



8:00 Registration and morning coffee

PLENARY SESSION

WORKSHOPS

8:50 **Opening of the Summit**  
*Casper Haring, Managing Director, Blue Business Media*  
*Robert Szewczyk, Member of the Trade Committee of the Polish Chamber of Commerce*

9:00 **Another wave of crisis, or the return to the roots of capitalism – scenarios for the world and the Polish economy**  
*Prof. Witold Orłowski, Advisor to the President of the Republic of Poland, NOBE*

9:30 **15 tips to keep your company growing**  
*Pedro Pereira da Silva, COO, Country Manager Poland, Jeronimo Martins Group*

10:00 **Local Retailers: the future of trade in Poland**  
*Ireneusz Ozga, CEO, Eurocash Franczyza*

10:30 **Comprehensive document and processes management**  
*Michał Szychta, Consulting Director for Comarch ECM, Comarch*

10:35 **PANEL DISCUSSION**  
**Product range adjusted to customers' expectations – the offer of products to be developed by retailers**  
*Michał Sadecki, Managing Director, Polska Grupa Supermarketów*  
*Krzysztof Gradecki, CEO, EKO Holding*  
*Wojciech Kruszewski, CEO, Lewiatan Holding*  
*Robert Krzak, Board Member, Director for Development, Specjał*

11:15 **COFFEE BREAK**

11:35 **Smarter Commerce – customer driven strategic transformation**  
*Robert Mahr, Leader Smarter Commerce, CEE, IBM*

12:05 **Awaiting confirmation of subject of the lecture**  
*Marcin Pluta, Member of the Board, Sollers Consulting*

12:10 **Profi Rom Food chain of stores: ongoing projects and plans for the future**  
*Paweł Musiał, General Manager, Profi Rom Food Romania*

12:40 **Obraz rynku po fuzji Interchem z Polbitą – korzyści dla rynku oraz wpływ na dostawców**  
*Paweł Chodakowski-Malkiewicz, CEO, Interchem*

14:10 **Increase profits through information management process**  
**How Information Management solutions enable the efficient management of the organization and achieving a competitive advantage**  
*Michał Śliwiński, Manager; Wiosna Witkomirska, Senior Consultant Sollers Consulting*

PRESS CONFERENCE

13:30 **INTERCHEM PRESS CONFERENCE**  
 Gdynia I conference room, ground floor

LUNCH AND DIVISION INTO PARALLEL SESSIONS

INSPIRATIONS IN RETAIL TRADE AND FMCG

PURCHASE, SALES, AND PRIVATE LABEL

LOGISTICS AND SUPPLY CHAIN

SHOPPER MARKETING & CATEGORY MANAGEMENT

Chairman: Robert Szewczyk

14:10 **Wholesale & retail trade 2012: a safe harbour for the Polish economy, the future and major challenges**  
*Maria Andrzej Faliński, General Director, Polish Organization for Trade and Distribution*

14:40 **A private equity fund as a partner and co-owner in retail trade**  
*Michał Rusiecki, Managing Partner, Enterprise Investors Corporation*

15:10 **Redefining the value chain in the age of empowered customer – 360 degrees commerce: a product perspective**  
*Hilmi Erdem, Commerce Sales Leader CEE, IBM Software Group*

15:40 **COFFEE BREAK**

16:00 **Be effective or die. How to cope with the crisis – a key to success**  
*Wojciech Kruszewski, CEO, Lewiatan Holding*

16:30 **Brand Booster – the use of biometric tests in brand management**  
*Kacper Osiecki, General Manager, labIOMETRICS*

17:00 **Private Label Uncovered – rozwój produktów private label w Polsce i Europie**  
*Koen de Jong, Private Label Expert, IPLC Holandia*

17:30 **END OF SESSION ON DAY 1**

Chairman: Małgorzata Białasiewicz, Fresh & Cool Market

14:10 **Customer centric organization – the use of customer segmentation in sales strategy**  
*Matthias Queck, Research Director, Planet Retail UK*

14:40 **Customer centric organization – zastosowanie segmentacji klientów w strategii sprzedażowej**  
*Grzegorz Gacek, Group International Customer Director, Coca-Cola Hellenic*

15:10 **Attention – eXtreme shopper – nowa era zakupów is coming**  
*Magdalena Zimna, Dredktor Działu Trade Research & Consulting, GfK Polonia*

