



19 April 2017

Vilnius Grand Resort Hotel, Conference Centre
Ežeraičiai Village, Vilnius District

RETAIL FORUM 2017

The Fifth Annual Conference for Companies Managers and Retail Managers

Moderators: *Giedrius Juozapavičius, marketing and communication consultant*
Darius Verseckas, Technology Editor at Verslo žinios

Time	Topic	Speaker
09.00-09.10	Introduction. Objectives of the conference	Rolandas Barysas, Editor-in-Chief of Verslo Žinios
STRATEGIC INSIGHTS OF TRADE SECTOR		
09.10-09.30 20 min.	The new tax reform: benefits and possibilities for the trade sector?	Vilius Šapoka, Minister of Finance of the Republic of Lithuania
09.30-09.50 20 min.	Economy of the trade sector: key facts for managers	Žygimantas Mauricas, Economist at Nordea Bank Lithuania
09.50-10.10 20 min.	Mergers of trade companies: what consequences will it have on the whole supply chain?	Andrius Ivanauskas, Partner, Lawyer at Law Firm GLIMSTEDT
10.10-10.30 20 min.	TBC	Prof. Boguslavas Gruževskis, Director at Labour Market Research Institute
10.30-10.40	Questions	
10.40-11.10	Coffee break	
11.10-11.30 20 min.	Consumer's evolution: does the trade sector evolve?	Sue Temple, Nielsen, Head of Consumers Insights for Growing Markets (Eastern Europe, South America, Middle East, Asia)
11.30-12.30 50 min.	Retail sector in 2020: CEOs insights	Moderator: Žilvinas Šilėnas, President at LLRI Rolandas Viršilas, CEO of Švyturys-Utenos Alus Kristina Meidė, CEO of Maxima LT Rasa Marcinkevičienė, CEO at Benu Vaistinė Lithuania Dainius Liulys, CEO at Pigu.lt
12.30-12.40	Questions	
12.40-13.30	Lunch	
THE NEWEST TENDENCIES AND THE BEST PRACTICE OF RETAIL		
	Producers in retail: best practices <i>Moderator: Giedrius Juozapavičius, marketing and communication consultant</i>	Retailer and client relationship <i>Moderator: Darius Verseckas, Technology Editor at Verslo žinios</i>
13.30-13.50 20 min.	Efficiency of sales channels: where and what is consumed by Lithuanian families? Speaker: Inga Blažienė, Head of BALTMI	Price wars: how does it change our consumer approach and competitive environment? Speaker: Arūnas Vizickas, CEO at Pricer.lt (TBC)
13.50-14.20 30 min.	FMCG export: how to reach overseas retail chains? Speaker: Gediminas Krutulius, Head of Naujasis Nevėžis	Consumer data help to increase consumer loyalty: how can it be achieved? Speaker: Gabi Kool, Head of PINS Loyalty System (Latvia)

14.20-14.50 30 min.	Product transformations: how to find your own way in new retail tendencies? Speaker: Laurynas Miškinis, AUGA Group, Head of Organic Products Development and Commerce	Omni-channel: where is the value to your retail business and how to evaluate it? Speaker: Tadas Deksnys, Founder and CEO of „Unboxed“
14.50-15.20 30 min.	Digital retail channels: transforming from own sales channel to Amazon Speaker: Aivaras Bakanas, Sales Director of Deeper	Customer service starts from conversation: Circle K practice Speaker: Daiva Pivoriūnienė, Circle K Lithuania Manager of Petrol Stations Network Department
15.20-15.30	Questions	
15.30-15.50	Coffee break	
15.50-16.30 40 min.	10 principles to make more money with your website	Karl Gilis, E-commerce Expert, Conversion Specialist, Head of Usability and Conversion Optimisation Company AGConsult (Belgium)
16.30-17.00	Summary and conclusion, questions, discussions	