**THE WINNERS OF THE «PRIVATE LABEL-2016: THE BEST PARTNER OF THE YEAR»  
AMONG RETAILERS**

**FOOD**

**NONFOOD**

**Nomination «Best Project of Private Label»**



**LLC «VOG RETAIL»**



**LLC «SUMATRA-LTD»**

**Nomination «Contribution to the development of product category»**



**LLC «OMEGA»**



**LLC «RUSH»**

**Nomination «Recognition of the brand»**



**LLC «FOZZY FOOD»**



**LLC «RUSH»**

**Nomination «Dynamics of development»**



**LLC «OMEGA»**

Results of National B2B-Award  
Private Label-2016

THE WINNERS OF THE «PRIVATE LABEL-2016: THE BEST PARTNER OF THE YEAR»  
AMONG RETAILERS

FOOD

Nomination «Innovation of the Year»



LLC «VOG RETAIL»



LLC «ELDORADO»

Nomination «The most effective PL»



LLC «ATB-MARKET»

Nomination «Partner of the Year in the PL»



LLC «METRO CASH AND CARRY  
UKRAINE»



Results of National B2B-Award  
Private Label-2016

THE WINNERS OF THE «PRIVATE LABEL-2016: THE BEST PARTNER OF THE YEAR»  
AMONG PRODUCERS

FOOD

NONFOOD

Nomination «Fair value»



LLC «TRADING HOUSE «DELTA»»



LLC «UNILIFE.PV»

Nomination «Contribution to the development of product category»



LLC «MALTSAYT»



PJSC «VGP»

Nomination «Best quality»



LLC «TRISTAR»



CORPORATION «BIOCPHERE»

Nomination «The Best cooperation»



LLC «NOVA PAK»



LLC «DARPAK»

Results of National B2B-Award  
Private Label-2016

THE WINNERS OF THE «PRIVATE LABEL-2016: THE BEST PARTNER OF THE YEAR»  
AMONG PRODUCERS

FOOD

NONFOOD

Nomination «Stability of supplies»



LLC «LIGOS»



LLC «PREMIER SOCKS»

Nomination «Innovation of the Year»



LLC UKRAINIAN-GERMAN COMPANY «TRUFF ROYAL»

Nomination «Contribution to the development of private label in Ukraine»



LLC «LIGOS»



**Automation partner: «Skyline Software»**



**Conference Partner: Zlatomed**



**Official partner of the conference: Joint Stock Commercial Bank for Concord**



**Official partner of the conference: Ukrplastic**



Expositions of the Private Label-2016  
partners

Official partner of the conference: **Olymp**



Partner of exclusive lighting solutions: **LED light solutions**



Consulting Partner: **Nielsen**



Host hotel **Cosmopolit**



Expositions of media partners



Expositions of Private Label-2016  
participants



**Binotel**



**Click-Pack**



**Slobozhanskiy mylovar**



**Green Factory Ukraine**



**Jardin Riche**



**Poligraph Design Label**



**Rocket Poland sp. z o.o.**



**TM Uninvest Packaging**

Expositions of Private Label-2016  
participants



**Vesna**



**VIAS**



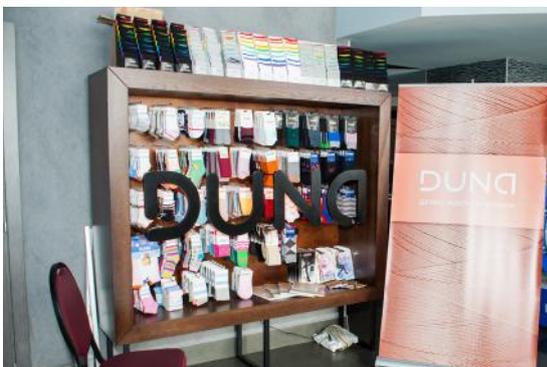
**Biosphere Corporation**



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**DEEP 2000**



**DUNA-VESTA**



**LLC «Karavan»**



**Ligos**

**Expositions of Private Label-2016  
participants**



**Logo Group**



**May Ukraine**



**Nature**



**Monomakh**



**Petrus-Confectioner**



**Raduga**



**Skvyrskiy grain  
processing factory**



**Smak Torg**



**SoloMia**

**Отзывы о конференции  
Private Label-2016**

«For the first time I attended a conference last year, at the same time, about a week, visited the conference by the competitors «TradeMasterGroup». I saw a huge gap in the organization, and in filling the conference. I personally like the fact that every claimed topics of the conference are disclosed. This is very important, because on some events, claimed an interesting topic, but in the end we do not get answers to their questions. You have professional speakers, good organization of the conference and good atmosphere. Well done, keep it up!»

