



Improving Together



5th ECR Baltic Forum

10 November 2011

Official Program

Forum Sponsors:



Telema



Dear Participant,

Welcome to the 5th ECR Baltic Forum 2011! It seems that the economies in the Baltic States have been stabilized and the future seems more predictable although tough lessons of the past and rumors of the global recession v.2 prepared us to be prepared.

Last year's ECR Baltic Forum "back to basics" showed importance to concentrate on core businesses and shopper/consumer needs, this year we recognize the opportunity for "improving together!" The key for success factors remain the commonly agreed standards, transparency and collaboration.

"If you want to go fast, go alone. If you want to go far, take friends with you!"

The power of collaboration was recognized also by the Industry and we are happy to see that more and more companies join in the ECR Baltic working groups for developing the market together and in a sustainable way.

On behalf of ECR Baltic I wish you to enjoy the forum, get valuable ideas to bring back home and return next year with your success stories on the next ECR Baltic Forums.

Sincerely yours,



Edgars Pentjuss
Managing Director, ECR Baltic

ECR Baltic Competition Law Compliance and Reminder of anti-trust caution:

We provide a forum for discussion, learning and opportunities for improvement and the development and sharing the best practice. Membership and participation on ECR Baltic events is open to all players in the industry on the basis of non-discriminatory, transparent and objective criteria.

ECR Baltic policy is not to enter into any discussion, activity or conduct that may infringe, on its part or on the part of its members and participants, any applicable competition laws. By way of example, members and participants shall not discuss, communicate or exchange any commercially sensitive information, including non-public information relating to prices, marketing and advertisement strategy, costs and revenues, trading terms and conditions and conditions with third parties, including purchasing strategy, terms of supply, trade programs or distribution strategy. This applies not only to discussion in formal meetings but also to informal discussions before, during or after meetings.

09-10 November 2011 ECR Baltic Forum AGENDA

DAY 1

"Ice Breaking Events" on 09 November 2011

RETAIL-MANUFACTURER TOUR

(Start from Radisson Blu Latvia, Elizabetes Street 55, Riga at 11:00)

Retail – Manufacturer tour was organized thanks to:



EVENING EVENT with ECR Baltic Board, Speakers and Sponsors at **Ciro's Pomodoro** restaurant

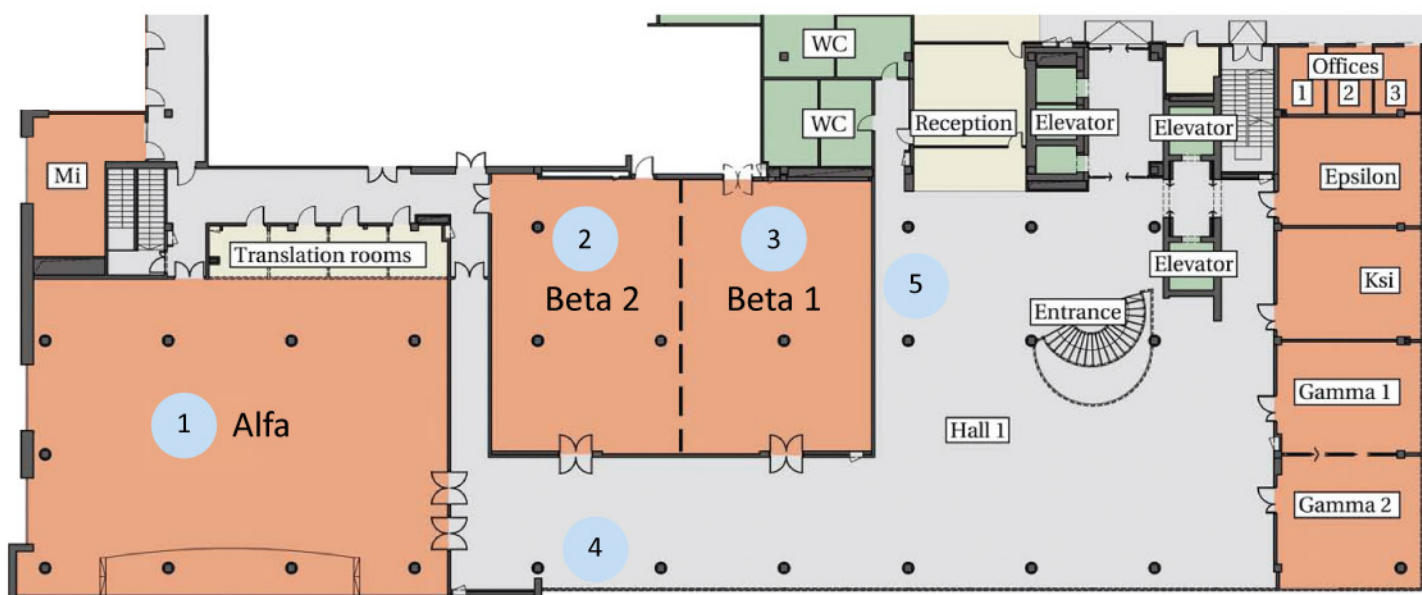
Galleria Riga 7th floor | Dzirnavu str. 67, Riga, start at 19:00