15:40 **COFFEE BREAK**

16:00 **Omnichannel Commerce is changing the game**  
*Konsta Saarela, Sales Director, Partner, Descom Oy*

16:20 **The use of neural networks in decision-making processes – IT tools to support scattered retail network**  
*Piotr Fulmański, Lodz University; Aneta Leszczyńska, Marketing Director, MGA*

16:30 **PANEL DISCUSSION**  
**Chain- and customer-tailored offer ; how this trend will develop in Poland**  
*Michał Sadecki, Managing Director, Polska Grupa Supermarketów*  
*Maciej Stoiński, Sales Director, Member of the Management Board, Piotr i Paweł*  
*Grzegorz Gacek, Group International Customer Director, Coca-Cola Hellenic*  
*Marek Sypek, CEO, Agros Nova*

17:10 **END OF SESSION ON DAY 1**

Chairman: Adam Błuś, Eurologistics

14:10 **Optimisation and regionalisation in the supply chain – forthcoming trends**  
*Jarosław Zygmunt, Logistics Director EMEA, Oriflame*

14:40 **Integration of logistics and sales processes with the supply chain**  
*Paweł Markowski, Supply Chain Director, Board Member, Zelmer*

15:10 **Advantages of advanced analytics implementation in the supply and sales management areas – examples taken from Retail / FMCG**  
*Wojciech Dubanowski, Business Development Manager; Magdalena Rempuszevska, Implementation and Consulting Department Manager, SAS Institute Poland*

15:40 **COFFEE BREAK**

16:00 **SRP packaging in Poland – experience of Jeronimo Martins Distribution**  
*Marcin Dopierała, Supply Chain Director, Jeronimo Martins Dystrybucja*

16:30 **Managing the challenges – how to optimize stock, improve product availability and implement high degree of automation**  
*Adam Adamczyk, Business Solution Architect, SAP Polska*

16:50 **PANEL DISCUSSION**  
**Three faces of business: producer – logistics operator – sales chain**  
*Marcin Wakula, Supply Chain Director, Lactalis Polska*  
*Tomasz Sączek, Partner, Infinity Management*  
*Tomasz Cegielski, Dyrektor Biznesu Łądowego, DB Schenker*

17:30 **END OF SESSION ON DAY 1**

Chairman: Urszula Chojnacka

14:10 **Building differentiated marketing and price strategies for various customer segments based on the knowledge acquired in the course of a loyalty scheme**  
*Klaudia Kulpa, Head of Loyalty Program, Alma Market*

14:40 **Optimisation of sales, turnover, and profit through managing the display space**  
*Andrzej Uryga, Managing Director, Baltona*

15:10 **In-store marketing in a drugstore chain – the quest for inspiration**  
*Artur Olech, Operating Director, Polbita*

15:40 **COFFEE BREAK**



16:00 **How to be closer to the customer: in-store as a modern tool of communication**  
*Aleksander Krzyżowski, Country Manager, POS Media Poland*

16:30 **How to drive category growth from the optimal assortment towards broad-scale instore solutions**  
*Rostislav Brzobohaty, Shopper Based Design Team Leader for Central Europe, Procter & Gamble Czechy*

17:00 **Connected Store – Intel's vision of the store of the future**  
*Arkadiusz Hruszowiec, Business Development Manager, Intel*

17:30 **END OF SESSION ON DAY 1**

17:40 **SPEED NETWORKING** – Meetings of representatives of chains of stores with Forum participants and exchanging business cards

18:40 **Presentation of the „RETAILER OF THE YEAR 2011” Awards**  
 Chairmans:  **Casper Haring, Managing Director, Blue Business Media**  
 **Marcin Penconek, Vice President Eastern Europe Region Leader, Nielsen**

„RETAILER OF THE YEAR” The purpose of the award is to recognise sales chains operating in specific formats in the Polish market, with whom FMCG manufacturers find it most profitable to cooperate. This is the only award granted to sales chains by their suppliers. The research which is to select the winners will be carried out by the renowned Nielsen research agency based on the representative group of FMCG manufacturers. The winners selected in 6 categories will be honoured during the evening gala to which we invite all the participants of the Summit!

