“Efficiency as a way to grow the business”

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GS1 Latvija

Topics:

- Who we are
- What we do
- What will we do today

Who we are?

ECR Baltic
Efficient Consumer Response
MAXIMA
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COLGATE-PALMOLIVE COMPANY
KRAFT
P&G
Unilever
Henkel
A Brand like a Friend
Nestlé
PRIKE
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VALIO
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The Coca-Cola Company
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BalDis
Baltic Distribution
Edisoft
BUSINESS INTEGRATION
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Latvija
BalDis
Estonia
Food Service Logistics
LOGISLITA
Aldaris
DHL
EXEL SUPPLY CHAIN
TERE

ECR Baltic
(Efficient Consumer Response)

Mission: Working together to fulfil consumer wishes better, faster and at less cost.

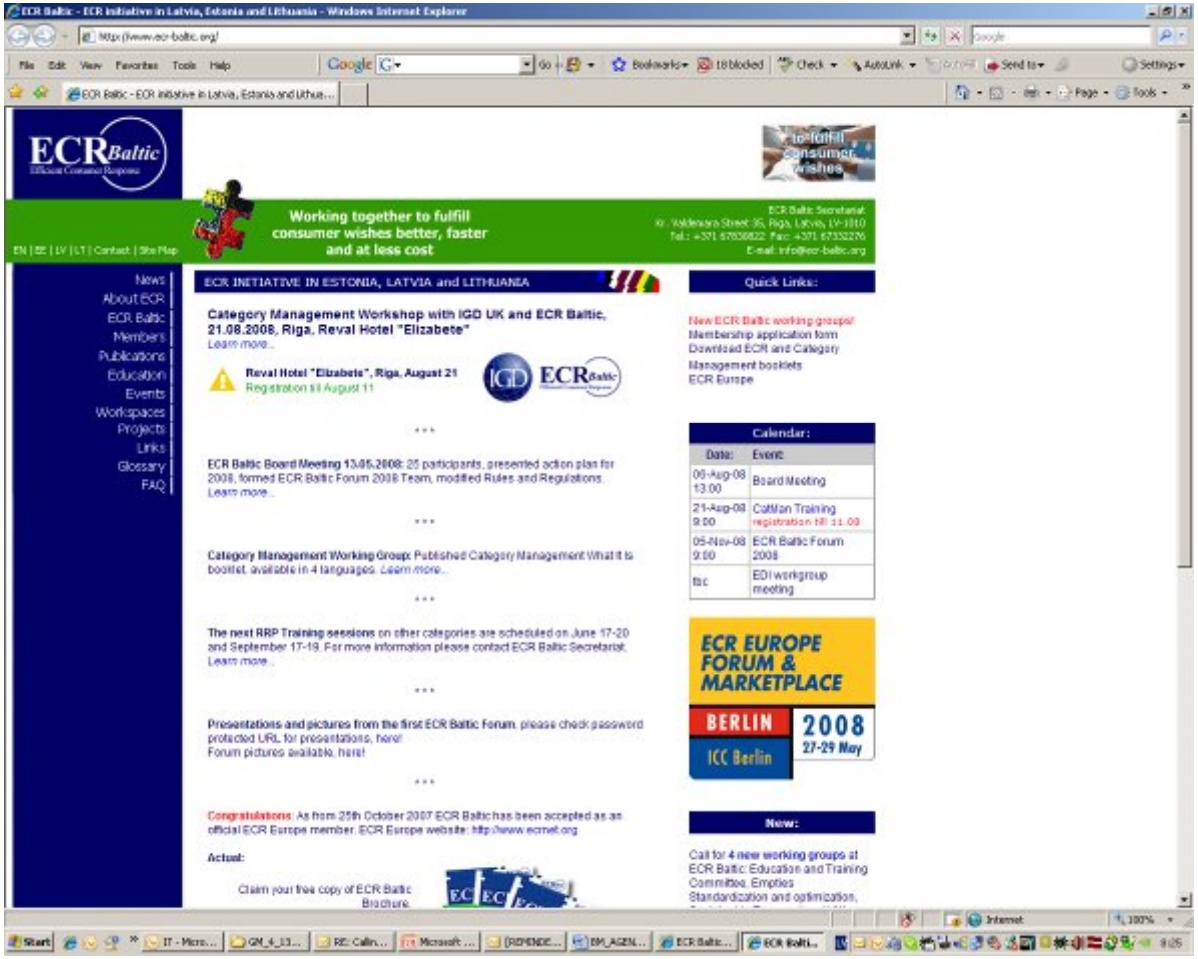
Member of ECR Europe since October 2007, recognized as official ECR Initiative in Estonia, Latvia and Lithuania.