**Elena MAXIMOVA, Head of PL LLC «Velta-Cosmetic»**



«Such events are useful because they provide new friends and contacts. Very valuable opportunity to take part in such negotiations with the networks. «

**Maxim CHERNOV, Zhytomyr cardboard factory**

«For me, the event is useful from the point of view that provides an opportunity to prepare a particular topic for the speech, normally understand it and apply then to work. In addition, it is helpful to hear how PL develops in other networks, to meet with colleagues, shake their hand and thank you for your cooperation - and all this in one day».

**Vladimir GRANIN, Deputy Commercial Director of the private label of «RUSH» (EVA line stores).**



«We don't present on the «TradeMasterGroup» events at first time. Participation in such conferences is very useful, as the «dot» highlights the challenges faced by manufacturers and suppliers: go to «Private» or not; develop their Trading Brand. We are planning to participate in such activities in future».

**Elena REPA, director of «Company Lasler»**

«At the conference for the first time, but enjoyed it - both in terms of organization and content. Very pleased with some of the presentations and discussions, but would like to be more active producers - in fact most of the information was useful for them. We will certainly take part in the event in the future».

**Sergey NAUMENKO, head of the PL Department of the retail chain «Brusnichka»**



«Everything was organized at the highest level. During the event, we were able to meet with the heads of directions Private Label. Before that, all communication takes place over the phone. Thanks to the organizers».

**Daniel SYPKO, regional manager «Avtoden»**

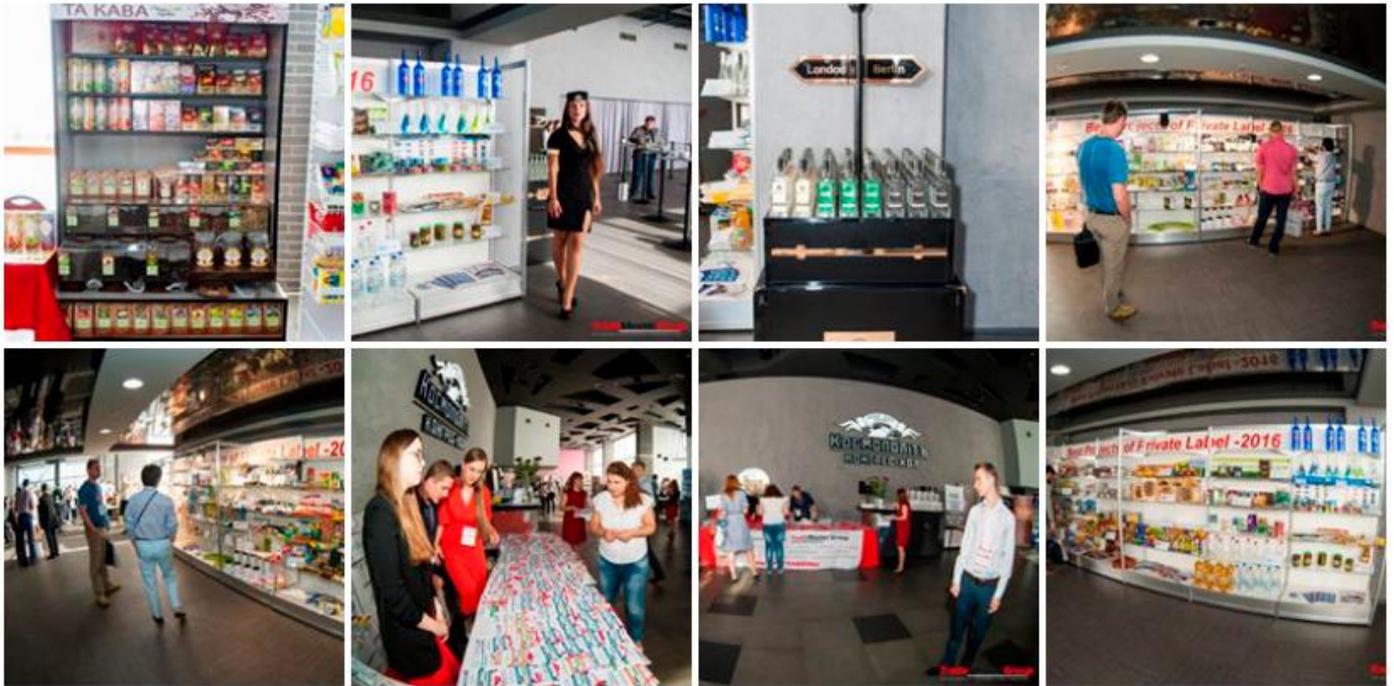
«Such conferences is an ideal place for dialogue with the producers: the existing and potential partners; obtain useful information about new market trends. It's nice to meet with the heads of the companies, which for the first time talked about a possible job only a year ago at a conference in 2015 and for more than six months successfully sell goods the PL, produced on their production lines».

**Natalia BARYLCHENKO, руководитель управления развития СТМ ООО «Омега» (розничная сеть Varus)**



**IMPORTANT!**

## PHOTOREPORT



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