

# BUSINESS PROGRAM OF THE RUSSIAN RETAIL WEEK

DAY 1, TUESDAY, JUNE 7, 2016

WORLD TRADE CENTER, ENTRANCE 4, CONGRESS CENTER

(MOSCOW, KRASNOPRESNENSKAYA EMB., 12)

8:30

**RUSSIAN RETAIL WEEK Registration**

Welcome coffee

8:30 – 9:50

**Business breakfast**

(by invitation)

9:00 – 10:45

**Expert-analytical session**

**RETAIL LOYALTY PROGRAMS ON THE BASIS OF PAYMENT CARDS - CO-BRAND. VISA INTERNATIONAL EXPERIENCE**

Expert Hall

Language:

**Speakers:**

**Dennis Bauer**

Vice President and General Manager, Global Consumer Payments, Gap Inc; «The Gap Co-Brand» presentation

**Anoop Bhargava**

Sr. Business Development Leader, Merchant Sales and Solutions, CEMEA, Visa Inc.



RUS



ENG

Co-organizer: **VISA**

9:00 – 10:45

**Expert-analytical session**

**THE FASTEST GROWING AND THE MOST EFFECTIVE RETAIL CHAINS OF RUSSIA**

Retail Hall

**Questions for discussion:**

- TOP 100 FMCG, DIY, NON-FOOD, E-commerce retail chains
- Retailers' investment strategies for 2016 – 2017
- Comparative analysis of the regions in the development of retail chains, level of competition, consumption dynamics
- Repartition of the e-commerce market: multichannel models of the largest retailers
- Strategy and tactics of the regional retail in the competition with federal retailers (consolidation of procurement, PLB)
- Prospects of the strategic partnership of retailers and suppliers in the volatile market in the conditions of economic recession

**Speakers:**

**Ivan Fedyakov**

Director General INFOline

**Mikhail Burmistrov**

Director General INFOline-Analitika

Co-organizer: **Info-Line**



9:00 – 10:45

**Expert-analytical session**

**LEGISLATION ON TRADE. CURRENT CHANGES, PRACTICES AND TENDENCY OF REGULATION**

Coliseum Hall

**Questions for discussion:**

- current changes in legislation regulating trading activities and their implementation
- trends in regulation of trade activities (changes in legislation)
- current antimonopoly practice and issues of administrative responsibility

- bonuses, services, discounts, suppliers vs retailers (regulation of the relations)
- Internet trade regulation problems, legal status of commodity aggregators, regulation of purchases in foreign online stores
- commodity restrictions in Internet trade, practice, bans, tendencies (sale of alcohol, drugs)

**Moderator:**

**Denis Kosenkov**

Vice-president of Retail Market Experts Association, managing partner Gaffer & Gaffer law firm

**Speakers – experts:**

**Nikita Kuznetsov**

Deputy director of the development to domestic trade, light industry and consumer market department of Minpromtorg of Russia

**Andrey Karpov**

Chairman of the Board Retail Market Experts Association

**Oksana Kozhina**

Senior manager Deloitte

**Maxim Arefiev**

The director of the service center, Directorate of Legal Support Businessoup

**Ilya Ischuk**

Partner Attorneys at Law «Korelskiy, Ischuk, Astafiev and partners»

**Vladislav Korochkin**

First vice-president of Opora Rossii, President of «Russian ogorod» Group of Companies, President of the Eurasian Union of Seed Producers and Traders

**Alexey Popovichev**

Executive Director RusBrand

Co-organizer: **Gaffer & Gaffer law firm** **Gaffer & Gaffer**

9:00 – 10:45

**WORKSHOP FOR ORGANIZERS B2B-EVENTS IN RETAIL**

Ural Hall

Audience: marketing professionals, event managers, PR-managers of the companies-suppliers of equipment and services for retailers, whose task is to prepare and promote your own events for clients, as well as the organization of company participation in external industry events.

Purpose of the workshop: to Acquaint the audience with the Event ROI methodology in the organization of company activities aimed at promoting their own goods and services to potential customers.

**Workshop Objectives:**

- To introduce the principles of value creation of events of any format and scale
- To suggest a performance evaluation system of the event for the organizers
- To analyze the typical errors of the event’s organizers on the Russian market and to develop ways of their elimination for effective interaction with audience

**9.00 – 9.15** Getting to know workshop participants. Interactive introductory part.

Online vs offline events for clients on b2b market.

- What formats choose solution providers for retail?
- How evaluated the effectiveness of the events?
- What is missing TODAY for effective events TOMORROW?

**9.15 – 10.00** Getting to know EVENT ROI methodology - basic principles of the event value.

- ROI pyramid. 5 levels of creation of effective event.
- Stakeholders’ «pain». What must not be forgotten when planning an event?
- How to evaluate the effectiveness of the event? Development of criteria, evaluation methods and data analysis.

- Typical errors of the organizers and ways of its elimination when planning events
- 10.00 – 10.20** Event «through the eyes of the client». Why the organizers remember faces but forget about the participants of the events?
- Target audience vs guest of the event. How to be remembered by the client?
- «Pass» events is not a reason for expenses. Is it always necessary budget for creativity?
- Devil in details. In what differences of good events from fascinating?
- 10.20 – 10.30** Answers to questions.

**09:00 – 11:00**

Baikal Hall

**Expert discussion**  
**FASHION.OWNERS RETAILERS**

**Moderator:**  
**Igor Kovanov**  
Vice-president Retail Market Experts Association, Investment banker, Falcon Advisers

**10:30 – 18:00**

Granat Hall

**GENERAL MEETING OF UNION OF INDEPENDENT RETAILERS OF RUSSIA**

The program offers participants the Union upon request

**10:00 – 11:00**

**RUSSIAN RETAIL WEEK Official opening**

Exhibition area tour

**11:00 – 13:00**

Amphitheater

Language:



RUS



ENG

**Plenary discussion**  
**TRADE IN RUSSIA: MOVING FORWARD OR MOVING BACKWARDS?!**

- Trade is one of the few industries that has made a huge breakthrough in comparison with what was in Soviet period
- Trade is the only fully private sector of the economy. Perhaps, the reason of it is that trade the has taken full modernization from Soviet period and is up to the world standards?
- Retailers grows, small formats reduce. What will happen to trade, consumers and producers at continuation of this tendency?

**Moderator:**

**Victor Evtukhov**  
State Secretary - Deputy Minister of Industry and Trade of the Russian Federation

**Alexander Tynkovan**  
Chief Executive Officer M.video

**Sergey Galitskiy**  
Chief Executive Officer MAGNIT retail chain

**Speakers:**

**Igor Shuvalov**  
First Deputy Prime Minister of the Government of the Russian Federation

**Ljubo Grujic**  
General Manager, Coca-Cola in Russia and Belarus.

**Denis Manturov**  
Minister of Industry and Trade of the Russian Federation

**Vladlen Maksimov**  
President Coalition of the kioskers

**Lev Khasis**  
First Deputy Chairman of the Executive Board «Sberbank of Russia»

**Ilya Lomakin-Rumyantsev**  
Chairman of the Presidium Retail Companies Association

**16:30 – 18:00**

Ural Hall

**Expert-analytical session**  
**CURRENT PRACTICES AND TRENDS IN TAX REGULATION AND CONTROL**

**Questions for discussion:**

- Current changes of the legislation of the Russian Federation for taxes and levies.
- «Bottlenecks» of sales tax and directions of improvement of the taxation of trade activity
- Tax benefit and law-enforcement practice.

— Tax incentives of structural reforms within application of the Plan approved by the order of the Government of the Russian Federation of January 27, 2015 № 98-r for the sustainable economic development and social stability in 2016.

— Current legal usage on tax issues.

— Bases and order of application of interim measures by tax authority. Topical issues of practical application.

**Moderator:**

**Vadim Zaripov**

Head of analytical department «Pepeliaev Group»

**Speakers:**

**Victor Batsiev**

Independent expert, Head of the project «Nalog.Podderzhka», Chairman of the court composition, Presidium member of the SAC of the Russian Federation (until 2014)

**Irina Sakharova**

Head of tax practice of Gaffer & Gaffe law firm

**Georgy Koltashov**

Expert in the field of taxation, bankruptcy and property relations, Head of the tax debts and bankruptcy Directorate, FTS of Russia (until October 2015)

**Dmitry Kornev**

Director of tax administration department «MTS»

**Maria Podosenova**

Senior Manager of the taxation and law Department Deloitte

Invited representatives of the Federal Tax Service of Russia, representatives of business and leading consulting firms.

Co-organizer: **Gaffer & Gaffer law firm**

**Gaffer & Gaffer**

13:00 – 15:00

Baikal Hall

**Expert session**

**WHAT SOLUTIONS CAN OFFER THE REAL ESTATE MARKET TO SUPPORT RETAILERS?**

Retail real estate has been and remains the “means of production” for retailers, the effectiveness of which depends on the profitability of a store. Today in the conditions of declining consumer activity, the role of proper site selection and store format even more grows. What solutions can offer the retail real estate market to retailers in order to maintain turnover? Are there any more “win-win” locations with the current level of retail space saturation? Do retailers need new formats of shopping centers and what will happen to the premises of street retail? Finally, does the property owners and tenants will agree on “fair” rental rents?

— Place solution: Unoccupied profitable locations for retailer

— Format Solution: The new formats: magic wand or empty cares? Street retail: the patient is rather alive or rather dead? Whether non-standard shopping center tenants generate a traffic?

— Money Solution: Rent: there is still much to move?