8:00 Registration and morning coffee

PLENARY SESSION

8:50 **Opening the Summit**  
Robert Szewczyk, Member of the Trade Committee of the **Polish Chamber of Commerce**

9:20 **New concept and format of the hypermarket, key differences for the customer and for the FMCG producer**  
Ryszard Tomaszewski, CEO, **Tesco Polska**

10:30 **How to gain competitive advantage on the retail market – case study Ahold Group**  
Sebastian Krasoń, New Business Development Manager;  
Grzegorz Lubrzyński, Customer Care/Continuous Improvement Manager,  
**Accounting Plaza Central Europe**

9:00 **Basket of products in discount stores: facts and myths**  
Michał Madej, Client Service Director, **Nielsen**

9:50 **PANEL DISCUSSION**  
**Food market 2012 –changing rules of the game and implications for the business**  
Jacek Roszyk, CEO, **Żabka Polska**  
Ryszard Tomaszewski, CEO, **Tesco Poland**  
Krzysztof Tokarz, CEO, **Specjal**

**BLUE BUSINESS MEDIA WELCOMES YOU TO PARTICIPATE IN THE AWARD CEREMONY OF THE RETAILER OF THE YEAR 2011 AT 18:30**



Powered by **nielsen**

11:00 COFFEE BREAK AND DIVISION INTO PARALLEL SESSIONS

INSPIRATIONS IN RETAIL TRADE AND FMCG

Chairman: Robert Szewczyk

11:30 **Comprehensive document management on the example of sales and purchasing processes in the Retail & FMCG**  
Michał Szychta, Consulting Director for Comarch ECM; Marta Frok, Head of Comarch EDI Subcenter, **Comarch**

11:55 **Where to look for power and advantage in small commercial formats - a key to success**  
Sławomir Chłoń, CEO, **Organic Farma Zdrowia**

12:25 **Developing and using innovative R&D solutions in marketing for achieving a competitive edge**  
Jacek Małeck, Managing Director, Member of the Board, **EPG Europa Wschodnia**

12:55 **A sales chain as the producer of the product range, when this scenario is to come true in Poland and how to prepare for it**  
Robert Krzak, Board Member, Director for Development, **Specjal**

13:25 LUNCH

14:25 **5 tips to increase sales through efficient use of gift card programs**  
Jürgen Stichenwirth, Vice President Sales CEME, **Ceridian Stored Value Solutions**

14:35 **Growth of online trade in foodstuffs in Poland – stagnation or dynamic growth**  
Grzegorz Bielecki, Vice-President of the Management Board, **A.pl**

15:05 END OF DAY 2 OF THE SUMMIT

PURCHASE, SALES, AND PRIVATE LABEL

Chairman: Małgorzata Białasiewicz, Fresh & Cool Market

11:30 **Private Label strategies of the main food retailers in France 2011/2015: thematic brands growth**  
Jean-Pierre Bonvallet, International Development Director, **PLMA Francja**

12:00 **The future of brands in the age of private labels**  
Tudor Turtudau, Group Brand Manager, **Reckitt Benckiser Balkans**

12:30 **Private label marketing factory: towards building the customer's loyalty and trust in sales chains**  
Sylwia Piskulska, Manager in Private Label Marketing Department, **Intermarche**

13:00 LUNCH

14:00 **Imitation or innovation - own brand in the fight for consumer**  
Karolina Wiernicka, Analyst, **Nielsen**

14:30 **From the brand with the history to the brand with the future**  
Andrzej Izraelski, Member of the Board, Sales Director, **Lewiatan Holding**

15:00 **Development of own label products portfolio towards new products and categories**  
Paweł Kocharński, Deputy Sales Director, **KPH Spotem**

15:30 END OF DAY 2 OF THE SUMMIT

LOGISTICS AND SUPPLY CHAIN

Chairman: Adam Błuś, Eurologistics

11:30 **Innovative solutions in warehousing logistics and supply chain**  
Łukasz Chmaj, Head of Logistics, **Intersport**

12:00 **Shelf Driven Demand Planning: demand planning, maintaining and forecasting, and the shelf management in retail trade**  
Dariusz Stolarczyk, Board Member, COO, **EM&F Group**  
Konrad Buczyński, Director of Planning and Control Department, **Empik**

12:30 **Comprehensive logistic solutions for global sport events**  
Rafał Tarasewicz, Senior Business Manager, **DB Schenker**