DAY 2


"ECR BALTIC FORUM 2011 – Improving together!" on 10 November 2011


Map:



1. **Alfa:** Plenaries, SC and Technology Breakout Sessions
2. **Beta 2:** Shopper and Category Management Breakout Sessions
3. **Beta 1:** EDI working group meeting
4. Marketplace and Sponsors stands
5. Registration

"ECR BALTIC FORUM 2011 Improving together!" AGENDA

Working language: 

Translation: 

10:00 Registration

Plenary - opening

10:40	Opening by ECR Baltic Co-Chairs: Jonas Paulauskas, Nestle and Jorma Rautanen, Prisma
11:00	2012: The Return of the Baltic Tigers? by Morten Hansen, SSE Riga
11:20	Information sharing between competitors: limits under competition law by Rudolfs Engēlis, Sorinen
11:40	ECR Europe and Baltic focus for 2012 (working group activities) by Edgars Pentjuss, MD ECR Baltic and Maximilian Musselius, Co-Chair for NI ECR Europe and MD ECR Russia
12:00	Q&A

12:10 Lunch Break

Breakout Sessions: SC and technology / Shopper

ALFA Hall Technology (EDI)

BETA2 Hall Shopper - Category Management

BETA1 Hall

13:30	EDI Real Time Economy, Esko Penttinen, Aalto University	Category Management Baltic business case by Jukka Jokiranta, Focusit Finland and Jorma Rautanen, Prisma
14:00	E-invoices in Baltic and Europe trends, Kadri Koorits, TELEMA	Assortment Windows in the Swedish Market by Mats Hvalgren, RIMI Baltic, ECR Sweden
14:20	Product Information and Commercial Offer Management by means of EDI MasterData solution by Aleksei Dobrošman, Edisoft	Implementing shopper insights and consumer trends in Category Management by Constant Berkhout, Senior Consultant, Analyse ²

14:40 – 15:50 Coffee break / working group meetings - workshops

14:55	Pallets & RTP standardization working group meeting	CM workshop/meeting moderated by Antra Vitola-Gerharde, Nielsen and Jukka Jokiranta, Focusit Finland	EDI workshop/meeting moderated by Edgars Pentjuss, ECR Baltic and Darius Lapienis, Rimi Baltic
15:40	Moderated by Janas Likso, EPAL and Mateusz Boruta, ECR Poland		

