

# Baltic Retail Forum 2017



**StrongPoint**

**What** will be the terms conditioned by market situation and economic conditions?

**How** to keep pace with shoppers that master technology solutions and its advantages very rapidly?

**What** can be learned from successful examples and real retailers' experience?

**Baltic Retail Forum 2017** - conference for retail companies' managers. Event will seek for right answers to these questions, will discuss the trends of constantly developing technology and will analyze the prospects of trade sector development.

**When?** April 25

**Where?** Radisson Blu Daugava conference hall Daugava 1, 24 Kugu Street, Riga

**Registration** till April 19

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**Entry fee** 49 EUR + VAT

All presentations will feature simultaneous interpretation from English to Latvian and vice versa

9:00- 9:30

Registration



9:30 - 9:45

Edgars Pentjuš  
COB at ECR Baltic

**Welcome speech**



9:45 - 10:15

Dainis Gašpuitis  
Economist at SEB

**Economical factors that affect retail sector**

The tendencies of Latvia's economy development, its perspectives and opportunities.

*Presentation in Latvian with simultaneous interpretation to English*



10:15 - 10:45

Saulius Stirbys  
Assortment & Space Optimization Leader Baltics at Nielsen

**Baltic FMCG retail market overview**

Latvian shoppers: Where they shop, how they shop, why they shop?  
Latvian retail landscape: Is there space to grow?

*Presentation in English with simultaneous interpretation to Latvian*

10:45 - 11:00

Coffee break



11:00 - 11:30

## Retailer's success story

More information TBA.

*Presentation in English with simultaneous interpretation to Latvian*

11:30 - 12:00

Mats Arnehall  
Area Sales Manager at Pricer



## Bringing trust to retail

Electronic shelf label is no longer just a price tag. Now it is a communication platform. A breakthrough to automate the mapping of products in a store – a GPS method to position products using the shelf edge electronic label. This breakthrough is being quickly adopted by big box retail. This technology has applications in many store processes and customer engagement initiatives, for instance, helping shoppers find their promotions, or helping customers find a very specific SKU. The technology opens up the bridge between online and offline.

*Presentation in English with simultaneous interpretation to Latvian*

12:00 - 12:30

Andrej Zajec

Technical Sales Executive for Europe at LS Retail



### **Future is now: how to survive and succeed in retail today**

Staying ahead of the game means to combine continuous innovation with a strong focus. This is at the same time a simple and hard recipe that leads to success. During the last 27 years we could see how retail evolved from brick and mortar to omnichannel, from limited shopping experience to today's reality when customer experience is king. The shopper is here, there and everywhere, so omnichannel experience 2.0 is becoming more and more customized.

This presentation will take a closer look into the challenges the retailers are facing and how LS Retail delivers and will continue to deliver solutions that make it easier, simpler, faster for the retailers to succeed.

*Presentation in English with simultaneous interpretation to Latvian*

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12:30 - 13:15

Lunch

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13:15 - 13:45

Mark Thomson

Director of Retail & Hospitality EMEA at Zebra



### **The role of Data in store experience and store optimisation**

As retailer margins feel the pain of meeting the needs of omnichannel fulfilment, can IOT and the development of big data solutions help retailers to improve customer experience, control margins and optimise operational efficiency?

*Presentation in English with simultaneous interpretation to Latvian*



13:45 - 14:15

**Andrius Kalašinskas**  
Global Product Manager at StrongPoint

### Experience driven store checkout transformation

- Shopping in stores today
- How we will move from POS registers to „Uber“-kind checkout experience?



**Kaspar Hioväin**  
IT director

- How Cooperatives created best checkout experience in Estonia: COOP Estonia case

*Presentation in English with simultaneous interpretation to Latvian*

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14:15 - 14:45

**Peteris Rudzajs**  
SAP Hybris Consultant at Pearl Consulting

### How does the digital economy open new and exciting world of possibilities in the physical shops also?

Presentation will show and explain how an e-commerce solution pushed more people into the shops because of click and collect processes that were implemented. Hence boosted the sales both online and in the shops by implementing SAP Hybris Commerce.

*Presentation in Latvian with simultaneous interpretation to English*

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14:45 - 15:00

Coffee break

15:00 - 15:30



**Benas Adomavičius**

ISM lecture, business strategy consultant

### How do the retail companies compete?

Big companies have a lot of advantages comparing to smaller ones: enormous resources, access to cheap sources of financing, greater choice of employees in the market. Big companies take advantage from economies of scale, greater awareness, specialized abilities. So how do large and small retail companies compete? What competitive advantages allow both kinds of companies to co-exist?

*Presentation in English with simultaneous interpretation to Latvian*

15:30 - 16:00



**Inese Bindemane**

Tax Control Deputy director of Latvian State Revenue Service

### Retail sector from the perspective of State Revenue Service

State Revenue Service look at taxpayers of retail sector. New law requirements on cash registers and systems.

*Presentation in Latvian with simultaneous interpretation to English*

16:00 - 17:00

Networking with wine & snacks

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