



PROGRAM

DAY 1. JUNE 2, 2015

| 9:30-11:00 | 9:30-11:00 | 9:30-11:00 |
|--|---|--|
| SHOPPER | E-INVOICES | SUPPLY CHAIN |
| <p><i>Category Management - a field for collaboration or competition? How joint efforts to grow the category can be efficiently realized through collaborative CatMan strategy.</i></p> <p>Ice Cream Visibility Project Yana Makarova, Junior Category Operations Manager, Ice Cream, Unilever; Marina Lisenkova, Senior Category Operations Manager, Unilever; Speaker to be confirmed, X5 Retail Group.</p> <p>Joint project in confectionaries category on the main shelf Dariya Baulina, Category Manager, Mars; Svetlana Germanova, Deputy Head of Operational Marketing Department, Victoria (Dixy).</p> <p>CatMan as a means of category growth without additional investment Natalia Leonova, Category Analyst, Coca-Cola; Speaker to be confirmed, O'Key.</p> | <p><i>E-source documents implementation: problems and solutions, investments and cost reduction, contractors involvement, new challenges and regulation update.</i></p> <p>Full cycle implementation of electronic accounting records. Labour contribution reduced by 69% Artem Zakharov, IT Project Group Manager, Auchan; Ekaterina Rogovskaya, Business Excellence Manager, Nestle.</p> <p>The full range of electronic documents for goods and services supply Anna Klimova, Local Compliance Organization Leader, P&G; Alexander Smirnov, Head of project department, SKB Kontur.</p> <p>E-invoices for e-factoring. Yulia Gritsyna, Supplier management division manager, Metro Cash&Carry.</p> | <p><i>The new plan of collaboration and building trust in supply chain aimed at raising on shelf availability.</i></p> <p>One-Roof Solution (Collaborative project in pooling) Kristof Menivar, General Director, FM Logistic; Speaker to be confirmed, Podruzhka, Speaker to be confirmed, L'Oreal.</p> <p>Sharing track fleet Ivan Kanaev, Customer Service Management & Development Group Leader, Baltika; Speaker to be confirmed, X5 Retail Group.</p> <p>Transit deliveries Igor Bulgakov, Retail Collaboration Manager, Coca-Cola; Speaker to be confirmed, Head of Purchasing, Auchan.</p> |
| 11:30-13:00 | 11:30-13:00 | 11:30-13:00 |
| LOYALTY | ELECTRONIC DOCUMENTS FOR ALCOHOL | SHRINKAGE |
| <p><i>How to get away from price competition, differentiate and create customer loyalty? What technologies and tactical tools allow you to maximize the loyalty of consumers.</i></p> <p>Speakers to be confirmed</p> | <p><i>The results of participation in the pilot project of Unified State Automated Information System for retail (EGAIS-retail). Experience of batch management for alcohol. Making the return of alcoholic beverages.</i></p> <p>Speakers to be confirmed</p> | <p><i>The next level of loss prevention. How companies consider and measure their losses and how shrinkage management should response to meet business needs.</i></p> <p>Speakers to be confirmed</p> |

14:30-16:00

ECR PLENARY

What are the main challenges and success factors for the future retail and FMCG industry?
Best practices of collaboration between suppliers and retailers.
CEOs discussion panel about perspectives of key projects in 2015 - 2017.

Participants:

Pieter Boone, ECR Russia Board of Directors Co-Chairman, Chief Executive Officer, **Metro Cash&Carry Russia**,
Silviu Popovici, ECR Russia Board of Directors Co-Chairman, President, **PepsiCo Russia**,
Maurizio Patarnello, Chief Executive Officer, **Nestle Russia**,
Jan Dunning, Chief Executive Officer, **Lenta LLC**,
Ilya Yakubson, President, **Dixy Group**,
Valery Schapov, General Manager, **Mars Petcare**,

Maximilian Musselius, Executive director, **ECR**

16:30-18:00

PLENARY SESSION WITH COMMERCIAL DIRECTORS

Topics for discussion:

- Category Management in Russia and its evolution
- Joint Business Planning
- Why and where collaboration matters?