Breakout Sessions: SC and technology / Shopper

Supply Chain

Shopper - Category Management

15:50	Efficiency of pallet pooling – how to improve your supply chain? by Maciej Kubiak, Chep Poland	Loyalty driving programs – a new vision by Zivile Kaniaviene, Nielsen Baltic
16:10	Shrinkage - Modern Loss Prevention solutions by Leszek Korzeniowski, Checkpoint Systems and Dmitrij Uskov, Maxima Group	Managing your checkout zone: how to evaluate alternative technologies available in the market and maximize productivity by Andrius Kalašinskas, New Vision Inco
16:30	How does supply chain benefit from the 4Doc Supply Model, Selver Business Case Estonia by Alar Vares, Selver	Taste NFC - proximity marketing and mobile payment technologies by Aivars Ritovs, NFC team

16:50 Coffee break

Plenary Closure

17:15	Life Perception of Baltic Consumers. Facts, facts, facts... by Ilze Kronberga, TNS Latvia
17:35	Efficient FMCG social network campaigns by Darius Bagdziunas, Gaumina
17:55	Closure and summary of the Forum

18:15 Reception

Many thanks to our Forum sponsors:

CHEP is the global leader in managed, returnable and reusable packaging solutions, serving many of the world's largest companies in sectors such as consumer goods, fresh produce, beverage and automotive. CHEP's service is environmentally sustainable and increases efficiency for customers while reducing operating risk and product damage. CHEP's 7,500-plus employees and 300 million pallets and containers offer unbeatable coverage and exceptional value, supporting more than 500,000 customer touch-points in 45 countries. Our customer portfolio includes global companies and brands such as Procter & Gamble, Sysco, Kellogg's, Kraft, Nestlé, Ford and GM. CHEP is part of Brambles Limited. For more information visit www.chep.com.



GS1 Latvia is a not-for-profit organisation that locally administers the global multi-industry system of identification and communication for products, services, assets and locations - the GS1 System. GS1 Latvia is one of 110 GS1 member organisations across 150 countries use GS1 standards as part of their daily business communications, representing over five billion scanning transactions a day. GS1 Latvia was created to help Latvian business enterprises become more efficient; our fundamental role is to allocate GS1 numbers and barcodes, maintaining internationally accepted trading standards. The GS1 System is an integrated system of global standards that provides for accurate identification and communication of information regarding products, assets, services and locations. It is the most implemented supply chain standards system in the world. It is the foundation of a wide range of efficiency-building supply chain applications and solutions and is composed of the following areas: GS1 Barcodes, eCom (EDI), GDSN, EPCGlobal, Traceability, Sustainability, MobileCom B2C, Upstream Integration. For more information visit www.gs1.lv and www.gs1.org



Telema is the leading EDI operator in the Baltic States, offering IT solutions for automated data flow in supply chain processes. Telema transfers, converts, monitors and processes EDI trade documents such as orders, shipping notices and invoices. There are over 2800 shops and over 800 suppliers in Telema system. Annually, more than 5 million documents are exchanged. Majority of Telema clients is from the Baltic States, but there are clients also in Finland, Poland, Germany and Netherlands, altogether in 13 countries. For more information visit: www.telema.eu



Edisoft is an EDI service provider and system integrator in Estonia, Latvia, Lithuania and Russian Federation. Unconditional customer support, flexibility and scalability, a full range of supported business applications and seamless integration of our customers into the EDI communities of the Baltics and Russia make us stand out. Over 1300 contracted companies within EDI community including globally- known brands like: ArcelorMittal, Kraft Foods, X5 Retail Group, Auchan, Wrigley, Statoil, Metro Cash and Carry and many others. For more information visit: www.edisoft.ee



New Vision is retail industry dedicated provider of business technologies, system integration and professional services in the Baltic countries and, for selected products, outside the Baltic's. We seek to deliver most value out of ERP, Loyalty and Store solutions, System Integration and Rollout services, ensure uninterrupted everyday store operations thru pan-Baltic, vendor-neutral network of field engineers and multilanguage helpdesk, provide innovations that are aligned with business goals and bring factor of mutual partnership in a joint work. New Vision unites 170+ retail industry dedicated professionals and serves leading retail chains since 1993. For more information visit www.new-vision.com



