

26
August

TradeMasterGroup
from professionalism to mastery

The main event of the Year in Kyiv!

VIII International Research and Training Conference

Private 2016 Label

Expansion of contract
manufacturing boundaries

More than 300 suppliers and retailer chains



TOP 10 TOPICAL ISSUES OF THE CONFERENCE:

- Private Label market in Ukraine and abroad: evolution of Private label in consumers' perception and behavior, realias and perspectives.
- Advance in a category's earning power with the help of well-balanced selection of Private label.
- Image goods under Private label as an instrument to maintain loyalty of regular customers and to attract new consumers with special needs.
- Effective ways to optimize Private Label production process and to improve logistics on the way from a factory to a final consumer.
- The necessity for products, which are free from gluten and other components that provoke allergic reactions and take a toll on humans' health: PROS AND CONS.
- ORGANIC vs FARM PRODUCTS under Private label: What is in demand and what makes gains on the market?
- How not to screw the quality of a product by vesting the responsibility of quality management in the department members engaged in Private label development?
- Minimization of extra costs in the full cycle of Private label operation, starting from the development of an idea and name designation to the recycling of an unused packing.
- How to create a competitive advantage with a well-balance Private Label assortment?
- Private Label as a strategy of securing a foothold in the European markets.

CONFERENCE PARTNERS:

Partner for automation

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Speakers of **PrivateLabel**

(job positions are mentioned as of the time of presentation)

Top 3 best speakers



Andrzej Wojciechowicz,
(Poland) *European Commission Expert – Advisor in FMCG Business Consulting.*
In 2000 Andrzej Wojciechowicz started a discount stores project together with the Casino Group in Poland,

based on a Leader Price franchise program for Polish entrepreneurs. In 2008 Andrzej Wojciechowicz was nominated for the position of the Chairman of the Board of Bomi S.A. – joint stock company noted on the Polish Stock Exchange. Besides the management of the BOMI Andrzej Wojciechowicz was also in charge of the consolidation of the BOMI Capital Group, combining BOMI, Rast SA and Rabat Pomorze SA., and implementing corporate governance rules in the Group. At present Andrzej Wojciechowicz is running the FMCG Business Consulting company.



Dorota Kalowska,
(Poland), *partner & strategy consultant COBALT SPARK.*
16 years of customer interaction experience in the area of developing individuality and

Private Label strategy. She designed and brought into markers more than 2500 different Private label packings (JMP/BIEDRONKA, LEADER PRICE, CARREFOUR POLSKA, PIOTR I PAWEŁ, ŻABKA POLSKA, LIDL, INTERMARCHE, AUCHAN, REALMAKRO). Silver medal speaker at the «Private Label-2015» conference. At that conference, she highlighted the role of innovations in determination of the brand values and also pinpointed the potential of Private label in establishing consumer loyalty.



Vitaliy Bryk,
strategic development manager in Nielsen Ukraine and Belorussia.
Bronze medal speaker at the All-Ukrainian training confer-

ence «PrivateLabel-2015». Nielsen Ukraine is a corporate division of the global marketing research organization "The Nielsen Company", established in 1923 and operating in more than 100 countries throughout the world. Nielsen Ukraine's major area of focus is retail audit. It is the most accurate instrument, which provides comparative data on what is happening with the production in retail network.



Dmitry Potapenko
Owner of 12 retail and restaurant chains in the countries of Belgium, the Czech Republic, China, Russia, Bulgaria.



Elena Berezhnaya
Head of department of private label brands of NOVUS network.



Marina Dobychina
Head of department «Sobstvennyye Torgovye Marki», Metro Cash & Carry Ukraine.



Viktoria Ilchenko
Business Analyst of the LLC «Skyline Software», «IC» program operator in Ukraine



Daria Bakhmatova
Head of Development of private label, ATB-market



Remy Medina
(Netherlands),
Founder of the Food Business Invest, an International Expert in the Development of Strategies and Innovations for retail



Natalia Barylchenko,
Development Manager of Private Label LLC «Omega» (the retail network of Varus)

Up to 300 top-managers are going to attend **PrivateLabel**

For owners, CEOs, sales, development, procurement and Private Label managers; for marketing directors, chief sales officers, staff managers; for managers responsible for key aspects of the successful operation of the retail network and maintaining supplier relationships.

For owners, CEOs, commercial directors, sales managers, chief sales officers, marketing managers, national and brand managers of supplier companies.

For managers of related industries (equipment, innovative solutions, logistics, packaging and other solutions and services for business).