Speakers invited:

Boris Minialai, Commercial Director, **Metro Cash&Carry Russia**
Angelo Turati, Commercial Director, **O'KEY**
Yuriy Leonov, Commercial Director, **Perekrestok, X5 Retail Group**
Andrey Tretyak, Purchasing Director, **DIXY**
Laurent Proust, Commercial Director, **Auchan**
Herman Tinga, Commercial Director, **Lenta**
Vitaliy Valkov, Commercial Director, **Pyaterochka, X5 Retail Group**

Maximilian Musselius, Executive director, **ECR**

KEY-NOTE SPEAKER AND MODERATOR OF THE SESSION:

Mark Taylor. CEO, Taylored Development.

The author of the best-seller "Who Killed Category Management"

Mark Taylor has spent his life in commercial FMCG roles both in Manufacturing and Retail.

Strategy development, Negotiation and Sales are areas of particular expertise which Mark has not only executed but successfully trained to CEO level in some of the largest FMCG companies on the planet. During his career he has managed turnovers up to \$314,000,000.

In the last decade he helped trade marketing teams develop skills which have added, conservatively, \$100 million P.A. additional benefit to their bottom line and in excess of \$1 billion projected to date.

DAY 2. JUNE 3, 2015

9:30-11:00

ECR BEST PRACTICES

The major ECR initiatives in action: Shopper management, On Shelf Availability, Master Data Synchronization, E-invoicing, People development. Best case-studies presented by leading participants of ECR working groups and committees.

Speakers invited:

Maximilian Musselius, Executive director, **ECR Russia**;
Olexandr Zdrilko, National Key Account Manager, **JTI**;
Sergey Serkov, Category Director, **X5 Retail Group**;
Valentina Zolotareva, Head of client collaboration, «**Perecrestok**», «**Karousel**», **X5 Retail Group**;
Victor Zhilyaev, KA relations & Project manager, **L'Oreal**;
Anna Tkacheva, Category Insight Manager, **Mars**.

11:30-13:00

SHOPPER

The latest shopper insights from the leading companies. How do customers make their shopping and what else should we take into consideration in fast-changing environment.

Joint Tea Category Management project
Nadezhda Korotkova, Senior Trade Category Manager HPC, Tea & Foods, **Unilever**;
Dariya Popenkova, Category Manager, **Selgros**.

Double increase in sales in the category of fresh products
Artem Baichorov, Category Director, **PepsiCo Russia**;
Elena Matveeva, **X5 Retail Group (Perekrestok)**.

Cobranding project
Roman Krylov, Head of non-fuel Business, **Gazprom Neft**;
Andrey Winter, Modern Trade Director, **Red Bull Russia**.

11:30-13:00

EDI

The launch of new electronic messages for improving data interchange, aimed at optimising internal and external processes of retailers and suppliers.

RECADV: the new birth
Sergey Kozlov, EDI Project Manager, **Lenta**;
Ivan Kanaev, NKA Customer Service Manager, **Baltika**.

PRICAT for promo products.
Iliya Chernov, Project Manager, IT department, **X5 Retail Group**;
Artem Danilenko, Systems analyst, **P&G**.

DESADV - the updated specification.
Vyacheslav Polikarpov, IT Business Partner, **X5 Retail Group**.

11:30-13:00

ON SHELF AVAILABILITY

The new projects in the field of On shelf Availability in Russia. The new plan of collaboration and building trust in supply chain aimed at raising on shelf availability.

Joint planning and forecasting
Speaker to be confirmed, **Coca-Cola**;
Speaker to be confirmed, **X5 Retail Group**.

OSA project in P&G
Stanislav Gerasimov, On Shelf Availability (OSA) Unit Manager, **P&G**;
Speaker to be confirmed, **X5 Retail Group**.

Inventory and sales reports analysis for OSA improvement
Ivan Kanaev, NKA Customer Service Manager, **Baltika**;
Vladimir Chernega, Analytic and development department head, **Dixy Group**.

13:30-15:00

OMNI CHANNEL

Winning data-driven omnichannel strategies aimed at engaging shoppers and driving revenue growth.

Speakers to be confirmed