— New formats: magic wand or empty cares? Retailer’s look

— Whether non-standard shopping center tenants generate a traffic

**Moderator:**

**Marina Skubitskaya**

Chief Executive Officer «PR- style» Company

**Speakers – experts:**

**Denis Kolokolnikov**

Chairman of the board of directors RRG Company

**Irina Ushakova**

Marketing director SC «AVIAPARK»

**Bulat Shakirov**

CEO, Managing partner of Praktika Development Company, Vice-president of Optima Development Company

**Natalya Bezshleeva**

Executive director «ADAMAS»

**Boris Katz**  
Development Director «Leonardo»

**Ksenia Ryasova**  
President FiNN FLARE

Co-organizer: PR-style



14:00 – 16:00

Expert Hall

Panel discussion

### ENTREPRENEURSHIP - ACCESS TO THE MARKET

Interaction of small and medium-sized businesses with the consumer market - one of the most topical issues faced by both beginners and experienced entrepreneurs. The major industry players are also interested in the potential cooperation with small and medium-sized companies, which are being developed formats that allow to structure this cooperation on a mutually beneficial basis.

**Questions for discussion:**

- Program for access to the market of «OPORA ROSSII»
- The public sector. Joint forms of market access for small and medium enterprises
- Market formats (Franchising, wholesale, retail, e-Commerce)
- Business model of direct sales as a platform to launch small businesses
- Modern technology for small and medium enterprises to access the market
- «How to get on the shelf»
- Access to market for small companies in the medical business

**Moderator:**

**Veronika Peshkova**

Board member «Opora Rossii»

**Igor Kovanov**

Deputy Chairman of the Russian Retail Market Experts Association, Managing partner at Falcon Advisers, the Director-General We Do Loyalty

**Speakers – experts:**

**Yury Mykhaylychenko**

Executive Director Russian Franchise Association

**Dmitry Medovoy**

Chief Executive Officer Burger King RUS

**Nadiya Cherkasova**

Member of the Board, Director of the Small Business Customer Service Department of VTB 24

Co-organizer: Committee on women entrepreneurship development of «Opora Rossii»



14:00 – 16:00

Retail Hall

Panel discussion

### TO DO DIFFERENTLY: HOW TO ACHIEVE A COMPETITIVE ADVANTAGE TODAY?

What began to make differently due to changes in the market: what products offer, at what price and how build communication with consumers, - will tell representatives of the largest consumer goods producing companies and retailers along with Nielsen experts.

**Questions for discussion:**

- Effective price and promotion: where to find a balance?
- Store space: where are the growth points for improving sales performance?
- Value for the buyer: what it is consists of today, and how producers and retailers can work together to provide it?

**Moderator:**

**Maksimilian Musselius**

Executive director ECR Russia

**Speakers:**

**Ilya Blinov**

Chief Executive Officer Milford

**Vladislav Tikhomirov**

Development director Metro Cash & Carry

**Oleg Martyanov**

Director of management efficiency practice of marketing and sales Nielsen Russia

**Polina Kiselyova**

Marketing director «Pyaterochka»

**Yulia Zagumennova**

Country Commercial Excellence Manager, Coca-Cola HBC Eurasia

**Natalya Gorelova**

Marketing director Strauss

**Sergey Kuznetsov**

Marketing director «O'KEY»

**Ekaterina Eliseeva**

Sales director Mars Chocolate

Co-organizer: Nielsen



14:00 – 16:00

Coliseum Hall

**Expert-historical discussion**

**TRADE OF THE 90'S. «VETERANS» OF THE TRADE MOVEMENT SPEAKS**

- How it all began: the overcoming of scarcity and rudeness of Soviet trade
- First entrepreneurs: bandits or devotees? The word to witnesses and participants
- Legendary Decree «On free trade»: simply, clearly and effectively. May be that should be the Law on trade?
- «Shuttle trader» - a prototype of the future retailers?
- The 90's – the time of possibilities for the trade.

**Moderator:**

**Vugar Isaev**

President «Snow Queen» Company

**Speakers:**

**Ilya Yakubson**

Chairman of the Supervisory Board of Retail Market Experts Association

**Victor Evtukhov**

State Secretary - Deputy Minister of Industry and Trade of the Russian Federation

**Vladlen Maksimov**

President Coalition of the kioskers

**Boris Ostrobrod**

President SELA Company

**Valery Turbin**

Chief Executive Officer «Kashirsky dvor»

**Sergey Lupekhin**

Chairman Potato union

**Konstantin Borovoy**

Russian entrepreneur and politician

**Pavel Grudin**

Director «Sovkhoz imeni Lenina»

**Artem Tarasov**

Russian entrepreneur and politician

14:00 – 16:00

Amphitheater

**Panel discussion**

**WHOLESALE AND RETAIL ALCOHOL MARKET REGULATION**

**Questions for discussion:**

- Remote trade of alcoholic products in Russia: expectation and reality
- Space restrictions of retail sales of alcohol: sabotage or benefit
- Measures of state regulation of alcohol turnover: what's wrong?
- Russian wine-making: what has been done and what needs to be done?

**Moderator:**

**Maxim Kashirin**

Chief Executive Officer «Simple» wine trading company

**Speakers:**

**Alexey Nemeryuk**

Head of the trade and services department of Moscow city

**Vladlen Maksimov**

President Coalition of the kioskers

**Dmitry Antonov**

Head of the Trade Department of the Vologda region

**Igor Chuyan**

Head of the Federal Service for Alcohol Market Regulation

**Oleg Fomichev**

Deputy Minister of Economic Development of the Russian Federation

**Dmitry Isachenkov**

Development director «Ladoga  
Distribution»

**Victor Zvagelsky**

State Duma Deputy

**Gavriil Navrotsky**

Sales development director «Baltika  
Breweries»

**Igor Kosarev**

Vice President «Russian Standard»  
Corporation

**Igor Bukharov**

President Federation of Restaurateurs and  
Hoteliers

**Konstantin Chubenko**

Head of the consumer market department  
of the Tomsk region Administration

**Alexey Nebolsin**

Member of the Presidium «Opora Rossii»

**Leonid Popovich**

Chairman Union of Winegrowers and  
Winemakers of Russia

14:00 – 18:00

**Panel discussion**  
**PUBLIC CATERING AND RETAIL**

Mercuryl Hall

**Questions for discussion:**

- Catering in a retail—world and Russian trends
- How to open a profitable coffee and pastry shop or cafeteria in the store
- Synergy of a supermarket and cafe
- Food & Beverage segment as a new center of attraction in the shopping center
- National cuisine: gastronomic potential and marketing opportunities
- Modern catering: trends and economics of the business
- Franchising in the segments of public catering and retail. Trends and prospects
- Trends in the recruitment market in the public catering industry. Search, leasing and outstaffing

**Moderator:**

**Kirill Pogodin**

Project Manager Catering Consulting

**Speakers:**

**Natalya Aristarkhova**

Head of Food Service NPD Group Russia  
research company

**Natalya Kulakova**

Head of the business school Natalya  
Kulakova

**Tatyana Malyanova**

Head of shopping centers rental  
department JLL Company

**Sergey Mironov**

Head of «RestConsalt» agency

**Galina Yashchuk**

Marketing director «Azbuka Vkusa»

**Maria Ivanova**

Commercial director «Sapsan» company

**Ekaterina Soyak**

Chief Executive Officer EMTG Company,  
Board member of the Russian Franchise  
Association, Chairman of the commission  
of OPORA ROSSII on franchising

**Marina Tarnopolskaya**

Managing partner «Contact» agency

Co-organizer: «Public Catering in Russia» magazine



15:30 – 17:30

**Seminar**  
**GEOMARKETING TECHNOLOGIES AND METHODS OF THE ANALYSIS IN  
PLANNING AND OPTIMIZATION OF RETAIL OUTLETS. EXPERIENCE OF RETAILERS  
AND DEVELOPERS OF SHOPPING CENTER**

Baikal Hall

**Topics for discussion and practical cases:**

- Regional expansion - geographical prospects of trade development. Representation of brand retail segments by the regions of the Russian Federation.

- Features of use of geoanalytical (geomarketing) tools in crisis. What tasks of retailers and developers of shopping center they solve?
- Data in geomarketing. Levels of detail for the calculation of the population. How to apply them in the analysis of the territory? Accounting for suburban real estate households.
- Geointellect®. com - cloud product for the Russian retail. Population, assessment of competitors and infrastructure in just a few seconds.
- Geoanalytical services for franchisers and the franchisee. Who to assess the space for the franchise?
- Search task for space selection. Mobile application for field trials. Cases.
- Huff Model (cannibalization). Cases.
- Zones of suitability Model. Audience attraction model: macroanalysis in action. Cases.
- Models of distribution of solvent purchasers (income level) in the cities of the Russian Federation. Approaches to the assessment to the geographical level of «blocks». Difficulties. Discussion.

**Moderator:**

**Denis Strukov**

Chief Executive Officer Center for Spatial Research

**Ekaterina Zhmurova**

Market Intelligence Manager CRM & Pricing Department Metro Cash & Carry

**Speakers:**

**Ivan Fedyakov**

Director General INFOline

**Kurban Abdullaev**

Development manager DECATHLON

**Co-organizer: Center for Spatial Research**

**16:00 – 18:00**

Ural Hall

**Expert-analytical session**

**BRANDS IN RETAIL: HOW TO ATTACK AND DEFEND**

**Questions for discussion:**

- Effective protection strategy of the brand in retail.
- Intellectual property as a means of increasing capitalization.
- Rights holders vs retailers: liability for violation of intellectual rights.
- Minimization of risks and fight against a counterfeit.
- Intellectual rights as means of a competitive fight in retail.
- Commodity aggregators, rights holders and sellers: distribution of responsibility for violation of the intellectual rights.