Checkpoint Systems is a global leader in shrink management, merchandise visibility and apparel labeling solutions. Checkpoint partners with retailers and their suppliers to reduce shrink, improve shelf availability and leverage real-time data to achieve operational excellence. Checkpoint solutions are built upon 40 years of RF technology expertise, diverse shrink management offerings, a broad portfolio of apparel labeling solutions, market-leading RFID applications, innovative high-theft solutions and its Web-based Check-Net data management platform. As a result, Checkpoint customers enjoy increased sales and profits by improving supply-chain efficiencies, by facilitating on-demand label printing and by providing a secure open-merchandising environment enhancing the consumer's shopping experience. For more information visit: www.checkpointsystems.com



BEPCO is a fast growing Returnable Transport Items (RTI) development and pooling company. Bepco's product range includes many of different industries' standard RTI's. In addition to standardized products, BEPCO focuses on developing and producing new and innovative solutions, suitable for the needs of diverse industries and their products. Eco-friendliness and efficiency in using nature resources are the key elements of BEPCO's development process. BEPCO was established in Estonia, where it started its expansion to other Baltic countries. In Baltics, BEPCO manages the first „Foldable Big Box“ pool integrated to web-based asset tracking system. BEPCO's innovation pipe-line includes new modern crate system providing a unique opportunity for unified transportation of most food products in the supply chain. BEPCO's competitive advantage lies in knowing local market and its needs, and in ability to carry out fast and flexible development. Well-financed and aggressive development team guarantees customer-focused service, wherever our clients need it. For more information visit: www.bepco.ee







ECR Baltic 5 years



ECR Baltic Forum 2011 Speakers:



Jorma Rautanen (Prisma, ECR Baltic Co-Chair)

Jorma Rautanen is a commercial director of Prisma Peremarket Estonia. He's responsible areas are Purchasing department (FMG and hard goods) IT, and logistic. Jorma have been working in retail business for more than 15 years, most of it in Finland. He has strong background in category management from Finland. He has been also in ECR Scandinavia forums. Jorma has also lot of knowledge about logistic in Finland. He has

developed FMG logistic with Inex partners in Finland. Jorma has also been as a buyer in hard goods sector so he understands also the difference between FMG and hard goods in many ways.



Jonas Paulauskas currently is a Sales Manager in Nestlé Baltics, ECR Baltic Co-Chair

Jonas started his professional carrier in field of marketing, working both on the agencies and manufacturer sides. More then 12 years ago he joined Nestlé and moved to Sales functions. During 12 years he gained extensive experience in Sales, Category Management and business management areas. Was actively involved in developing distribution chain, managing sales

organisation, development of relationship with customers, jointly creating category strategies as well as researching consumers and shoppers behaviours. Currently Jonas is responsible for Food&Beverages, Confectionery, Culinary and Infant Nutrition categories sales in Baltic region.



Edgars Pentjuss is a managing director of ECR Baltic (Efficient Consumer Response Initiative in the Baltic States).

Previously he has worked for GS1 Latvia – the Standards Organization for CPG Industry whereas he was in charge of barcode verification LAB, EDI (eCom), MobileCom and ECR Baltic Coordination. Edgars has a broad cross Industry experience running number of e-commerce projects in banking and finance.

He started his career as EDP system administrator responsible also for container logistics, EDI and container application introduction. He has studied Port Management and European Business Studies at Antwerp Business School. Now passionate about innovations and shopper engagement technologies.



