

## SMART VALUE CHAINS FOR SMART SHOPPERS ECR FORUM FOR COOPERATION

28.05.2015

### WHY YOU SHOULD JOIN?

ECR FORUM FOR COOPERATION is the most interesting conference for FMCG and DIY industry, organised each year by **ECR Poland**. It's a place of sharing knowledge, experience and best practice between representatives of **manufacturers, distributors and retailers, as well as transport, logistics, research, marketing and IT service providers**.

#### ECR FORUM means above all:

- the highest level of presentations and exceptional speakers;
- group of participants, where every year there are heads, directors and managers of the most important and largest companies in FMCG industry. These features create great environment for expansion of business contacts and strengthen relationships.

### WHO SHOULD ATTEND?

Due to it's strategic character nad networking possibilities, the conference is addressed to directors and managers responsible for: **management and business development, operations, logistics and supply chains, marketing and category management, purchase and sales, customer service, e-commerce development, sustainability and CSR**.

Each year ECR Forum is attended by more thanb 200 participants (80% of this are from top management, 20% - presidents and board members).



## SELL MORE, LOSE LESS SHRINKAGE AND OSA SEMINAR

27.05.2015

### FOR WHOM?

Of particular value to those retailers and manufacturers who experience a high level of shelf out of stocks and losses in supply chain. Recommended to managers responsible for: Trading, Commercial, Sales, Store Operations, Management, Loss Prevention, Store Process Improvement, Logistics, Supply Chain, On-Shelf Availability & Store Replenishment.

ECR  
FORUM FOR  
COOPERATION 2015

MORE INFORMATION AND REGISTRATION:  
[WWW.ECR.PL/FORUM2015](http://WWW.ECR.PL/FORUM2015)

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### WHY IT'S WORTH ATTENDING?

**The only event in Poland** dedicated exclusively to loss prevention and on shelf availability, enabling to understand how losses can lower the profitability in retail industry.

Participants will learn the new way of thinking about **TOTAL LOSS PREVENTION**, methods and tools that will help increase on shelf availability of products, same store sales and customer satisfaction, while at the same time reduce the inventory losses due to waste, damage, theft and errors.



*Do najmocniejszych punktów Forum zaliczam jego stronę merytoryczną - wiele ciekawych, wizjonerskich prezentacji. Myślę, że konferencja ECR należy do najlepszych tego typu wydarzeń na temat supply chain.*

**Lucyna Zaborowska-Princ, Nivea Polska**

*It is for me very a efficient conference, because the presentations are very concrete and operational, answering to my needs. Man can always discover some very interesting projects. In ECR Forum we succeed to meet in the same place suppliers and retailers to discuss the new way of work together. It's perfect!*

**Francois Mir, Carrefour Polska**

*It's a great opportunity to bring retailers and FMCG companies and service providers together in one Forum to try to optimize solutions for the consumers. With that spread of people present, even the informal time is very valuable. The number of sessions and the number of the presentations and seminars are gonna really hit the spot!*

**Chris Hill, Sonoco Packaging Services**

**AMONG ECR FORUM SPEAKERS:**

	<b>Mark Taylor</b> - CEO of Taylored Development, author of the bestseller „Who killed Category Management”. <i>Explains how to develop effective relations between trade partners on FMCG market and how eCommerce will develop.</i>		<b>Andrzej Jacaszek</b> - former Deputy Minister of Finance in Poland, business coach and mentor of efficient management. <i>Advises how to wisely build business strategies to meet the challenges of today, uncertain market.</i>		<b>Guillaume de Colonges</b> - President of the Board at Carrefour Poland, over 20 years of experience in retail chain development. <i>Starts a discussion, wether multi-format and omni-channel strategies are presently the must for retailers.</i>
	<b>Natalia Hatalska</b> - Chief Inspiration Officer at Universal McCann, blogger, author of influential „TrendBooks”. <i>Speaks about Generation Y and efficient communication with the consumer, who has unlimited access to knowledge.</i>		<b>Grzegorz Łapanowski</b> - chef known from TV culinary show, the originator of the educational program "School on a fork". <i>Reveals, what are the dietary habits of Poles, what are and will be the trends in food purchases.</i>		<b>Rafał Brzoska</b> - creator, founder and co-owner of Integer.pl Group, visionary changing the face of e-commerce market. <i>Talks about the importance of e-commerce for FMCG industry and reveals what guarantees the success of its development.</i>
	<b>Roman Szymanda</b> - head of Category Management Division at Intermarche, for 20 years in retail sector. <i>Leads the discussion panel about the traps of price promotions. Are they the necessity?</i>		<b>John Fonteijn</b> - Head of ECR Europe Shrinkage and On Shelf Availability Group, Group Asset Protection Director at Ahold. <i>Presents the concept of Total Loss Prevention, and shows how reducing losses in supply chains increases profit!</i>		<b>Artur Kortz and Przemysław Wegner</b> - World Champions in tandem cycling. <i>Explain how important is trust and how through cooperation man can achieve the impossible.</i>
	<b>Borys Skraba</b> - Managing Partner in Bold Brand Commerce, consultant with 15 years of experience in agencies. <i>Shows the research findings, how to effectively use merchandising in eCommerce.</i>		<b>Arkadiusz Andruch</b> - Director at ROHLIG SUUS, manages domestic and international full load transportation <i>Shows on concrete numbers, how much artificial transport peaks really cost.</i>	<b>SEARCH FOR OTHER SPEAKERS AND AGENDA: WWW.ECR.PL/FORUM2015</b>	

**WORKSHOP SML FACILITATORS:**

	<b>Prof Adrian Beck</b> - Head of Department of Criminology at the University of Leicester in UK, for over 20 years conducts research on shrinkage in the retail sector, works closely with wide range of retail companies.		<b>John Fonteijn</b> - Head of ECR Europe Shrinkage and On Shelf Availability Group, Director of Group Asset Protection, since 1985 in Royal Ahold, responsible for the development and implementation of company-wide strategies in these fields.		<b>Colin Peacock</b> - Group Strategy Coordinator, ECR Europe Shrinkage and On Shelf Availability Group, previously for over 30 years has worked for Procter&Gamble. Co-author of the „New Loss Prevention: Redefining Shrinkage Management”.
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