12:45 **Source to shopper in the scope of supply chain**  
Iwona Nowakowska, Supply Chain Director, **Żywiec Zdrój**

13:15 LUNCH

14:15 **Inventory management and cost optimisation: cooperation between the supplier and the retailer**  
Konrad Czebreszuk, Director of Logistics, **Kompania Piwowarska**

14:45 **Logistics outsourcing – Carlsberg Poland case study**  
Paweł Bednarczyk, **Expert**

15:15 END OF DAY 2 OF THE SUMMIT

SHOPPER MARKETING & CATEGORY MANAGEMENT

Chairman: Urszula Chojnacka

11:30 **Importance of trade marketing in e-shopping of FMCG products**  
Artur Czajka, Team Manager Consumer Research; Justyna Sroka, Junior Research Executive, **Nielsen**

12:00 **Differences in trade marketing strategies and in the approach to product promotions in various distribution channels**  
Jacek Piotrowski, Trade Marketing Director, **Agros Nova**

12:30 **Product innovations and the consumer – change and future trends analysis**  
Tomasz Sandomierski, Advisor to the President of the Board, **Indykpol**

13:00 **Customer service - bond between higher quality customer service and efficient IT system**  
Marcin Orylski, CEO; Anna Wierzbicka, R&D Director, **MGA**

13:10 LUNCH

14:10 **Shopper marketing, Loyalty and Promotions: 10 best practice ideas to help you win**  
Cécile Riverain, International Research Manager, **Institute of Grocery Distribution UK**

14:40 **PANEL DISCUSSION**  
**Marketers and researchers: effectiveness and the use of research techniques in the point of sales**  
Michał Madej, Client Service Director, **Nielsen**  
Tomasz Sandomierski, Advisor to the President of the Board, **Indykpol**  
Mariusz Smoliński, Sales & Marketing Director, **IPSOS**

15:20 **How to increase sales of product categories, achieve better shelf management and reduce the costs of merchandising**  
Dariusz Biliński, Head of Trade Marketing, **Animex**

15:50 END OF DAY 2 OF THE SUMMIT



## INTRODUCTION

Figures leave no doubt – **"POLAND & CEE RETAIL SUMMIT"** is in fact the most important meeting of the retail and FMCG sectors. The last year's edition attracted the total of **400 participants from 236 enterprises**, including **more than 100 representatives of retail and wholesale trade**. Three months before the next edition, more than 100 persons confirmed their participation in the meeting. We hope that you will soon join them!

This year we continue with the tested formula of 4 parallel thematic sessions focused on: **trends and perspectives in the retail and FMCG sectors, development of producer-retailer cooperation, the future of private label, optimisation of shopper marketing and category management actions and the supply chain management**. As usually every year, during individual presentations and discussion panels, experience will be shared by CEOs, Presidents and management staff of retail chains and producers. This year again, we will present the **"RETAILER OF THE YEAR 2011. Chosen by the suppliers"** AWARDS.

It is good to be where the most important events take place and where there are key influencers of market trends in Poland and the CEE region. Needless to say, the **"Poland & CEE Retail Summit 2012"** is the place!