**Moderator:**

**Konstantin Suvorov**

Partner Attorneys at Law «Korelskiy, Ischuk, Astafiev and partners»

**Afanasiev**

Head – coordinator Advisory council of the State Duma Committee on information policy, information technologies and communication

**Speakers:**

**Sergey Kuchushev**

Deputy Director of the Legal Department Yandex

**Daniel Fedorkov**

Regional manager on brand protection Nivea (CIS)

**Anton Gogolev**

Partner Gaffer & Gaffer law firm **Dimitry**

**Co-organizer: Gaffer & Gaffer law firm**

**Gaffer & Gaffer**

**16:30 – 18:30**

Coliseum Hall

**Expert discussion**

**REVIVAL OF SMALL TRADE FORMATS – THE MATTER OF LIFE AND DEATH OF THE RUSSIAN PRODUCERS**

- Why local officials do not like nonstationary trade? Irrational behavior that defy explanation?



- «Establishing order in small trade» - a favorite subject for imitation of activity;
- Mobile trade –« triple strike»: development of small business, way for local producers to the customers bypassing retailers, the rise automotive industry

**Moderator:**

**Vladlen Maksimov**

President Coalition of the kioskers

**Speakers:**

**Victor Zvagelsky**

State Duma Deputy

**Vladimir Mishelovin**

Head of control and financial management FAS Russia

**Alexey Nemeryuk**

Head of the trade and services department of Moscow city

**Vladimir Sleptsov**

Head of administration of the city district Khimki

**Maxim Parshin**

Director of the department of the development of small and medium business and competition Ministry of Economic Development of the Russian Federation

16:30 – 18:30

Retail Hall

**Expert discussion**

**MARKET COUNCIL AND SELF-REGULATION IN TRADE: WHAT IS NECESSARY FOR BUSINESS AND THE STATE?**

- What is more effective – strict provisions of the law or self-regulation (development of regulations and their implementation by the market participants)?
- Whether it is necessary to the Russian trade business a constant Damocles' sword of a «state regulation bat»?
- Does the Russian business mature for self-regulation in the trade? Or do we still need a «state regulation bat»?
- Well-forgotten merchant guilds and «codes of honor» of the Russian businessmen - chimera or not?

**Moderator:**

**Denis Pak**

Head of state regulation of domestic trade, light industry and consumer market Department of Minpromtorg of Russia

**Speakers:**

**Sergey Yushin**

Head of the National Meat Association Executive Committee

**Andrey Danilenko**

Chairman of the Board Soyuzmoloko

**Sergey Kuznetsov**

Director of the Union of Independent Retailers

**Aleksandr Borisov**

Chairman of the Committee for Consumer market development of the CCI of Russia

**Peter Shelishch**

Consumers Union of the Russian Federation

**Andrey Karpov**

Chairman of the Board Retail Market

Experts Association

**Dmitry Vostrikov**

Development Director Rusprodsyuz

**Andrey Krutov**

deputy of the State Duma of the Federal Assembly of the Russian Federation

**Igor Mayorkin**

Director of development of national key accounts «Baltika Breweries»

**Ilya Lomakin-Rumyantsev**

Chairman of the Presidium Retail Companies Association

**Vladislav Korochkin**

First vice-president of Opora Rossii, President of «Russian ogorod» Group of Companies, President of the Eurasian Union of Seed Producers and Traders

**Mikhail Burmistrov**

Director General INFOline-Analitika

19:00 – 22:00

**COCKTAIL**

Congress Hall

DAY 2, WEDNESDAY, JUNE 8, 2016  
WORLD TRADE CENTER, ENTRANCE 4, CONGRESS CENTER  
(MOSCOW, KRASNOPRESNENSKAYA EMB., 12)

8:30

**RUSSIAN RETAIL WEEK Registration**

Welcome coffee

8:30 – 9:50

**Business breakfast**

(by invitation)

9:00

**RETAIL'S WORLD exhibition opening**

9:00 – 10:30

**Expert discussion**

**PLACE OF RUSSIA ON THE WORLD FOOD MAP**

Amphitheater

Language:



RUS



ENG

**Questions for discussion:**

- Whether it possible for Russia to regain the status of the agrarian country?
- Priorities of Russian agrarian policy at import substitution?
- How to ensure food security of the country?
- Export potential of Russia: what should be done that it has been implemented?
- Import substitution in the food market of Russia: the pros and cons
- Sanctions confrontation –the beginning or the end?

**Moderator:**

**Andrey Sizov**

Executive director «SovEcon» Information-analytical center

**Mikhail Mishchenko**

Editor-in-chief of news agency «The DairyNews»

**Invited speakers:**

**Sergey Levin**

Deputy minister of agriculture of the Russian Federation

**Sergey Balan**

President National Association of Exporters of Agricultural Products

**Victor Semenov**

Chairman of the Supervisory board «Belaya dacha» Group of Companies

**Sergey Korolev**

President National union of producers of vegetables

**Daria Snitko**

Deputy Head of the Economic Forecasting Center «Gazprombank»

**Yury Kovalyov**

General Director National Union of pig producers of Russia

**Kirill Dmitriev**

Chief Executive Officer Russian Direct Investment Fund

**Yury Morozov**

Executive director Oil and fat Union of Russia

9:00 – 10:45

**Expert discussion**

**DE-DOLLARIZATION OF LEASE RELATIONS: ROLE OF THE STATE, PROSPECTS, SOLUTIONS**

Coliseum Hall

**Questions for discussion:**

- The issue of currency lease agreements, the extent of the problem. Effect of exchange rate shocks on inflation. International practice
- How participants of the market are forced to act in this situation?
- Prospects of further development of the situation?
- What business expects from the state in the settlement of the situation relating to foreign currency contracts?

- Possible ways out of the situation
- Why currency rates of rent is the self-deception leading to losses of developers and bankers

**Moderator:**

**Evgeny Butman**

President Ideas4retail, Board member of the «National association of trade networks»

**Sergey Sarkisov**

Vice President Novard group of companies, Board member of the «National association of trade networks»

**Invited speakers:**

**Victor Evtukhov**

State Secretary - Deputy Minister of Industry and Trade of the Russian Federation

**Denis Pak**

Head of state regulation of domestic trade, light industry and consumer market Department of Minpromtorg of Russia

**Ilya Lomakin-Rumyantsev**

Chairman of the Presidium ACORT

**Bulat Shakirov**

CEO, Managing partner of Praktika Development Company

**Sergey Agibalov**

Managing director Board member of Sportmaster company

**Ruben Arutyunyan**

Vice President «HENDERSON-Russia» Group of Companies

**Boris Katz**

Development Director «Leonardo»

**Alexander Saganov**

Chief Executive Officer «Yuterra »

**Tikhon Smykov**

Chief Executive Officer Inventive Retail Group

Co-organizer: Center for Spatial Research



9:00 – 10:45

Hall A

**Expert session**

**MARKET UNDERSTANDING: TRENDS, COMPETITORS, CONSUMERS**

**Key questions:**

- How has customer's behavior changed: "before" and "now". Which customers will leave the category and which ones will come into it
- What key trends exist in the world and affect Russian business in 2016-2017?
- How to adapt the strategy and to create goals in continuously changing conditions?
- How to deal with new types of competitors, how to keep your market share?

**Experts:**

**Andrew Salamatin**

The owner of the jewelry company «Serebronika»

**Igor Berezin**

The Guild of Marketers

10:00 – 15:00

Expert Hall

**Expert discussion**

**AUTORETAIL 2016**

- Overview of the Russian automotive market;
- Prospects for corporate sales of vehicles in Russia 2016-2017;
- Analysis of the market of financial services of automotive sector for corporate clients;
- Additional services and loyalty programs from automakers for corporate customers;
- Experience of acquisition and management of vehicle fleets of the Russian and foreign companies.

**Moderator:**

**Sergey Zykov**

Managing partner Fifth Wheel Management Company

**Invited speakers:**

**Vera Mozgovaya**

Executive Director News agency The DairyNews

**Dmitry Novikov**

Director of Corporate Sales RENAULT RUSSIA

**Vyacheslav Mikhaylov**

Managing Director of Business Development VTB Leasing

**Yury Pavlov**

Head of corporate sales « Nissan Manufacturing Rus»

**Dmitry Zhukov**

Secretary of the Commission on mobile cafes of the Federation of restaurateurs and hoteliers

**Mikhail Belov**

Head of Corporate Sales Volvo Cars

**Alexey Pron**

Head of Sales Group «Hyundai Motor CIS»

**Alexey Ivankov**

Head of corporate sales FORD SOLLERS

**Ilya Zavelskiy**

Deputy General Director of LLC «Avtomarket-Mikoms»

**Valentin Alekseev**

Corporate transportation manager of OJSC «Linde Gas Rus»

**Julia Zavyalova**

Account Manager Corporate Clients Group, LLC «Volkswagen Group Rus»

**Alexey Shandro**

Head of the Service - Deputy General Director for Transport «Sedmoy Kontinent»

**Igor Bukharov**

President Federation of Restaurateurs and Hoteliers

**Andrey Dyakonov**

Director of corporate sales department of the Department of marketing and sales Russian Automobile Fellowship

**Dmitry Sergeev**

Head of Corporate Sales Avtovaz

**Ivan Lukin**

Head of Transport Department Pony Express

**Vladimir Dukelsky**

Managing Director, Commercial Vehicles and corporate sales FORD SOLLERS

**Vladlen Maksimov**

President Coalition of the kioskers

**10:00 – 10:10** Opening remarks of the moderator

**10:10 – 11:30** Speakers presentations

**11:30 – 11:45** Coffee break

**11:45 – 13:15** Plenary discussion: Strategy of development of corporate sales in the crisis (attended by representatives of car manufacturers)

**13:15 – 13:30** Coffee break

**13:30 – 15:00** Plenary discussion: Corporate Park development strategy in times of crisis (attended by representatives of Clients ' companies)

**Co-organizer: VTB-Leasing**

**11:00 – 12:30**

Amphitheater

Language:



RUS



ENG

**Plenary discussion**

**LET'S TALK ABOUT FOOD PRODUCTS: WHAT ARE WE FORCED TO SELL?**

— Reduction in household incomes has started the process of reducing the cost price of the products by producers. The quality of many products is falling. Where is the limit of cost reduction without transition of the products to different quality? Who is to blame: trade, producers or situation?