Rūdolfs Engēlis, SORAINEN

Rūdolfs Engēlis is a partner and head of the Banking & Finance, Insurance and Competition & Regulatory Teams in SORAINEN Latvia. He has been practising law since 1999. He has represented leading local and international financial institutions in finance transactions and advised on Latvian regulation, and more recently, he has been one of the main legal advisers to the Latvian State and Parex Banka in the restructuring of the latter in 2010. Clients that Rūdolfs has advised include many leading names in the international and local financial markets. He has also represented clients in cases before the Competition Council of Latvia, including merger clearances and alleged antitrust violations, and has acted in antitrust litigation in Latvia. Rūdolfs is a recommended practitioner by Chambers Europe and Best Lawyers.



Trevor Holmes (Holmes Training Solutions)

Forum Facilitator. Trevor Holmes is a freelance consultant, providing management & leadership training in Europe & The Middle East. He works with many leading companies in Finance, Retail, FMCG and IT sectors. In addition he provides executive 1-to-1 coaching and is a popular keynote speakers at conferences and company events. This will be the third ECR conference that Trevor has facilitated. He began his career as a manager for

Marks & Spencer's UK, and represented several leading FMCG companies while employed as Director of Client services for a leading advertising group. He is British but has lived and worked in Lithuania for 14 years, is married and has two children age 3yrs and 11 months. In his spare time he tries to play golf.



Morten Hansen (Stockholm School of Economics in Riga & NMS Consulting)

Morten Hansen is Head of Economics Department at the Stockholm School of Economics in Riga and Director of NMS Consulting. Morten Hansen is a Danish citizen but a Permanent Resident of Latvia and has lived there since 1993. He often comments on and analyzes, nationally as well as internationally, the Latvian economy.



Mats Hvalgren is Central Sourcing Director for Rimi Baltic.

He has more than 30 years of experience of Food Retail. Mats started his carrier by working 17 years in two large ICA store's on the west coast of Sweden and was one of Sweden's first store managers to drive Category Management and Space Management. After that Mats worked with Category Management and Trade Marketing at Carlsberg. After some years at

Carlsberg he moved to the Axfood Retail Group situated in Gothenburg and worked with Category Management, Marketing and Store Operations. Last 10 years Mats has spent within the ICA Sweden Buying and Merchandising department as head of Dry Grocery and also the responsibility of the Nordic Buying Hub of Private Label to ICA and Ahold.



Maximilian Musselius (ECR Russia)

Maximilian is the Executive Director of ECR-Russia. Graduated from Moscow State University n.a. Lomonosov, Economics (Master of Management) and Law (Civil Law) faculties. In 2000-2003. - Marketing Director Gambro Sweden AB, in 2003-2004 - Marketing Director, Senior Consultant, Kelis Consulting. Successful organizer and manager of numerous projects and initiatives within Russian ECR - one of the most active organizations within ECR Europe.



Mateusz Boruta, Managing Director, ECR Poland.

Honestly believes that good cooperation between trading partners is beneficial and helps growing faster. Professionally creates environment for better dialogue and more efficient collaboration of companies through the unique platform – ECR organization (Efficient Consumer Response). Mateusz is co-author of optimization programs for value chains as well as single enterprises, mostly within FMCG industry. Among the effects of his

work are practical tools and knowledge supporting removing non-value-bringing costs from the supply chains. With combined logistics & marketing background, he is a successful consultant and trainer. In private life – avid mountain climber and trekker, biker and photographer.

**Jukka Jokiranta (Focuset Finland)**

Jukka is a recognized cooperation process and Category Management expert in consumer goods industry and one of the first ECR Learning Programme Partners. Jukka has delivered several consulting projects in retailer-manufacturer cooperation and business development with multinational consumer goods companies in Finland, Russia and Baltics. Jukka has over 10 years experience in sales and business process development from different industry sectors. Jukka holds an MSc in Industrial Engineering and Management.

**Alar Vares (Selver AS, IT Business Application Manager)**

After graduating from the University of Tartu with a degree in computer science, Alar has been working for Selver, the biggest Estonian capital based retailer in Estonia. In Selver, Alar is responsible for all business related applications. The biggest challenges during last three years in Selver have been implementing new ERP, deploying EURO and implementing 4Document flow for the DC project, where Alar was the Project Manager.