*Łukasz Hińcz*  
Project Manager,  
Blue Business Media

## 60 SPEAKERS OF THE SUMMIT

PLENARY SESSION, INSPIRATIONS IN RETAIL TRADE AND FMCG	SESSION: PURCHASE, SALES AND PRIVATE LABEL	SESSION: SHOPPER MARKETING AND CATEGORY MANAGEMENT	SESSION: LOGISTICS AND SUPPLY CHAINS
<p><b>Pedro Pereira da Silva</b> COO, <b>JERONIMO MARTINS GROUP</b></p> <p><b>Ireneusz Ozga</b> CEO, <b>EUROCASH FRANCYZA</b></p> <p><b>Barbara Wagner-Kołodziejczak</b> CEO, <b>POLSKA GRUPA SUPERMARKETÓW</b></p> <p><b>Krzysztof Gradecki</b> CEO, <b>EKO HOLDING</b></p> <p><b>Wojciech Kruzewski</b> CEO, <b>LEWIATAN HOLDING</b></p> <p><b>Paweł Musiał</b> General Manager, <b>PROFI ROOM FOOD ROMANIA</b></p> <p><b>Michał Rusiecki</b> Managing Partner, <b>ENTERPRISE INVESTORS CORPORATION</b></p> <p><b>Paweł Chodakowski-Malkiewicz</b> CEO, <b>INTERCHEM</b></p> <p><b>Ryszard Tomaszewski</b> CEO, <b>TESCO POLAND</b></p> <p><b>Jacek Roszyk</b> CEO, <b>ŻABKA POLAND</b></p> <p><b>Sławomir Chłoń</b> CEO, <b>ORGANIC FARMA ZDROWIA</b></p> <p><b>Grzegorz Bielecki</b> Vice-President of the Management Board, <b>A.PL</b></p> <p><b>Jacek Małecki</b> Managing Director, Member of the Board, <b>EPG EASTERN EUROPE</b></p> <p><b>Hilmi Erdem</b> Commerce Sales Leader CEE, <b>IBM SOFTWARE GROUP</b></p> <p><b>Andrzej Maria Faliński</b> General Director, <b>POHID</b></p> <p><b>Robert Krzak</b> Board Member, Director for Development, <b>SPECJAL</b></p> <p><b>Sebastian Krasoń</b> New Business Development Manager, <b>ACCOUNTING PLAZA CENTRAL EUROPE</b></p> <p><b>Grzegorz Lubrzyński</b> Customer Care/Continuous Improvement Manager, <b>ACCOUNTING PLAZA CENTRAL EUROPE</b></p> <p><b>Robert Mahr</b> Leader Smarter Commerce, Central Eastern Europe, <b>IBM</b></p> <p><b>Koen de Jong</b> Private Label Expert, <b>IPLC HOLLAND</b></p> <p><b>Kacper Osiecki</b> General Manager, <b>labiOMETRICS</b></p> <p><b>Krzysztof Tokarz</b> CEO, <b>SPECJAL</b></p> <p><b>Jürgen Stichenwirth</b> Vice President Sales CEME, <b>CERIDIAN STORED VALUE SOLUTIONS</b></p>	<p><b>Michał Sadecki</b> Managing Director, <b>POLSKA GRUPA SUPERMARKETÓW</b></p> <p><b>Maciej Stoński</b> Sales Director, Board Member, <b>PİOTR I PAWEŁ</b></p> <p><b>Paweł Kocharński</b> Deputy Sales Director <b>KPH SPOŁEM</b></p> <p><b>Andrzej Izraelski</b> Member of the Board, Sales Director, <b>LEWIATAN HOLDING</b></p> <p><b>Sylwia Piskulska</b> Manager in Private Label Marketing Department, <b>INTERMARCHÉ</b></p> <p><b>Jean-Pierre Bonvallet</b> International Development Director, <b>PLMA FRANCE</b></p> <p><b>Matthias Queck</b> Research Director, <b>PLANET RETAIL UK</b></p> <p><b>Karolina Wiernicka</b> Analyst, <b>NIELSEN</b></p> <p><b>Grzegorz Gacek</b> Group International Customer Director, <b>COCA-COLA HELLENIC</b></p> <p><b>Marek Sypek</b> CEO <b>AGROS NOVA</b></p> <p><b>Magdalena Zimna</b> Trade Research &amp; Consulting Department Director <b>GfK POLONIA</b></p> <p><b>Tudor Turtudau</b> Group Brand Manager <b>RECKITT BENCKISER BALKANS</b></p> <p><b>Konsta Saarela</b> Sales Director, Partner, <b>DESCOM OY</b></p> <p><b>Piotr Fulmański</b> <b>LODZ UNIVERSITY</b></p> <p><b>Aneta Leszczyńska</b> Marketing Director, <b>MGA</b></p>	<p><b>Klaudia Kulpa</b> Head of Loyalty Program, <b>ALMA MARKET</b></p> <p><b>Andrzej Uryga</b> Managing Director, <b>BALTONA</b></p> <p><b>Artur Olech</b> Operating Director, <b>POLBITA</b></p> <p><b>Jacek Piotrowski</b> Trade Marketing Director, <b>AGROS NOVA</b></p> <p><b>Rostislav Brzobohatý</b> Shopper Based Design Team Leader for Central Europe, <b>PROCTER &amp; GAMBLE CZECHY</b></p> <p><b>Artur Czajka</b> Team Manager Consumer Research, <b>NIELSEN</b></p> <p><b>Dariusz Biliński</b> Head of Trade Marketing, <b>ANIMEX</b></p> <p><b>Tomasz Sandomierski</b> Advisor to the President of the Board, <b>INDYKPOL</b></p> <p><b>Michał Madej</b> Client Service Director, <b>NIELSEN</b></p> <p><b>Mariusz Smoliński</b> Sales &amp; Marketing Director, <b>IPSOŚ</b></p> <p><b>Aleksander Krzyżowski</b> Country Manager, <b>POS MEDIA POLAND</b></p> <p><b>Justyna Sroka</b> Junior Research Executive, <b>NIELSEN</b></p> <p><b>Cécile Riverain</b> International Research Manager, <b>INSTITUTE OF GROCERY DISTRIBUTION UK</b></p> <p><b>Marcin Orylski</b> CEO, <b>MGA</b></p> <p><b>Anna Wierzbicka</b> R&amp;D Director, <b>MGA</b></p>	<p><b>Jarosław Zygmunt</b> Logistics Director EMEA, <b>ORIFLAME</b></p> <p><b>Paweł Markowski</b> Supply Chain Director, Board Member, <b>ZELMER</b></p> <p><b>Marcin Wakula</b> Supply Chain Director, <b>LACTALIS POLAND</b></p> <p><b>Dariusz Stolarczyk</b> Member of the Management Board, COO, <b>EM&amp;F GROUP</b></p> <p><b>Konrad Buczyński</b> Director of Planning and Control Department, <b>EMPIK</b></p> <p><b>Łukasz Chmaj</b> Head of Logistics, <b>INTERSPORT</b></p> <p><b>Iwona Nowakowska</b> Supply Chain Director, <b>ŻYWIĘC ZDRÓJ</b></p> <p><b>Tomasz Sączek</b> Partner, <b>INFINITY MANAGEMENT</b></p> <p><b>Paweł Bednarczyk</b> <b>EKSPERT</b></p> <p><b>Konrad Czebreszuk</b> Director of Logistics, <b>KOMPANIA PIWOWARSKA</b></p> <p><b>Magdalena Rempuszevska</b> Implementation and Consulting Department Manager, <b>SAS INSTITUTE POLAND</b></p> <p><b>Wojciech Dubanowski</b> Business Development Manager, <b>SAS INSTITUTE POLAND</b></p> <p><b>Marcin Dopierata</b> Supply Chain Director <b>JERONIMO MARTINS DISTRIBUTION</b></p> <p><b>Tomasz Cegielski</b> Land Director, <b>DB SCHENKER</b></p> <p><b>Rafał Tarasewicz</b> Senior Business Manager, <b>DB SCHENKER</b></p>