— What producers of products took advantage of new opportunities by increasing production without compromising quality and not raised the price?

— Whether the Russian producers satisfy demand for products? Leaders and underperformers?

**Moderator:**

**Ilya Yakubson**

Chairman of the Supervisory Board of Retail Market Experts Association

**Invited Speakers:**

**Arkady Dvorkovich**

Deputy Prime Minister of the Government of the Russian Federation

**Alexander Tkachev**

Minister of Agriculture of the Russian Federation

**Victor Evtukhov**

State Secretary - Deputy Minister of Industry and Trade of the Russian Federation

**Andrey Danilenko**

Chairman of the Board Soyuzmoloko

**Sergey Yushin**

Head of the National Meat Association Executive Committee

**Experts:**

**Anna Popova**

Head of Federal Service for Surveillance on Consumer Rights Protection and Human Wellbeing

**Oleg Ponomarev**

Chairman of Coordination board of the Russian Union of Independent Retailers

**Maxim Protasov**

Head of the Russian quality system

**Peter Shelishch**

Consumers Union of the Russian Federation

**Victor Semenov**

Chairman of the Supervisory board of Belaya Dacha group

**Pavel Grudinin**

Director «Sovkhoz imeni Lenina»

**11:30 – 14:00**

Baikal Hall

**Expert discussion**

**MOBILE TECHNOLOGIES IN AUDITING AND MERCHANDISING FOR THE RETAIL**

**Questions for discussion:**

- Capabilities of mobile technologies in auditing retailers
- Integration case of mobile audit in the largest Russian retail chains: problems and solutions

**Andrey Podgornov**

Commercial Director Mobile Dimension

**Boris Shkolnikov**

Technical Director Mobile Dimension

**Farid Gazizov**

Project Manager «MF-Card»

**11:30 – 13:30**

Coliseum Hall

**Expert discussion**

**CORPORATE SOCIAL RESPONSIBILITY OF BUSINESS**

**Questions for discussion:**

- Corporate social responsibility of the company: whose interests in a priority?
- Modern tools and methods for implementing of corporate social responsibility in the retail: international experience and Russian practice
- Risks of corporate social responsibility programs in difficult economic conditions
- Legislative regulation of the corporate social responsibility issues
- Corporate training as a basic element of corporate social responsibility
- Effective mechanisms for the integration of social investment in the business processes of retailers
- Mechanisms of involvement of consumers and partners in the program of corporate social responsibility, practices of socially oriented marketing

**Moderator:**

**Elena Feoktistova**

Head of the Center of corporate social responsibility and non-financial reporting RSPP

**Sergey Orlov**

Member of the Presidium of the General council of «Business Russia» Chairman of Committee on social responsibility of business, to patronage and charity

**Invited Speakers:**

**Alexey Grigoriev**

Head of the Representative Office in Russia, METRO AG

**Irina Arkhipova**

Director of external relations and communications Coca-Cola HBC Eurasia

**Natalia Seregina**

Head of Corporate Social Responsibility

Coca-Cola HBC Eurasia

**Irina Shanina**

Marketing Director SELA

**Darya Alekseeva**

Founder Charity Shop

**Irina Cherkanova**

Deputy Head Development Department head IKEA

12:00 – 13:30

Ural Hall

**Expert discussion**

**NEW IN THE LABOUR LEGISLATION**

**Questions for discussion:**

- Temporary provision of the personnel (116-FL)
- Special assessment of working conditions
- Migration Legislation

**Moderator:**

**Roman Mazur**

Board member Russian Retail Market Experts Association

**Yulia Sakharova**

Chairman of the board «Labour market experts»

**Invited Speakers:**

**Evgeny Reyzman**

Of Counsel Baker & McKenzie

**Denis Kosenkov**

Vice-president Retail Market Experts Association, Managing partner Gaffer & Gaffer law firm

**Yulia Borozdna**

Head of practice of Employment and Migration Law «Pepelyaev Group»

For participation invited representatives of the Ministry of Labour and Social Protection of the Russian Federation, the Federal Employment Service, business, recruitment agencies and others.

12:30 – 14:00

Granat Hall

**COMPETENT SUPPLIERS WORKSHOP**

**PREPARATION FOR THENETWORKS PROCUREMENT CENTER™**

**Before the Networks Procurement Center™**

- What you need to know about the retailer before you start to work with it? Sources of information about the retailer, its range, «consumer behavior» of the retailer
- How to choose a network with which you will earn? Basic parameters for drawing up the list of potential network clients.
- Step by step instructions of preparation of the commercial offer that will be approved by the retailer. How correctly to show the benefit to the network?

**During the Networks Procurement Center™**

- Methodology for conducting blitz negotiations. How to manage to present the product so that to be distinguished from other suppliers?
- Enter the retailer with a new product. How to behave the supplier, if there is no sales history?
- How to highlight unique product benefits? Templates of ready expressions
- If the matrix on Your category is filled: how to show the retailer that its customers need Your product?

**After the Networks Procurement Center™**

- Networks Procurement Center 2.0: tool for guaranteed contract with the retailer
- How best to insure yourself from the risks at a stage of the conclusion of the contract with the retailer?
- What are the reasons that the retailer ahead of schedule terminates the contract with the supplier and how to avoid it?
- How correctly to raise the price? Effective argumentation in raising prices
- Development of long-term partnership with procurement departments of the largest retailers

**Moderator:**

**Andrey Podlesnov**

Executive Director «Imperia»

**Experts:**

**Pyotr Ofitserov**

Chief Executive Officer, Ofitserov and Partners Consulting company, № 1 expert in Russia on work with retailers. Best-selling author: «SUPPLIER - RETAILERS. Best practices of Russia», «Building regional distribution », «Supplier: organization of effective work with retailer » and others.

**Irina Bondaruk**

An expert in the field of organization of retail business with 15 years of experience in procurement and marketing in major retailers: Auchan, X5 Retail Group (Pyaterochka and Karusel), Victoria Group of Companies (Dixy Group of Companies), Avoska, Evroros; member of ECR Rus, business coach in the field of assortment management, category management, trade marketing

**Sergey Ilyukha**

Board member of the Russian Retail Market Experts Association; Chief Executive Officer, League of Businessmen Consulting agency; Development Director, National Union of Food Exporters; former Chief Financial Officer, SPAR-Tula. More than 10 years of experience on management positions in retail chains of DIXY, SPAR, etc.

**Co-organizer: Congress and exhibition company Empire**



**12:30 – 14:00**

Retail Hall

**Panel discussion**

**RUSSIAN E-COMMERCE IN THE CURRENT ECONOMIC SITUATION**

**SESSION I: ANALYTICS OF THE E-COMMERCE MARKET. CURRENT SITUATION, TRENDS AND FORECASTS**

**Questions for discussion:**

- Global and Russian trends in the development of e-commerce: will the e-commerce become the growth driver for the Russian retail market as well as for the global?
- Overview of the Russian market of electronic commerce: what has changed in the current economic environment? Forecasts and prospects of development. Factors hindering the development of online trading. Prospective directions of online-retail
- Optimization of work with the international online-platforms. Cross-border trade: key issues, legislative and customs aspects
- Optimization of work with the international online-platforms. Cross-border trade: key issues, legislative and customs aspects
- Cross-border trade: technical implementation of the import and distribution

**Moderator:**

**Nicolas Megrelis**

Chief Executive Officer «Au nom de la Rose» President of the Retail Committee of CCI France Russie

**Invited Speakers:**

**Vardan Gasparyan**

Practice Director Supply Chain, Deloitte

**Valery Seleznyov**

Chief of the Head department of customs control after release of goods FCS of Russia

**Artem Sokolov**

Executive Director Association of Internet Trade Companies

**Sergey Malyshev**

Deputy General Director for parcel business and express delivery Director «EMS Russian Post» - «RUSSIAN POST» Branch

**Natalya Morzhova**

Deputy head of retail research department «GFK Rus»

**Roman Decker**

Project director e-commerce, SCHNEIDER GROUP

Co-organizer: CCI France Russie



13:00 – 14:30

Hall A

**Practical work**

**STRATEGY. SEGMENTATION AND DIFFERENTIATION (WHO PAYS, WHOM TO PAY, WHY OUR PRODUCT WILL BE BOUGHT)**

**Key questions:**

- What is the base of the company's key features, which will be shared by co-workers and customers?
- How to choose the most advantageous and capacious customer segment?
- Where to search and how to create an extra value for which customers will be willing to pay more?
- How to win in competition with major federal players?
- Due to what is possible to make a good leap in sales and gain new clients?

**Experts:**

**Eugene Kadushin**

the representative of «Trout&Partners» in Russia

**Ekaterina Borisenko**

the managing director of specialized business software «tBox»

**Svetoslav Petrov**

Commercial Director and co-founder «Stive&Barton» agency

**Leonid Turetsky**

the owner of the group of companies «Turne-Trans»

12:30 – 14:00

**WORKSHOPS FOR PURCHASERS**

Mercury Hall

Optimization of retail product range under the new consumers

**Moderator:**

**Dmitry Kuznetsov**

Partner, Ofitserov and Partners Consulting company; Marketing director of Vector company. Experience in sales 20 years, more than 15 years worked with major Russian and foreign retail companies, such as Sever Group of Companies, Ferrero, Aroma Trade House, Ice Fili, etc.