**Kadri Koorits (Telema AS)**

Kadri is the Marketing Manager of Telema, the largest EDI operator in the Baltics. Kadri is also EDI Product Manager, being responsible for understanding customers' needs and translating those for the development department. Before Telema Kadri worked for an advertising agency, focusing on e-commerce business. Kadri is currently an MBA student at the Tallinn University of Technology.

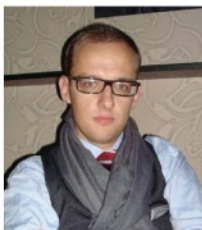
**Esko Penttinen, Assistant Professor, Aalto University.**

Esko Penttinen is assistant professor in information systems science at the Aalto University School of Economics in Helsinki. He holds a Ph.D. in information systems science and a M.Sc. in economics from the Aalto University, as well as the diploma of the Dijon Business School, France. Esko has published in Industrial Marketing Management, as well as in other scientific journals and several international conference proceedings and book chapters. His research interests include, electronic financial systems, e-invoicing, bundling of products and services, and the transition to the service focus. Currently, he is conducting research on the fundamental organizational changes in business relations and product offerings initiated by new technologies.



Aleksei Dobrošman is a business development director and co-founder of Edisoft. Having over eight years of experience in commercial documents' exchange between various business applications Aleksei played the significant role for Edisoft becoming the EDI provider with the largest community of retail chains and their vendors in the Baltic countries. In the late year 2008 Edisoft started its operations in the

Russian Federation, which is now the fastest growing European EDI market.



Darius Lapienis is a supply chain and logistics development project specialist at RIMI Baltic. RIMI Baltic is one of leading retailers in the Baltics operating more than 230 stores in three formats. Darius started his career in RIMI as a trainee, later worked as marketing specialist before being moved to the current position.

His areas of focus are EDI implementation and related processes' automation, On Shelf Availability and representation of RIMI in ECR.

**Maciej Kubiak, Country General Manager CHEP POLAND.**

Maciej Kubiak is President of Polish subsidiary of CHEP, company, which specializes in pallet management and pallet rental services. He joined CHEP in 2001 and has been successfully developing CHEP and building brand recognition on the local market. Prior to his Country General Manager role, he has held various leadership managing Asset Management, Sales and Retail Sales teams where he focused on growing pooling network in Poland and CE countries. Maciej has many years of experience and knowledge in supply chain management.

**Janas Likso (CEO of EPAL National Committee in Baltic States).**

Janas works with promotion of EUR-pallets on the Baltic market and protection of their trademarks.

He has over 10 years experience in international sales and business process development.

Previously managed sales units in B2B field (Saint-Gobain, BPB, Rigips, Gyproc).

Many years of experience in the field of constructional materials, sales and logistics.

**Andrius Kalašinskas is Senior Store**

Business consultant at New Vision Inco,

which is dedicated to retail self-service management consulting and technology

solutions in Baltic countries, Finland and

Russia. He was one of key team members

during first Self-Checkout rollout project in

Baltic countries. Recent years Andrius is

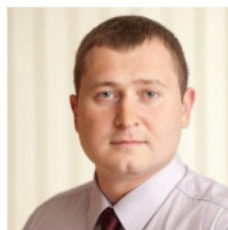
working jointly with creators of methodology

for self-service deployment at retail

organizations. This methodology is used today at many successful self-checkout deployments, including those at Tesco, Asda, Marks&Spencer, Auchan, Coop, Dansk Supermarket, Spar Slovenia.

**Leszek Korzeniowski – Sales Manager Eastern Europe Export, Checkpoint Systems CEE Sp. Z o.o.**

Responsible for sales of Checkpoint in the area of Central Eastern Europe. Previously managed sales and business units in B2C and B2B field for various companies, including Coca-Cola, Tchibo and Kodak.