one of the largest IT companies in the world has been the leader in supporting the innovativeness in business for more than 80 years. IBM introduced a new offer of software and services, whose aim is to support business in fast adjustment to customers' expectations in B2B and B2C markets in the era of the digital revolution. The Intelligent Trade offer is to assist the customers in coping with new challenges related to trade activities. It involves consultancy and special software. As part of the so-called Customer Value Strategy Accelerator, IBM specialists assist customers in foreseeing and evaluating new business opportunities and recommend to them optimum business models which allow satisfying the needs of increasingly mobile consumers. By offering the so-called Cross-channel experience assessment, IBM experts help in assessing the customer's satisfaction, expectations, and behaviour.



Outsourcing  
in HR & Finance

is an expert in outsourcing of finances and accounting and optimisation of business processes, specialising in the provision of services to customers from retail and wholesale sectors. Currently, Accounting Plaza provides services to the companies of the largest Dutch retailer – Royal Ahold Group: the chain of Dutch stores Albert Heijn, Gall & Gall and Etos, as well as Czech and Slovakian Hypernova hypermarkets and Albert supermarkets. Among the clients of Accounting Plaza also are: Starbucks, Prenatal, Meltwater Group, and MEDIQ pharmacies. Accounting Plaza provides services to the total of more than 2,000 stores, whose sales volume reaches EUR 9,600 million per annum. Accounting Plaza has its offices located in Poland (Cracow), the Netherlands (Wormer), the Czech Republic (Bern), and in Ukraine (Lvov).