Co-organizer: Congress and exhibition company Empire



13:00 – 15:30

Amphitheater

**Expert discussion**

**WHAT ARE THE REGIONAL AUTHORITIES WAITING FOR FROM FEDERAL: «MANUAL CONTROL» OR «MODERN RULES OF THE GAME»?**

- Does the «hand of the Center» in trade regulation is felt at the local level? Or we are in a condition of «regulatory outlaws» of local authorities?
- What the regional and local authorities want from Moscow: rigid dictatorship of



management or the uniform, clear and transparent legislation with firm rules of the game?  
— The local and regional authorities – defenders or suppressors of trade business?  
— Cases of positive and negative regional practices

**Moderators:**

**Konstantin Chubenko**

Head of the consumer market department of Administration of the Tomsk region

**Irina Telarova**

Director of the consumer market department of the Rostov region

**Invited Speakers:**

**Victor Evtukhov**

State Secretary - Deputy Minister of Industry and Trade of the Russian Federation

**Denis Pak**

Head of state regulation of domestic trade, light industry and consumer market Department of Minpromtorg of Russia

**Evgeny Deshevykh**

Head of department of Altai Krai on development of entrepreneurship and market infrastructure

**Dmitry Antonov**

Head of trade department of department of economic development of the Vologda region

**Elgiz Kachaev**

Chairman of Committee on entrepreneurship and consumer market development of St. Petersburg

**Valentina Shishina**

Deputy director of department of agro-industrial complex and consumer market of the Yaroslavl region - Chairman of committee on consumer market

**Irina Bazhanova**

Deputy minister of agro-industrial complex and trade of the Arkhangelsk region

**Andrey Panteleev**

Head of the licensing and consumer market regulation department of the Tyumen region

14:00 – 16:00

Coliseum Hall

**Expert discussion**

**REDUCING COST IN THE SUPPLY CHAIN FROM PRODUCER TO THE STORE SHELF: THE URGENT DEMAND OF THE TIME**

**Questions for discussion:**

Reducing the cost of logistics in goods transfer from places of production to places of final sales is becoming an important task in the current economic situation. Availability of goods on the shelf is the result of joint work of participants in the supply chain: producers, retailers, logistics and other companies. Will be examined ways, methods, technologies of logistics costs optimization. Invited speakers will share their experiences and best practices.

**Moderator:**

**Yirysbek Tashbaev**

Board member Russian Retail Market Experts Association, Manager, Council of Supply Chain Professionals

**Dmitry Vorobyov**

General Director 3Pro

**Speakers:**

**Dmitry Andrianov**

Logistics Director Mistral alko

**Ksenia Pronina**

Transport logistics director Aqualife

**Ivan Popov**

Country Warehouse Manager Coca-Cola HBC Eurasia

**Vitaly Shchenyaev**

Head of logistics development department OBI

**Mihail Provorotov**

Director of the supplies department of «Mon´delis Rus»

**Co-organizer: Supply Chain Professionals**

14:00 – 15:30

**NON-STOP Analysis of business cases**

Hall A

14:00 – 15:30

**Expert session**

**PRODUCTS AND PRICES. ASSORTMENT POLICY AND PRICING. NEW PRODUCTS. UNIQUE SELLING POINT MANAGEMENT**

Granat Hall

**Key questions:**

- How to evaluate the current characteristics of the product and calculate the most profitable ones?
- How to create specific features for each product or strategic business unit within the portfolio?
- How to create and promote innovative products at the interface of usual markets?
- How to get out of the price competition and sell goods at a higher price?
- How to create an unique offer and promote it in the market?

**Experts:**

**Alexander Udovichenko**

The managing partner of the first regional Russian-Japanese agency for marketing design

**Valery Mifodivsky**

CEO of «Content Chaos», director of the music project «EXIT Project» and the creator of «3plet Publishing»

**Maxim Afanasyev**

The owner of the IT-company «Axus-Frontime»

**Anna Vasenina**

Main editor of the staff publications group

14:00 – 16:00

**SPECIALIZED BUSINESS GAME FOR BUILDING MULTICULTURAL INTERACTION**

Baikal Hall

It was developed in Boston for testing of interaction between representatives of different cultures and mind-sets. It allows not only to immerse in different types of interaction, but also to overcome key difficulties arising during the interaction

14:00 – 16:00

**Workshop**

**ANALYSIS OF MISTAKES AT SETTING UP THE RETAIL STORE. WORKSHOP FROM PROFESSIONALS**

Ural Hall

**Questions for discussion:**

- Selecting Location. Street retail vs shopping center. Where and which retailer is better to open
- How to improve the efficiency of retail format in times of crisis - from strategy to practice
- Fatal mistakes at designing retail store which will leave you without profit

**Moderator:**

**Ilya Uvarov**

Managing partner Retaility, Project manager of retail technologies

**Andrey Bogoslovsky**

Managing partner Retaility, Head of strategy and branding

**Invited Speakers:**

**Samvel Arutyunyan**

Chief Executive Officer and editor-in-chief ShopAndMall.ru

**Boris Agatov**

Chief Executive Officer and Co-founder Project Line Company

14:30

**NETWORKS PROCUREMENT CENTER opening**

14:30 – 16:00

Retail Hall

## SESSION II: HOW TO INCREASE ONLINE SALES IN THE IN THE CONDITIONS OF DEMAND DECREASE? KEY TRENDS IN MARKETING. SECURE PAYMENTS. TECHNOLOGICAL INNOVATIONS

### Questions for discussion:

- E-commerce in the current economic situation. Prospects of development
- Development of Internet trade in regions. Drivers and anti-drivers of growth
- Эффективная доставка и позитивный клиентский опыт. Взаимосвязь и пути к улучшению
- Latest marketing trends and the most effective strategy for increase in online of sales in the conditions of stagnation
- Omni-channel sales – marketing concept or an additional burden? Factors of success.
- Key positions in e-commerce. Who influences success of the company?

### Moderator:

#### Edouard Hardy

Marketing Manager, KIABI. Secretary of Retail Trade Committee of CCI France Russie

### Speakers:

#### Dmitry Shvetsov

Director of work with retailers Nielsen Russia

#### Ilya Timchenko

Chief Executive Officer Tehnosila

#### Alyona Vladimirskaya

Headhunter, career consultant, founder of PRUFFI agency and «Antirabstvo» online courses

#### Evgeny Usenko

Director of online Inventive Retail Group

#### Elena Bragagnollo

Country Web manager Russia, KIABI

#### Vladas Mayminas

Director of Internet trading Rendez-vous

#### Tatyana Lyubimova

Chief Executive Officer DHL eCommerce

Co-organizer: CCI France Russie



15:00 – 18:00

Mercury Hall

## Panel discussion PERSONNEL MANAGEMENT IN RETAIL

### Questions for discussion:

- Trade employee profession prestige
- Retail chains personnel management best practices
- New trends in retail
- Standards and an autonomy at rapid development
- Modern HR-solutions to improve business performance
- Employee performance management platform based on ABC WFM (Work Force Management)

### Moderator:

#### Roman Mazur

Board member Russian Retail Market Experts Association

### Invited Speakers:

#### Natalia Maleeva

HR Director «M.Video»

#### Vera Boyarkova

HR Director «Leroy Merlin»

#### Sergey Savonkin

General Director «Perekrestok Express»

#### Tatyana Gladyuk

HR Director «Inventive Retail Group»

#### Elena Korol

Director of the personnel department «Euroset»

#### Roman Ermolenko

Human Resources Vice President «Eldorado»

#### Mikhail Bugrov

Business development manager in retail «HRS»

15:30 – 17:00

**Specialized Master Class**

**KNOWLEDGE MANAGEMENT AND KEY KNOWLEDGE ASSETS MANAGEMENT**

Hall A

**Key questions:**

- How to protect the key individual differences of the company from copying?
- How to make decisions faster than the market does?
- How to avoid past mistakes?

**Experts:**

**Ron Young**

The creator of «Knowledge Associates International», the UK

**Madanmohan Rao**

An international expert in Knowledge Management, India

**Olga Smirnova**

Co-developer of the project «The School of the management of key knowledge assets»

15:30 – 17:00

**Expert session**

**SUPPLY CHAINS MANAGEMENT (TRADE-MARKETING). PROMOTION CHANNELS ACTIVATION**

Granat Hall

**Key questions:**

- How to identify the key partners and build long-term beneficial relations with them?
- How to create an extra value with partners and earn more?
- How to cut the supply chain?
- What are the ways of combining competitors for reaching a common aim?
- How to scale business without scaling risks?

**Experts:**

**Temur Shakaya**

Co-owner of pharmacies chain A.V.E. Group (36-6, a.v.e., pharmacy a5, Gorzdrav)

**Oleg Fedchenko**

«33 penguins», Yotto Group

**Jana Torchevskaya**

The owner of the franchise of gift certificates «BonoDono»

16:00 – 18:00

**Panel discussion**

**FOOD STAMPS PROGRAM – THE MOST EFFECTIVE MECHANISM OF THE EXPENDITURE OF STATE FUNDS ON SUPPORT OF PERSONS IN NEED**

Amphitheater

**Moderator:**

**Victor Evtukhov**

State Secretary - Deputy Minister of Industry and Trade of the Russian Federation

**Dzhambulat Hatuov**

First Deputy Minister of Agriculture of the Russian Federation

**Invited Speakers:**

**Andrey Besshtanko**

Deputy Head of the Department of Labor and Social Protection of Moscow City

**Victor Dobrosotsky**

Head of the department of Public administration and Law MGIMO University  
Dr.Econ.Sci., Professor

**Dmitry Melnikov**

Chief Executive Officer «Optconsult»

16:30 – 18:00

**Panel discussion**

**STREET RETAIL – THE MISSING LINK OF TRADE IN THE CITIES. HOW TO RECREATE IT?**

Coliseum Hall

**Questions for discussion:**

- Street-retail (continuous series of shops and cafes on the ground floor, with separate entrances and storefronts on the sidewalk level of the shopping street) - an essential

element of modern developed cities around the world, but, unfortunately, not Russia  
— Lack of the street retail – the objective reason of a high demand of non-stationary trade in Russia  
— Soviet development, outdated rules and representations – the reason that the street retail is absent in Russia, except for some historic centers of old towns  
— How to create in the Russian cities qualitative the street retail? Solutions to problems: non-capital shopping gallery