**Dmitrij Uskov, Head of Security at MAXIMA Group**

Professional with more than 7 years of experience in Internal control, Fraud & Risk management, Business Intelligence, Strategic planning and Corporate strategy in related fields, authority liaison and litigation.

**Aivars Ritovs**

is the team leader for a Baltic

startup company SIA "NFC Team" that is out to

build a world's first NFC infrastructure for

business and consumer solutions. His previous

experience with NFC includes working solution

with international cleaning service based on

Nokia phones and consulting several big operators

on their NFC-enabled services. Currently, the

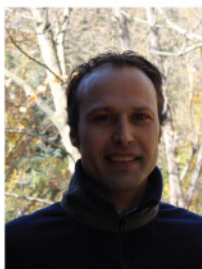
NFC team is the partner for a major consumer

electronics company in launching the

world's first low-cost NFC phone.



Zivile Kaniaviene is Senior Client Service Executive at Nielsen Baltics where she has worked for the last 7 years. She started at Nielsen as a consumer and shopper research expert and for the last four years has championed the application of Customer insights from Retailers' Loyalty card data. Working together with the Global Nielsen Loyalty practice, Zivile is helping clients to understand their shoppers, reveal the drivers of loyalty and use insights to create better shopping experience. Zivile also has experience in Advertising, Direct Marketing and Customer Communications.



Constant Berkhout (Analyse²) first practiced ECR and category management when working for the Dutch supermarkets Ahold and De Boer. His passion for retail was an invaluable asset when he assumed marketing, sales and business restructuring roles at the FMCG organizations Kraft Foods and Gillette. For these roles he worked in various countries such as Spain, UK and Argentina but his most recent international experience comes from his time as European Director of Shopper & Customer Insights at PepsiCo. At the ECR Baltics conference Constant Berkhout represents the company Analyse². This Finnish enterprise

transforms EPOS and loyalty card data into actionable insights for retailers and manufacturers across continents.

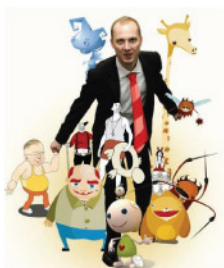


Antra Vītola-Gerharde – Currently working at The Nielsen Company as Merchandising Services Department Coordinator for the Baltic countries. Since 2010 Antra is leading ECR Category Management working group. Antra's experience covers training and business consulting in Category management, Space management and Assortment management areas in the FMCG industry as well as implementation of software solutions both for retailers and manufacturers. Antra and her team often play a role of independent and trusted third party to maintain objectivity between retailers and manufacturers in

different type and scope of Category management projects.



Ilze Kronberga (TNS Latvia) has been working in research since 2001. She has two main areas of expertise – consumer behavior and customer service quality. Together with other experts from TNS Latvia Ilze works on various market research projects for local and international companies to help them grow their businesses and improve sales. Ilze considers it as an important and very interesting job to do, because every research reveals a lot of new information. "Life is like a box of chocolates. You never know what you're gonna get" (from "Forrest Gump").



Darius Bagdžiūnas is a Co-founder and Director of Gaumina founded in 1998. Facts:

- Agency operates in Lithuania, Ireland and UK.
- The company has done more than 5000 digital projects.
- With 70+ employees it is the biggest digital agency in the Baltics.
- 100+ awards including Digital Agency of a Year in Baltics 2008, 2009; Golden "Product of a Year" Medal 2002, 2008; Innovative Company Award 2007, Golden Joystick 2008.
- 150+ lectures including TEDx, MIP TV Cannes, UK Nordic

Baltic Summit, University College London, Digital Media Engagement, Mindtrek.

- 200+ articles including Business & Finance, Herald Am, BBC, The Economist, Verslo žinios.
- 8 times a jury member in advertising / digital festivals including of the Young Cannes Lions, Europrix, Golden Hammer and Irish Web Awards (2 times head of digital jury).
- Nominated „A young entrepreneur of the year 2010“ by Swedish Business Awards.