According to the level of management

■■■■■■■ 20%	Owner, ceo, executive director
■■■■■■■ 18%	Chief sales officer/procurement director
■■■■■■■ 17%	Head of pl department category manager
■■■■■■■ 16%	National and regional key account managers
■■■■■■■ 14%	Sales director
■■■■■■■ 9%	Director of marketing, development and pr
■■■■■■■ 6%	Vice director

According to the company's line of activity

■■■■■■■■■■■■■■■■■■■■ 53%	Manufacturers
■■■■■■■■■■■■■■■■■■■■ 18%	Retailers
■■■■■■■■■■■■■■■■■■■■ 14%	Related sectors
■■■■■■■■■■■■■■■■■■■■ 7%	Logistics operators
■■■■■■■■■■■■■■■■■■■■ 3%	Distributors, importers
■■■■■■■■■■■■■■■■■■■■ 3%	Mass media
■■■■■■■■■■■■■■■■■■■■ 2%	Consultancy

Opinion



Halina MALIAROVA,

Head of Fozzy-Food LLC PL Department, the best Chief Executive of the Private Label 2015, following the voting results of the participants of "Private Label - 2015" National Project.

Ukrainian private labels continue to develop in all categories. Current economic situation, present on the Ukrainian market, encourages the promotion of Private Label, and all our customers tend to choose Private Label goods with qualitative characteristics of brands, but in more reasonable price.

As for the development of organic foodstuff in Private Label product range, the Organic direction on the Ukrainian market hasn't yet acquired such a dynamic development as in Europe.

However, we observe an active growth of farm products in such categories as milk, vegetables, fruits, meat, honey etc.

In my opinion, the farm products will be more successful on our market, than just organic ones.

In Europe, there are many product ranges of special purpose: gluten free, wheat free, dairy& egg free etc. For the last 4 years these categories strengthened their positions, and currently, their share constitute more than 9% of the overall volume of all food products and beverages in the global dimension. The statistics shows, that the number of people, who pay attention to their health or cannot digest these or that ingredients, increases annu-

ally. That is why, the development of Private Label in this direction is quite explicable.

In the range of Fozzy Group private labels there have been already introduced some gluten free products. In the nearest future, we are going to create a greater variety of gluten free products and, currently, we are actively searching for manufacturers.

In order to set powerful private labels forward and achieve customers' recognition, it is important to understand, that the core of a leading brand is not a fancy logo or design. The logo can be hand written.

Produce only quality goods, the customer may be interested into, and they will further turn your trademark into the brand. To achieve this, there should be a synergy between a supplier and a retail network. It can be performed through the holding of specialist conferences.

Such events are primarily aimed at meeting and communicating with partners in an informal atmosphere, that is why I consider coffee breaks to be the most important and fruitful part of the event.

CONFERENCE PARTICIPANTS



Feedback of the Conference **PrivateLabel**

"Thank you for a perfect organization, interesting reports, target audience and pleasant, frank atmosphere. It was a great pleasure not only to share the research findings, but also to efficiently spend time, having acquired a new information and useful knowledge."

Bryk B., Nielsen Ukraine

"Holding the conference is of great importance, because the companies share their experience in solving problems and bring the pressing issues up for the discussion. The conference was highly efficient; there was an opportunity to get acquainted with new partners and to learn the news from the retail sector."

Yarovaia T., Brokbridge LLC

"On the conference, you can get suppliers' contacts and, what is also important, to get to know them in person. The most interesting were the reports of the companies, which presented real cases."

Puhach A., SUMATRA-LTD LLC

"The participation in the conference is not only about sharing the experience and acquiring new knowledge, it is also a great opportunity to meet the suppliers in a slightly different atmosphere. Owing to the conference, our company extended a contact base of the non-food manufacturers."

**Svistunova K., Retail Group Ukraine LLC
(Karavan network)**

"The most interesting topics on the conference were the development of a new product for PL, all aspects of the best development strategies. An exclusive demonstration of one shelf marketing. The experience of Ukrainian PL suppliers in Europe: tools and practical guidelines for a national market player."

Kucherenko T., Clever Force

"Acquisition of foreign development experience and PL promotion, acquaintanceship and further collaboration with new suppliers. Formation of a contract with the new partners, obtaining information about retailers, suppliers and the market."

Bilan O., Ukrainian Retail LCC

"The conference is of great importance. It allows the market participants to systematize, to look at the current situation from the outside and develops PL market as a whole."

Fostov V., Unilife Brand Company (UBC)



"The conference gives an opportunity of a "network-supplier" intercommunication. It was interesting to hear about the purpose-made products for PL: differentiation or the way of obtaining an incremental profit."

Herasimenia A., PJSC VGP (TM Ruta)

"Private Label is an opportunity to establish a contact with retailers with a prospect for future collaboration. This conference was characterized by the new acquaintances, which led to the positive results and signing of new contracts."

Hisem K., Corrado Canning Incorporated LLC

"For the market participants it is important to share ideas in the real-life communication. The conference contributes to better understanding of the needs of a qualified prospect."

Bohatyrev D., Fun Ticket



Conditions of participation in the Conference **PrivateLabel**

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
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	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)	200	350	500

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**

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