**Moderator:**

**Denis Sokolov**

Head of research department Cushman & Wakefield

**Speakers:**

**Roman Reshetnikov**

Analyst STRELKA KB

**Evgeniya Golomuz**

Creative Director Basel-Realty

**Bulat Shakirov**

CEO, Managing partner of Praktika Development Company, Vice-president of Optima Development Company

**Victoria Kamlyuk**

Street retail ares director Knight Frank

16:30 – 17:30

Retail Hall

**Round table**

**TECHNOLOGICAL INNOVATION IN ELECTRONIC COMMERCE**

**Moderator:**

**Lev Samsonov**

General Director Faber Novel

**Thierry Cellerin**

Director of Buzz Factory communication agency, Chairman of marketing Committee of CCI France Russie

**Experts:**

**Konstantin Sinyushin**

Investor and co-founder The Untitled venture company

**Vincent Luyten**

Director of e-commerce Sportmaster

**Arno Trousseau**

Founder Rilos Company

**Emin Aliyev**

General Director Criteo Russia

**Aresh Alamir**

Chief Innovation Officer Auchan

**Andrey Smirnov**

Director General paymaster, commercial director of WebMoney Transfer

**Co-organizer: CCI France Russie**



16:30 – 18:00

Ural Hall

**Expert-analytical session**

**DEMAND FOR MILK AND DAIRY PRODUCTS DURING ECONOMIC RECESSION**

**Questions for discussion:**

- «Under the hood»: impact of the embargo on the Russian market of dairy products
- Dynamics of demand for dairy products in 2014-2015
- Falsification and the problem of consumer confidence crisis
- Producer-processor-retailers: who skims the cream from the milk?
- Alternative ways of sales of dairy products: farmers markets, Internet trade, vending

**Moderator:**

**Ekaterina Zakharova**

Analyst at the Center for the study of the dairy market The DairyNews

**Experts:**

**Vasily Boyko-Veliky**

Founder and Head of Board of Directors, Your Financial Trustee

**Yury Sviridenko**

Director All-Russian Research Institute of Metrological Service Doctor of Biological Science, Professor academician of RAAS

**Ksenia Burdanova**

Director of external relations Retail companies Association

**Oksana Tokareva**

Head on corporate and external communications of METRO Cash & Carry

**Andrey Golubkov**  
Head of press, «Azbukа Vkusа»

**Boris Akimov**  
Founder of farmer cooperative LavkaLavka

Co-organizer: Center for the study of the dairy market  
The Dairy News



16:30 – 18:00

Baikal Hall

**Expert discussion**  
**CONTINUITY OF FAMILY BUSINESS**

**Questions for discussion:**

- Problems of family business in retail: what interferes with development?
- Education as component of continuity of the family retail business
- Transfer of family values of conducting retail business to the next generation – what mechanisms work?
- Technology of transfer of family business in a retail
- De-offshorization 2.0 and the family business
- Process approach to the management of the family company
- «Family Business» as the basis of marketing communications company

**Moderator:**

**Dmitry Larikov**  
Director Market Profi Family Business Support

**Svetlana Leshchinskaya**  
Marketing director Market Profi Family Business Support

**Experts:**

**Elena Rozhdestvenskaya**  
Doctor of Social Sciences, Professor of the Department of analysis of social institutions of the Faculty of Social Sciences Department of Sociology NRU - Higher School of Economics

**Konstantin Tyutyunov**  
Head of 12 directions of training of the Russian School of Management

**Anton Chertkov**  
Director of Legal Affairs of the Group of companies «Delo», Advisor to the law firm Patrikios Pavlou & Associates (Cyprus)

**Mikhail Pikalov**  
Managing partner Market Profi Family Business Support

**Margarita Gavrikova**  
Head of an educational program «Preemnik2020»

16:45 – 18:00

Granat Hall

**Practical work**  
**SMM (SOCIAL CRM). LOYALTY TO THE GROUP**

**Key questions:**

- How to gain loyal companions by analyzing the number and the content of the reactions in social networks;
- How to mass responses in social networks and to expand customer base instantly, ten times faster and without cash costs?
- How to involve and train employees and customers to tell something about the company in social networks?

**Experts:**

**Olef Barmin**  
The director of SMM «Vympelkom»

**Egor Shorin**  
CEO of the Comet and the commercial director in HR Gym Recruitment agency

**Ivan Kaluzhny**  
The manager of the social media department, Alfa-bank

18:00-21:00

Congress Hall

**Gala dinner**  
**RUSSIAN RETAIL AWARDS**

DAY 3, THURSDAY, JUNE 9, 2016  
WORLD TRADE CENTER, ENTRANCE 4, CONGRESS CENTER  
(MOSCOW, KRASNOPRESNENSKAYA EMB., 12)

8:30

**RUSSIAN RETAIL WEEK Registration**

Welcome coffee

8:30 – 9:50

**Business breakfast**

(by invitation)

8:30 – 10:00

**EDISOFT Business breakfast**

(by invitation)



Hall A

9:00

**RETAIL'SWORLD exhibition opening**

9:00 – 11:30

**Panel discussion**

**FINANCE IN RETAIL**

Coliseum Hall

**Questions for discussion:**

- How to attract investments into retail trade?
- The impact of Russia's credit rating on the retail business in Russia
- How to ensure imported goods regular supply on credit?
- How changes in the rating market of Russia will affect retail?

**Moderator:**

**Igor Kovanov**

Vice-president Retail Market Experts Association, Investment banker, Falcon Advisers

**Invited Speakers:**

**Ekaterina Trofimova**

Chief Executive Officer of Analytical credit rating agency

**Максим Орешкин**

Заместитель Министра финансов Российской Федерации

**Maxim Kashirin**

Chief Executive Officer, «Simple» wine trading company

**Alexey Marey**

Member of the Board of Directors, Chief General Manager, Board member «Alfa-Bank»

**Valentin Dmitriyev**

Chief Executive Officer Kari

**Nikolay Vlasenko**

Member of the Federation Council of FSRF, ex-owner «Victoria» Group of Companies

**Temur Shakaya**

Co-owner of pharmacies chain A.V.E. Group (36-6, a.v.e., pharmacy a5, Gorzdrav)

**Anton Belovetsky**

Head format SPAR TD «Intertorg»

**Dmitriy Kostygin**

Co-owner of Internet shop "Yulmart", "Rive Gauche" network, "Wild Orchid", Obuv.com, «rainbow smile» shareholder Dream Indusrues (Bookmate. Zvooq.ru)

**Andrey Pavlov**

President of Zenden

**Maria Ostrovskaya**

President of Gloria Jeans

9:30 – 11:00

**Practical work**

**CUSTOMER RELATIONSHIP MANAGEMENT (CRM). LOYALTY PROGRAMMES. RELATIONS AFTER SHOPPING. REPEAT SALES**

Granat Hall

**Key questions:**

- How to reduce the number of interaction stages with the client?
- How to make the client be a campaigner in attracting other clients?

**Experts:****Maxim Girin**

Vice president SOMAR, the member of the Council of the Guild of Marketers

**Kseniya Geevskaya**

Co-founder of the group of cinemas

**Sergey Bekrenev**

President European Legal Service

9:30 – 17:00

## EXPERT DISCUSSION IT - TECHNOLOGY IN MODERN RETAIL

Expert Hall

### Plenary session (9:30 – 11:00)

**Questions for discussion:**

- Current role of IT solutions in retail. What trends will determine the future development?
- IT-support changes in the business as a consequence of the state initiatives (EGAIS, налоговое законодательство)
- IT services: how the industry develops?

**Moderator:****Sergey Klimash**

Head of Retail Division Wincor Nixdorf

**Opening address:****Igor Rudym**

Development manager of Internet things ecosystem Intel

**Experts:****Herman Alekseev**

Chief Information Officer Sportmaster

**Pyotr Asratyan**

Director of data system modernization Leroy Merlin

**Evgeny Bakhin**

Chief Information Officer Inventive Retail Group

**Vitaly Bilevich**

Chief Information Officer Bristol

**Vladimir Muravyev**

Chief Information Officer MEGAPOLIS Group of Companies

**Denis Sologub**

Director of Innovation Azbuka Vkusa

**Herman Epstein**

Chief Information Officer Baltika

**Victor Novinsky**

Head of department on work with insurance companies and trade enterprises Jet Infosystems

**Alexey Perfilov**

Chief Information Officer Letoile

**Azat Gazeev**

Chief Information Officer MTS retail

**Yury Pesnya**

Gazpromneft

09:30 Session opening

09:35 Opening address Igor Rudym. Development manager of Internet things ecosystem, Intel

09:40 Open discussion of IT managers of the Russian retailers and the largest FMCG companies

10:30 Presentation of Wincor Nixdorf

10:45 Reduction of losses due to introduction of a fraud combating system. Speaker: Viktor Novinsky, Jet Infosystems

11:00- 11:15 Coffee break

### Expert discussion (11:15 – 13:00)

#### CASE STUDY. PROJECTS EXPERIENCE OF 2015. BEST CASES

**Moderator:****Alexey Viktorov**

Chief Executive Officer Kalitero

**Speakers:****Sergey Korotkov**

Chief Information Officer Gloria Jeans

**Nikolay Zatravin**

IT Director O'KEY Group of Companies

**Alexander Alyakrinsky**

Vice-president Gazprombank

**Sergey Barsukov**

President Profindustry



**Evgenia Brileva**  
Head of IT Department Giperglobus  
**Dmitry Fedorov**  
Chief Information Officer Castorama  
**Robert Sardaryan**  
IT Director Korablik  
**Artem Pletnev**  
Chief Information Officer Mercury  
**Denis Rudakov**  
Chief Information Officer Hoff

**Alexander Pershutov**  
Director of business support service 7  
Continent  
**Filipp Shubin**  
Operating officer CardsMobile  
**Konstantin Solopov**  
Technical Director Service Plus  
**Kirill Gorynya**  
Chief Executive Officer CardsMobile

**11.15** Giperglobus, SAP, NetApp: Synergy management and IT for flexible and competitive business Speaker: Evgenia Brileva Head of IT Department, Giperglobus

**11.30** Mobile tools for personalization of communications with the buyer.. Speaker: Filipp Shubin, Operating officer, CardsMobile

**11.45** Project experience of Institute of the applied analysis of data of Deloitte in retail. Speaker: Alexey Minin, Director of institute of the applied analysis of data, Deloitte

**12.00** Loya. How much does the buyer cost? Speaker: Konstantin Solopov – Technical Director, Service Plus

**12.15** Online- cash-in-transit services. How to optimize management of a cash turnover in retail? Speaker: Sergey Barsukov, President, Profindustry. Special guest - Alexander Leonidovich Alyakrinsky, Vice-president Gazprombank

**12.30** Staying one step ahead of malware. Speaker: Krymskiy Victor, Sales manager, Check Point

**12.45** Expert's opinion

## CASE STUDY. NEW SOLUTIONS IN BUSINESS (14:00 – 16:00)

### Questions for discussion:

- What solutions became most popular among retailers in recent years?
- New ideas and their implementation in practice.
- Regional retail.
- Experience of FMCG companies on the organization of the sales process and interaction with retailers.