Get ECR Baltic Forum 2011 participants list here:

BPO Baltic, Association of Latvian Food Retailers, Nielsen, Selver, TELEMA, SENSEI, Focusit, Bepco, ECR Russia, ECR Poland, ECR Baltic, Gaumina, GoUp, Palink (IKI), GS1 Lithuania, GS1 Latvija, Analyse², Mūsmaju Dārzeni, New Vision Inco, Ecotema, Lokio bravoras, Aldaris, EPAL National Committee in Baltic States, DocLogix, Latvija Statoil, Beiersdorf, Jānis Roze SIA, Wrigley Baltics, Pagaripoisid OÜ, Prisma, Prisma Latvija AS, Maxima Group, Rimi Baltic, Rimi Eesti, Rimi Latvia, Rimi Lietuva, Unilever Eesti, Unilever Baltic, Valio Eesti, Nixor LV, Klaipedos Pienas AB, Pihlaka AB, Ingman Saldējums SIA, Cido Grupa SIA, MPS Lithuania UAB, Antalis AS, Schoeller Arca Systems, JSC Ramundas, CHEP Polska Sp. z.o.o., Coca-Cola HBC Lietuva, Edisoft Baltic, Pieno Žvaigždes AB, Nutricia SIA, Metsä Tissue, LogSol, Rakvere Lihakombinaat AS, Rīgas dzirnavnieks JSC, Hellmann Worldwide Logistics SIA, Metrosystem OÜ.

Download
forum participant
list at
<http://ecrf.mobi>

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ECR Baltic Calendar for 2012:

07 March 2012 Shopper engagement

ECR Baltic and IGD Academy UK Workshop, Riga (1 Day, in English).
Discover how to put the shopper at the heart of brand, category, retail and commercial decision making with this comprehensive and practical one day workshop. You'll learn about the shopper journey, explore different research methods and develop techniques to improve shopper engagement.

14 March 2012 What do retailers want from your supply chain?

ECR Baltic and IGD Academy UK Workshop, Riga (1 Day, in English)
This one day workshop explores the needs of retailers, and how suppliers are responding to develop a customer centric supply chain strategy. You'll learn about grocery supply chain developments, understand key retailer supply chain strategies and discover how to deliver unrivalled service to your customers. This workshop is designed for individuals who are established members of the supply chain team or are responsible for managing customer relationships. It is ideal for those that are interacting or plan to interact with retailers and need to understand their customer.

09-10 May 2012 ECR Europe Conference and Marketplace, Brussels

Tweets, blogs, podcasts, Facebook... we communicate with each other in our everyday lives in ways we never dreamed of a few years ago.

But how do our customers communicate with us? Or to be precise, how would they like to? And what are we in our businesses doing about it?

At our ECR Europe conference next May we will examine how the digital age is shaping our industry now and how we can take advantage of it. And we are not just talking about clicks and bricks. How is the latest technology and thinking impacting on all kinds of core business issues from marketing to data privacy and the supply chain?

Learn more: <http://conference.ecrnet.org/>

07-08 November 2012 ECR Baltic annual forum and marketplace.

BOOK IN YOUR DIARY NOW!



JANUARY

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SEPTEMBER

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OCTOBER

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NOVEMBER

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			1	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

DECEMBER

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

What is ECR?

ECR Baltic is an Efficient Consumer Response Initiative in Estonia, Latvia and Lithuania. ECR Baltic is a collaborative retailer-manufacturer platform with a mission “to fulfill consumer wishes better, faster and at less cost”. It is a non-profit organization which aims to help retailers and manufacturers in the FMCG sector to drive supply chain efficiencies and deliver business growth and consumer value. ECR Baltic is a member of ECR Europe. Since November 2010, ECR Europe is the regional platform for collaboration of the Global Consumer Goods Forum.

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