Non-profit organisation. The Board Co-chaired on parity basis between retailers and suppliers

Secretariat functions fulfilled by GS1 Latvija

ECR Baltic on the WEB:

WWW.ECR-BALTIC.ORG



ECR BASICS:

Demand Management
Demand Strategy and Capabilities
Collaborative Shopper Value Creation
Optimize Assortments
Optimize Promotions
Optimize New Product Introductions
Enablers
Common Identification Standards
Electronic Message Standards
Global Data Synchronization
Supply Management
Supply Strategies & Capabilities
Responsive Supply
Integrated Demand Driven Supply
Operational Excellence
Integrators
Collaborative Planning and Forecasting
Cost/Profit and Value Measurement

Trainings and Education

Publications (guidelines and blue books):

Representation of Baltic FMCG sector in ECR Europe working groups and forums:

- Participation on ECR Europe Forum and Marketplace since 2007, first presentation on RRP by Rimi Baltic in Berlin 2008 and ECR Baltic presentation on ECR Village at Marketplace. The Next Forum in Barcelona, Spain.

- Members of ECR Europe National Initiatives working group

- Translation and adoption of ECR Europe blue books and guidelines in Estonian, Latvian and Lithuanian.

ECR BALTIC WORKING GROUPS:

- EDI (Electronic Data Interchange)
- Category Management
- Empties Optimization and Standardization Working Group
- Education and Training Committee
- Sustainable Transport
- VMI (Vendor Managed Inventory)
- Shrinkage working group
- Retail Ready Packaging
- ECR BALTIC ANNUAL FORUM GROUP

EDI
WORKING GROUP:

- This workgroup consists of IT and logistic managers of member companies as well as invited participants from the industry and solution providers.

- Main function is evaluation of Electronic Data Interchange (EDI) solutions and its compliance to Global standards, setting up requirements to EDI solutions and sharing the best practices of EDI in Baltic States and Europe.

CATEGORY MANAGEMENT WORKING GROUP:

- The **ECR Baltic Category Management** working group began in middle 2007 with an aim to introduce and educate the retail market in Baltics about Category Management, share the best practices between the member companies, prepare and audit publications and training programs on Category Management.

- **Dedicated trainings with** IGD

Empties Optimization and Standardization Working Group

The core issues to be covered by Empties Optimization and Standardization Working Group is currently inefficient use of resources in the whole supply chain from manufacturer to the shelf created by a number of various different non-stackable types of secondary returnable packaging in use in the Baltic States.

Initial direction for the working group shall result in defining guidelines for introduction of standardized pool for empties and roadmap for efficient returnable secondary packaging in Baltics.

Education and Training Committee

- Increase awareness of our industry (FMCG) within student community and wider audiences
- Improve profile of FMCG industry as an employer
- Support programs in Universities and improve integration between companies in industry and academic organizations
- All 3 Baltic countries covered (main Universities in each country). Invited Universities and Student organizations:

RĪGAS TEHNISKĀ UNIVERSITĀTE

LCC INTERNATIONAL UNIVERSITY

TARTU ÜLIKOOL
UNIVERSITY OF TARTU

RĪGAS EKONOMIKAS AUGSTSKOLA
STOCKHOLM SCHOOL OF ECONOMICS IN RIGA

Tallinna Tehnikaülikooli Tallinna Kolledž
Tallinn College of Tallinn University of Technology

AIESEC

ECR Baltic
Efficient Consumer Response

“Madness… is doing the same thing over and over and expecting a different result"

Albert Einstein

Today

Objective:

- Look for ways to do things differently
- Look for efficiencies for your businesses
- Cross fertilize
- Network

Rules:

- Coffee, lunch served on time
- Be on time, follow agenda
- Respect others, telephones switched off
- Your task to get the max value from this forum