### Moderator:

**Maxim Tambiev**  
Country Manager, FORRESTER

### Experts:

**Alexander Artyukhov**  
Director of IT Department Luding Ltd group of companies

**Alexander Makar**  
Ile de Beaute

**Sergey Potapov**  
Head of IT department «Rusagro» Group of Companies

**Dmitry Karpenko**  
IT- Director Obuv Rossii Group of Companies

**Andrey Migal**  
CIO Verniy retail chain

**Mikhail Gusev**  
Deputy General Director BOSS. Personnel systems

**Tagir Yapparov**  
Chairman of the Board I.T. Group

**Yulia Rusinova**  
Head of fiscal solutions Atol

**14:00** New rules of trade in 2016-2017. Calculations for modernization costs. Speaker: Yulia Rusinova, Head of fiscal solutions, ATOL.

**14:15** Control of commercial equipment and replenishment of goods in the display. Speakers: Representative of Samsung company, representative of EFES Company.

**14:30** Presentation of System Technologies Company together with the Cherkizovo Company.

**14:45** Wi-Fi in the store and ways of monetization. Speaker: Yulia Andrianova, manager on development of wireless solutions of Cisco Systems, Soffline

**15:15** ADR goods in the network and non-network retail as a way to prompt replenishment and instant communication with the consumer brands. Speaker: Yuri Kushpel, CEO, Merkata.

**15:30** Presentation of the company 1C Parus

**15:45** Automation of HR management: features, optimization and experience of projects in the retail enterprises. Speaker: Mikhail Gusev, Deputy General Director, BOSS. HR Systems.

**16:00** Conclusion of Experts session

## CLOSING REMARKS OF IT SESSION

### Networking. Work of an exposition

9:00 – 11:30

Coliseum Hall

#### Panel discussion

### ANTI-CRISIS MARKETING IN RETAIL: EFFECTIVE STRATEGY AND TACTICS

#### Questions for discussion:

- The most effective strategy and tools for increase in a traffic and average check
- How changes the positioning of retail brands?
- How to increase the effectiveness of loyalty programs?

#### Moderator:

##### Alexey Kovylov

President Russian Association of Communication Agencies, Chief Executive Officer Geometry Global Moscow

#### Experts:

##### Olga Glebova

Head of Marketing Department Selgros Cash&Carry

##### Olga Belyaeva

Director of Strategic Planning Geometry Global Moscow

##### Nadezhda Yandashevskaya

Director of Business Development OMD MD

##### Vadim Hetsuriani

Retail Insights Director Eastern Europe Kantar Retail, TNS Russia

##### Danil Shishnev

Executive Director – Head of business development of self-service devices Sberbank

Co-organizer: AKAR



10:00 – 12:00

Amphitheater

### KNOWLEDGE READY ORGANISATION NOMINATION

This award founded by iKMS in Singapore is assigned for successful introduction of knowledge management into company's business processes. The iKMS recognises organisations that lead, strategise, implement and measure knowledge systems, processes and practices, to remain competitive. This award is not only a proof of recognition at the international level, but it also shows the degree of development of the organization, its long-term prospects and opportunities to grow and scale the business.

#### Dr. Karuna Ramanathan

Senior Principal Organisational Development Consultant, PSD-PMO, Singapore (online),

#### Alexandr Udovichenko

The managing partner of the first regional Russian-Japanese agency for marketing design

10:00 – 11:30

Ural Hall

### WORKSHOPS FOR BUYERS

#### Negotiations on Procurement. The winner is the one who plays better.

- Logic of negotiations on purchases. Strategy of communication with different types of suppliers.
- The initiative in the negotiations. When to speak and when to remain silent
- Rules of argumentation in commercial negotiations
- How to break opponent's arguments and defend your own. Five rules of argumentation and handling objections.
- Pressure and manipulations. When they bring the result, and when they can do harm.
- Practice: Tough negotiations with the supplier - manipulator

**Moderator:**

**Sergey Ilyukha**

Board member of the Russian Retail Market Experts Association; Chief Executive Officer, League of Businessmen Consulting agency; Development Director, National Union of Food Exporters; Former Chief Financial Officer, SPAR-Tula. More than 10 years of experience on management positions in retail chains of DIXY, SPAR, etc.

**Co-organizer: Congress and exhibition company IMPERIA**



**10:00 – 11:30**

**Conference PRIVATE LABEL OF FEDERAL AND REGIONAL CHAINS OF RUSSIA**

Mercury Hall

**Key topics:**

- How will change the range of private label products at the chains by categories: food, household chemicals, cosmetics, household goods. PLB categories which expects intense growth
- In what categories retailers are experiencing shortage of producers? Free niches for Your products
- What is driving the retailer on the choice of producers? What are the requirements today play the center stage?
- Success story: how to earn on Private label production? Experience
- Structure of proper proposal for the production of PL. What arguments are important for the retailer?
- How to ensure uninterrupted supply to a major retailer?
- Main risks of the producer: early termination of the project; duplicating supplier; increase in cost at a fixed price

**Moderator:**

**Andrey Podlesnov**

Executive Director «Imperia»

**Experts:**

Retail representatives

**Co-organizer: Congress and exhibition company IMPERIA**



**11:00 – 12:30**

**Best practises and practice  
PROMOTION: ADVERTISING, BTL, ATL**

Granat Hall

**Key questions:**

- What advertising instruments work today? Best world practices overview.
- What results in success and what in failures? Successful communication patterns
- Where it is worth investing and how to evaluate the result?
- How to penetrate through “customers’ armor”?
- How to create an effective team from company’s and agency’s employees?

**Experts:**

**Irina Karandaeva**

The owner of design-agency «General Line»

**Dmitry Ermakov**

Commercial director of printing company «Elf»

**Nikolay Morozov**

The owner of video-studio «Brusnika-Production»

**12:00**

**NETWORKS PROCUREMENT CENTER opening**

**12:00 – 17:00**

**STRATEGIC BUSINESS GAME ON RESOURCE MANAGEMENT**

Mercury Hall

The game is based on classic board game. It helps to improve management skills, forecasting, team collaboration for achieving individual and team goals. It can be played an unlimited amount of time that allows you to simulate different situations and develop new skills.

## THE STRATEGIC BUSINESS SIMULATION FOR TEAMS FORMATION

This is official Russian franchise of the international development simulation for diagnostics and configuration of team interaction within the company. It allows not only to identify the typical roles in the team, but also to develop criteria for the selection of the most appropriate roles in the team. In addition, the model helps run practice conduct with different roles.

### Curator:

**Arthur Shelley**, Australia (online)

12:00 – 14:00

## ROUND TABLE: BREAKTHROUGH TRENDS OF MARKETING. INTERACTIVE IS COMING

Coliseum Hall

**12:00** Opening of the session

**12:00 – 12:05** Welcome address of LG Electronics Company. Speaker: Nikolay Alayev, Head of project sales department

**12:05 – 12:40** Expert opinion and session of questions and answers. Discussion of the experts of session. What trends in marketing are actual now?

**12:40 – 13:10** «Wallet» in the smartphone. How to load 6 tons of plastic cards into the smartphone and to switch to a new format of communication with the client. Speaker: Anna Nikandrova, Head of Retail department, CardsMobile.

**13:10 – 13:30** Digital marketing cycle. What technologies behind digital marketing? Speaker: Artak Oganessian, EPAM

**13:30 – 13:45** Joint marketing: retail and shopping center. Whether cooperation is possible? Expert opinion of the session participants.

**13:45 – 14:00** Presentation of SAP Company

### **Questions for discussion:**

— How marketing supports the transformation of the traditional business into a digital enterprise.

— Omni-channels: from customer experience to change of internal processes.

— Offline or online? Different types of influence on the customers in digital and physical channels of sales and service, and the associated changes in the sales area and sales points.

— Customer Relationship Management: of data and buyers' history maintenance. Is it possible to attract buyers by using CRM?? Big Data in marketing.

— Application of augmented reality in digital channels.

— Use of futuristic scenarios of purchases.

— What is represented by Agile-approaches in marketing.

— Joint marketing: retail and shopping center. Is cooperation possible?

— What, in addition to discounts, marketing can respond to negative trends in demand amid falling purchasing power? How to influence sales?

— Prioritization of projects in marketing in a situation of reducing budgets. What action is necessary, what could be left out? Features of marketing projects.

— Evolution of queuing system in communications: does the role of marketing director changes on a mission to be a «customer relation director».