## THE SUMMIT IN FIGURES

- ▶ **60** speakers, including **23** CEOs/Board Presidents and Board Members
- ▶ **51** lectures presenting changes and challenges retail, wholesale, and FMCG companies are faced with
- ▶ **5** discussion panels with CEOs and Board Members of the largest sales chains in the Polish market
- ▶ **4** parallel sessions presenting the latest trends in the supply chain, shopper marketing, purchases and sales, and private labels
- ▶ More than **400** participants in the previous edition

*The Retail Summit 2011 has been great. It has provided me with insight into the Polish retail processes, successes and struggles many have gone through. An opportunity to sit down with decision makers face-to-face in a well organized setting. In addition an ideal platform for exchanging ideas, experiences and views in local market mechanisms. And it's just a place to network. Good job!*

**Daniel Schwanitz**  
Sales International, Linde Ladenbau

*This is a very good conference, well-worth taking part in!*

**Wojciech Kruszewski**  
President of the Management Board, Lewiatan Holding

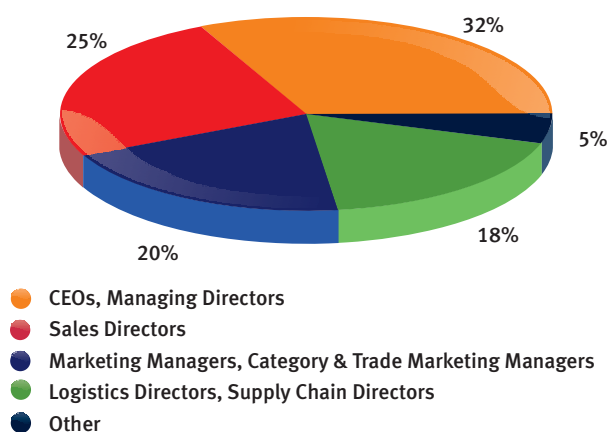
*Poland & CEE Retail Summit is a perfect opportunity for exchanging information, getting the idea about development trends in the Polish and European market*

**Robert Noceń**  
Member of the Management Board, Marketing Director, Carrefour Poland

*What is important for me in this meeting, is the possibility of participating in discussions led by key managers and top producers from the FMCG sector*

**Łukasz Olszewski**  
Operating Director, BOMI

## PREVIOUS EDITION PARTICIPANTS PROFILE



## SCHEDULE OF THE FORUM

### DAY I

▶ 8:50-13:10 PLENARY SESSION

13:00-14:00 LUNCH AND DIVISION INTO PARALLEL SESSIONS

▶ 14:10-17:30 INSPIRATIONS IN RETAIL TRADE AND FMCG	▶ 14:10-17:10 PURCHASE, SALES AND PRIVATE LABEL	▶ 14:10-17:30 LOGISTICS AND SUPPLY CHAIN	▶ 14:10-17:30 SHOPPER MARKETING & CATEGORY MANAGEMENT	▶ 13:30-14:30 INTERCHEM PRESS CONFERENCE	▶ 14:10- 14:55 WORKSHOP SOLLERS CONSULTING
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▶ 17:40-18:30 SPEED NETWORKING SESSION

▶ 18:40-20:00 PRESENTATION OF THE RETAILER OF THE YEAR 2011 AWARDS

### DAY II

▶ 8:50-11:00 PLENARY SESSION

11:00-11:30 COFFEE BREAK AND DIVISION INTO PARALLEL SESSIONS

▶ 11:30-15:05 INSPIRATIONS IN RETAIL TRADE AND FMCG	▶ 11:30-15:30 PURCHASE, SALES AND PRIVATE LABEL	▶ 11:30-15:15 LOGISTICS AND SUPPLY CHAIN	▶ 11:30-15:50 SHOPPER MARKETING & CATEGORY MANAGEMENT
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## MORE INFORMATION

### About the event



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### About sponsoring cooperation

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# Poland & CEE Retail Summit 2012

**21-22 March 2012**  
**Courtyard by Marriott Hotel**  
**Żwirki i Wigury 1 st.**  
**Warsaw**

**YES**, I want to register for **Poland & CEE Retail Summit 2012**

Date: 21-22 March 2012 r.