Plenary session 1:

10:00 **Master Data Item Synchronization – Basement for all EDI**
by Jürgen Staeder, Senior Consultant, SA2|WORLDSYNC (Germany) and Rene Jakobson, IT Director, ETK (Estonia)

10:30 **Improving on Shelf Availability (OSA) at the Point of Sale**
by Maximilian Musselius, Executive Director, ECR-RUS (Russia)

10:50 - 11:10 **Coffee Break**
Sponsored by

11:10 **How to Build an Effective FMCG Distribution System through Collaboration between Industry and Trade**
by Tryggwe Göransson, Export Director, Svenska Return System (Sweden)

11:40 **Empties Standardization and Optimization Working Group - the Case of Dairy**
by Mati Virves, Sales and Logistic Director, Valio Baltic (Estonia), Rita Rozentāle, Sales Manager, Schoeller Arca Systems (Latvia), Anna Zolotarjova, Rimi Baltic ,Gediminas Sabonis, MAXIMA Grupe (Lithuania)

12:00 -13:20 **Lunch and Networking**
Sponsored by

12:50 - 13:20, Hall: Gamma 1, 2nd fl. **Empties Optimization and Standardization orking group meeting**

Plenary session 2:

13:20 **Joint Business Planning with Tesco and Nestlé**
by Michal Rubaszko, Key Account Manager, Nestlé Polska (Poland) and Janusz Selwa, Business Planning Manager, Tesco Polska (Poland)

13:40 **Opportunities in Warehouse Process Development after a Pick-by-Voice Implementation**
by Kimmo Yli-Kokko, Business Development Manager, Optiscan (Finland)
Benefits of Automated Standard Trucks at Semiautomatic Warehouses
Andres Olsson, Key Account Manager, Danaher Motion (Nordic)

14:10 **Supply Chain Visibility - Leverage Real-time Information about Demand, Orders, Inventory and Movements to Streamline Operations and Increase Your Service Level**
Jouko Kalevi Hoikkala, Sales Director Finland, Baltic States and Russia, Tieto Enator / CDC Supply Chain (Finland)
Kristīne Vilemsone, Logistic Manager, JYSK Baltics (Latvia)

14:30 **Electronic Data Interchange (EDI) – Everyday Document, Time - consuming Manual Operations Reduction**
by Aleksei Dobrosman, Edisoft and Inga Ozola, SAP Data Migration Manager, Aldaris (Latvia)

14:50 **IT Customer Integration - beyond EDI**
by Helena Steen, Business IT Manager, DHL Exel Supply Chain

15:20 – 15:40 **Coffee Break**
Sponsored by SA2 | WORLDSYNC Master Data Services for Global Commerce

Plenary session 3 :

15:40 **Decoding the Shopper Decision Making Process: Shoppers are Increasingly in Grab 'n' Go Mode but is this So for All Categories?**
by Soulla Kellas, Products and Services Director, Nielsen (Cyprus)

16:10 **The Benefits of Store Clustering**
by Simon Smallwood, Director, Riverhead Consulting (UK) and Konstantin Nechaev, Deloitte Consulting (Russia)

16:40 **Responsible Management**
by Paulo Peereboom, Commercial Director, ICA Norge

17:10 **Closing of the Forum - defining actions from the Forum**
by Bernardo Machado (Rimi Baltic) and Aigars Ģērmanis (P&G) CO-Chairs ECR Baltic

17:15 – 19:00 **Reception**
Sponsored by TietoEnator CDC Supply Chain

Why efficiency?

Efficiency

ECR Baltic
Efficient Consumer Response

Situation:

- Productivity in Baltics one of the lowest in EU25
- Did someone mentioned “R” word?
- How many hours we spend on negotiations how to split the pie?
- Good news – many low hanging fruits

Benefits of increased efficiency:

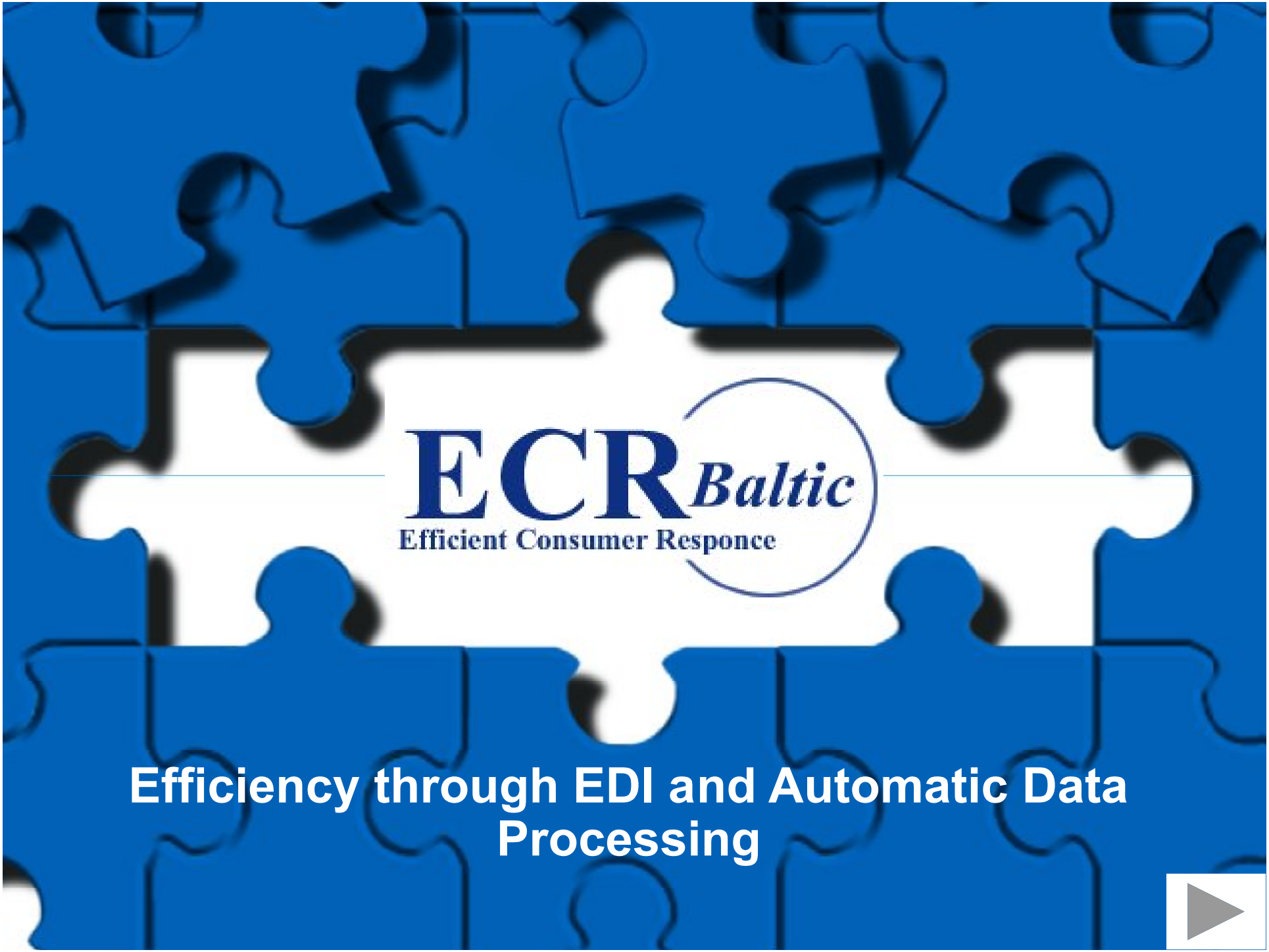
- Size of prize in Baltics estimated at 3% of sales
- Costs reduced
- Demand increased
- Organization aligned, powered on core processes

Efficiency

Competition Law Caution:

- ECR Europe and **ECR Baltic** will not 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 programmes or distribution strategy. This applies not only to discussion in formal meetings but also to informal discussions before, during or after meetings.

- **Message to new members, participants and/or people taking part for the first time:** Please note that taking part in ECR Europe's and **ECR Baltic** activities is subject to having read and understood ECR Europe's EC Competition Law Compliance Programme. If you have not done so, please do so now. http://www.ecr-baltic.org/downloads/lcp.pdf



Efficiency through EDI and Automatic Data Processing