— Why the marketing specialist sometimes becomes «financier» or «the expert on IT technologies». Personal evolution of marketing specialists in a retail segment.

— Movement from traffic to conversion: is there enough today to bring traffic to the store? How tasks of the marketing specialist extend towards cooperation with other divisions «in the battle» for the average check and other indicators?

— View of the marketing director at the work of the sales staff.

### Moderator:

**Oleg Davidovich**  
Marketing One

### Experts:

**Svetlana Stepanova**  
Manager of marketing trends and buyer behavior management in the country,  
Coca-Cola HBC Eurasia

**Tatyana Sidorenko**

Head of the Department of relations with customers and market research, Leroy Merlin

**Roman Osokin**

Expert

**Nikolay Alayev**

Head of project sales department LG Electronics RUS

**Anastasia Rozanova**

General Director Interactive Group

**Anna Nikandrova**

Head of Retail department CardsMobile

**Irina Ushakova**

Marketing director Aviapark

**Artak Oganessian**

Deputy General Director EPAM

**SUMMING UP THE RESULTS OF THE ROUND TABLE**

Networking. Work of an exposition

Section partner: **LG Electronics RUS**

Co-organizer: **Marketing One**



LG



12:00 – 14:00

Ural Hall

**Panel discussion****EFFECTIVE STRATEGY OF THE RETAIL IN THE PAYMENT MARKET****Questions for discussion:**

- Retailers and banks: modern formats of cooperation.
- How to gain income from card payments?
- When buyers are ready to provide the interest-free loans to retailer?
- Prepaid cards in salary projects of retail companies.
- Situation in the market of acquiring, transformation of acquiring service.
- National payment tools.
- Loyalty program, management of client experience.
- Transformation of payment channels from the traditional (cash desks of theatres, railway stations) in a cellular retail in the format of multicash desk.
- New ways of client payments, NFC.
- Trends of mobile acquiring.

**Moderator:****Maria Mikhaylova**

Executive director National Payment Council association

**Invited Speakers:****Elena Vinogradova**

General Director «United Card Services»

**Maria Shalina**

Director of telecommunications services and additional services «Euroset»

**Ekaterina Shumskaya**

Head of loyalty programs Center of Financial Technologies

**Vladimir Kanin**

Chief Executive Officer Pay-Me, Top manager Investor

**Valentin Kuznetsov**

Head of Directorate for work with retailers «Golden Corona»

Co-organizer: **Association of National Payments Council**



12:00 – 14:00

Retail Hall

**Expert discussion****ATTRACTING NEW CUSTOMERS TO THE STORES, LOYALTY PROGRAMS, CROSS-PROMOTION, TARGETED MARKETING BASED ON PURCHASE HISTORY ON BANK CARDS****Moderator:****Igor Kovanov**

Vice-president Retail Market Experts Association, Investment banker, Falcon Advisers

**Experts:****Galina Yashuk**

Marketing Director of «Azбука Vkusa»

**Mihail Shedrin**

Marketing Director of «L'Etoile»

**Anton Novikov**

Former General Director of «Sitimarket»

**Dmitriy Kostygin**

Co-owner of Internet shop «Yulmart», «Rive Gauche» network, «Wild Orchid», Obuv.com, «Rainbow smile» shareholder Dream Indusrues (Bookmate. Zvooq.ru)

**Maksim Maryhlenko**

Marketing Director of Modis

**12:00 – 14:00**

Granat Hall

**Specialized workshop****CREATION AND DEVELOPMENT OF MULTICULTURAL, CROSS-EXPERT, ADMINISTRATIVE- INDEPENDENCE AND TERRITORIAL DISTRIBUTED TEAMS****Key questions:**

- How to build trust in the team and change the type of control?
- How to pick up the people in the team and set up relationships between them?
- How to manage and monitor achievements and results? How to enter a specific business result before others?

**Experts:****Anna Voronina**

Corporate Institute of Gazprom

**Irina Maltseva**

HR Director, Volga MYFF, Rostelecom

**14:00 – 15:30**

Granat Hall

**Expert session and best solutions review****INVOLVEMENT MARKETING AND ADVICE MANAGEMENT. GAMIFICATION, COMMITMENT AND COMPLICITY****Key issues:**

- How to involve clients in the creation of new products and services?
- How to combine customers, employees, suppliers into one team?
- How to create a product with which people will want to play and tell others about it?
- How to come up and run this virus?

**Experts:****Paul Dedkov**

«PRKVADRAT», creative director

**Vadim Shiryaev**

SOMAR, President KMRUSSIA, Leader

**14:30 – 16:30**

Coliseum Hall

**Panel discussion****WORK ON THE FACTORING CORRECTLY: EXPERIENCE, MISTAKES, BEST PRACTICES. INSTRUCTION TO RETAILERS****Questions for discussion:**

- Retail with factoring and without: main differences;
- Factoring in retail: ban can not be used. AFC memo for the debtors;
- Classical factoring in a retail: diversification and an individual approach to the supplier;
- Remote factoring in a retail for small and micro suppliers;
- Individual factoring solutions for retailers and major suppliers.

**Moderator:****Mikhail Okunev**

Board member Association of Factoring Companies, Deputy Chairman of the Board «Metallinvestbank»

**Victor Vernov**

AFC Board member, General Director Otkritie Facoring

**Korneliu Robu**

Director of Directorate on work with clients VTB Factoring

**Invited Speakers:****Artem Lopatin**

Sberbank Factoring AFC Legal Committee

**Co-organizer: Association of Factoring Companies**



14:30 – 16:00

Ural Hall

**Round table**

**SMART TRADING SPACE: FROM BOOK TO THE DEALERSHIP**

**Questions for discussion:**

- How to design and build a store, showroom, a boutique, which sells and attracts an audience. From design to implementation.
- How Adidas company increases sales through effective organization of a floor space.
- How the bookstore «Respublica» gaining an audience with the new design
- How Audi attracts buyers with the new showroom.
- How the Ideas4Retail Company manages to operate several chains at once

**Moderator:**

**Anna Cheprakova**

General Director of Communications  
Office «Rupor» / Rupor PR

**Yulia Travnikova**

Shopworks

**Ilya Fimushkin**

Sports Marketing Director Adidas Group

**Evgeny Butman**

President Ideas4retail, Board member of  
the «National association of trade net-  
works»

**Invited speakers:**

**Vladislav Spitsyn**

Managing partner Bureau Front  
architecture

**Amir Idiatulin**

Head of architectural bureau IND  
Architects

**Sergey Kudryavtsev**

General Director Pridex Company

**Erik Valeev**

The head of architectural studio IQ

**Boris Levyant**

The head of architectural studio ABD  
Architects

**Co-organizer: Rupor PR bureau**

14:30 – 17:30

Retail Hall

**Round table**

**SHOPPER MARKETING: HOW TO ATTRACT AND KEEP THE CUSTOMER**

**Questions for discussion:**

- Modern times – modern shopper: approaches to define targeted audience.
- Strategies to engage shopper
- Customer journey and omnichannels in retail
- «I am buying»: making decisions on purchase
- International experience and shopper marketing trends

**Moderator:**

**Elena Kuchikhina**

General Director Idea Supermarket

**Olga Konovalova**

General Director BBDO Branding

**Kirill Zubov**

Regional Manager on Trade Marketing

PepsiCo

**Invited Speakers:**

**Veronika Komarova**

General Director SSP PRO MA

**Dmitry Belonogov**

Vice President Retail&Shopper Marketing,  
ITM Group

**Leonid Zezin**

Deputy General Director SEVEN Agency

**Vadim Chursin**

Head of management marketing and  
advertising department MIRATORG

**Alyona Razbirina**

Director of strategic planning Brand  
Science (MEDIA DIRECTION GROUP)

**Grigory Shanayev**

Marketing director ADAMAS

**Roman Morozov**

Manager of the department of advertis-  
ing and analytical inventory of the FCS  
«Pyaterochka»

**Panel discussion**

**ENGAGING SHOPPERS THROUGH DIGITAL INTEGRATION IN RETAIL**

**Questions for discussion:**

- Tobacco products and cosmetics / perfume stores
- DIY – more choices, simple services

— Drugs retail

**Invited Speakers:**

**Alexander Artyomov**  
CEO PVG

**Natalya Lupandina**  
Creative Director TTG

**Victoria Popylkova**

General Director Vitrina A group

**Vladimir Belyaev**

Head of sales development department  
Weber-Vetonit, Saint-Goban

**Co-organizer: International Association of  
Marketing in Retail (POPAl)**



**14:30 – 16:30**

Зал Байкал

**Panel discussion**

**HOW TO SELL FOOD AND GOODS OF DAILY DEMAND IN RUNET: SOLUTIONS FOR  
RETAILERS AND MANUFACTURERS**

**Moderator:**

**Mstislav Voskresenskiy**

Managing partner DirectFood

**16:00 – 17:00**

Granat Hall

**PANEL DISCUSSION WITH TOP-12 EXPERTS. QUESTIONS AND ANSWERS**

**DAY 4, FRIDAY, JUNE 10, 2016**

**WORLD TRADE CENTER, ENTRANCE 4, CONGRESS CENTER  
(MOSCOW, KRASNOPRESNENSKAYA EMB., 12)**

**9:00 – 20:00**

**RETAIL TOURS**

**DAY 5, SATURDAY, JUNE 11, 2016**

**WORLD TRADE CENTER, ENTRANCE 4, CONGRESS CENTER  
(MOSCOW, KRASNOPRESNENSKAYA EMB., 12)**

**9:00 – 20:00**

**RETAILIADA**

**DAY 6, SUNDAY, JUNE 12, 2016**

**WORLD TRADE CENTER, ENTRANCE 4, CONGRESS CENTER  
(MOSCOW, KRASNOPRESNENSKAYA EMB., 12)**

**9:00 – 20:00**

**General meeting of the members of the Russian Retail Market Experts Association**