Congress fee: 3495 PLN + 23% VAT before 24 February 2012

Congress fee: 3995 PLN + 23% VAT after 24 February 2012

I want to register for the following theme sessions:

**I DAY, 21 March:**

- Inspirations in retail trade and FMCG  Logistic & supply chain  
 Private labels, procurement and sales in retail  Shopper marketing & category management

**I DAY, 21 March:**

- Handling out of "Retailer of the Year 2011" awards and evening banquet

**II DAY, 22 March:**

- Inspirations in retail trade and FMCG  Logistic & supply chain  
 Private labels, procurement and sales in retail  Shopper marketing & category management

Please fax to **(+48) 12 350 54 01**

1. **Full name:** .....  
**Position:** .....  
**Department:** .....

2. **Full name:** .....  
**Position:** .....  
**Department:** .....

3. **Company:** .....  
**Street:** .....  
**Postal code:** ..... **City:** .....  
**Phone:** ..... **Fax:** .....  
**E-mail:** .....

4. **Payment method:**  
 Cash transfer  Credit card

5. **Credit card type:**  Visa  Mastercard  Eurocard  Diners Club  
**Credit Card Number:** ..... **Expiration Date:** .....  
**Name as it appears on Credit Card:** .....  
**Amount:** ..... **Address:** .....  
**Signature:** ..... **Date:** .....

6. **Customer data required for VAT invoice:**  
**Company name:** .....  
**Head office:** .....  
**Address:** .....  
**NIP:** .....

Pursuant to the Data Protection Act of August 29, 1997 (Journal of Laws 1997, No. 133 item 833) Blue Business Media Sp. z o.o., with its head office in Warsaw (hereinafter referred to as BBM), hereby states that is the administrator of personal data. We hereby give consent for our personal data to be processed for the purposes of promotion and marketing activities carried out by Blue Business Media, its services and products offered on the market, as well as for the purposes of promoting Blue Business Media customers offers. Furthermore, we agree to receive, by e-mail, offers and commercial information relating to Informedia and its customers. Persons giving consent for their personal data to be processed shall be entitled to control the processing of data relating to them, and to correct it.

**At the same time, we hereby state that we have got acquainted with participation conditions, and we bind and oblige ourselves to pay in full for the amounts resulting from this agreement.**

**PARTICIPATION TERMS:**

- Conference participation fee:  
**3495 PLN + 23% VAT**, if registered before 24 of February 2012 and paid all before 9 March 2012  
**3995 PLN + 23% VAT**, if registered after 24th of February 2012 or paid all after 9 March 2012.
- The price covers lectures, conference materials, coffee breaks and lunch.
- The faxed or e-mailed filled-in registration form becomes the legally binding agreement between the participant and Blue Business Media and equals acceptance of the contractual obligations. The pro forma invoice is faxed on having received the registration form.
- The person signing the application form on behalf of the Applicant declares that they possess the relevant authorization to act in the name of and on behalf of the Applicant, specifically to conclude an agreement with Blue Business Media.
- We kindly ask you to make a payment within 14 days from sending the registration form and before the date of the start of the congress.
- In the case of registration before 24 February 2012 and failure to cover the full participation fee before 9 March 2012, the cost amounts to 3995 PLN + 23% VAT per person.**
- Bank account:

**Alior Bank S.A., Al. Jana Pawła II 18, Warszawa**  
**15 2490 0005 0000 4520 7369 1425**

- The Applicant has the right to withdraw from participating on the terms and conditions indicated below. Resignation from participation should be made and sent by fax or registered e-mail.
- In the case of resignation before 24 February 2012 the Applicant is obligated to pay a service fee in the amount of 1000 PLN + 23% VAT.
- In the case of resignation after 24 February 2012 the Applicant is obligated to pay the full participation costs, in the amount resulting from the agreement concluded between the Applicant and Blue Business Media.
- In the event of the lack of participation in the forum as well as the lack of the written resignation from participation in the Congress, the Applicant is obligated to pay the full participation costs in the amount resulting from the agreement.
- Default in payment shall not be unambiguous with resignation from the participation.
- A person indicated by the Applicant may participate in the Congress in lieu of the person submitted to participate.
- Blue Business Media reserves the right to change the program, the venue of the Congress as well as cancel the Congress.

Blue Business Media Sp. z o.o. with its head office in Poland, Warsaw (01-222) Prądzyńskiego 12/14 street, has been entered in the Register of Entrepreneurs, kept by District Court for the capital city of Warsaw, XII Economic Department on National Court Register under No. KRS 0000325306, NIP 7010167656, equity capital: PLN 100 000.

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stamp & signature

