

8th ECR Baltic Forum

10-12 November 2014

Baltic Beach Hotel, Jurmala, Latvia



The official forum program

with an extended Collaborative Relationship
Management Master-Class!



storaenso
The forum main sponsor



DAY 1

10 November 2014 ECR Baltic Forum pre-events:

- 09:50 Retail - Manufacturer tour
Start from Baltic Beach Hotel, Juras iela 23/25, Jurmala. Latvia
Gathering in front of hotel entrance at 9:50, leaving at 10:00
- 10:45 Retail visit at Maxima chilled food distribution centre in Olaine
(guide in Russian, English summary/translation by ECR Baltic staff).
- 12:00 Lunch break at LIDO, Krasta iela
- 13:30 Manufacturer visit: Lavijas Balzams, A. aka 160, LV-1012, Rīga, Latvija
- 15:30 Return to Baltic Beach Hotel, Jurmala
- 19:30 The "Ice breaking" event with ECR Baltic Board, Speakers and Sponsors at Caviar Club,
Baltic Beach Hotel, Juras iela 23/25, Jurmala. | Dress code: smart business

DAY 2 (THE MAIN FORUM DAY)

11 November 2014 ECR Baltic Forum:

- 9:00 Registration
- 10:30 Welcome message by forum moderator and keynote Mr. Daniels Pavluts, an international economic development consultant, former Minister of Economics of Latvia.
- 10:40 Opening by Saulius Bitinas, Coca Cola and ECR Baltic Board
- 10:50 Power of collaboration by key note Kevin Hawkins
(35 years' experience in training P&G sales teams)
- 11:20 Best Practice in Implementing VMI - a recommendation by ECR Europe, Hele Hammer and Sven Uustalu,
Tallinn University of Technology
- 11:50 The Future of Retail Packaging 2016 and beyond – boosting retailer and brands sales with innovative packaging,
Tomasz Lebowski, Vice President Corrugated Central Europe and Aija Zemribo, Supply Chain manager, Corrugated Central Europe, Stora Enso
- 12:10 Food trends by Chef Karlis Roberts Celms
- 12:30 Lunch break and networking (12:30 - 13:45)

Break out sessions:

- | Technology, Multi-channel and Supply Chain stream | Demand Management (shopper) and Sustainability stream |
|--|--|
| 13:45 Personalisation in the heart of online grocery services by Kalle Koutajoki, CEO and co-founder, Digital Foodie Ltd. | 13:45 Research online, purchase offline - how consumer will get their share in Big Data by Zulfukar Tosun, Retail Baltic |
| 14:05 Efficient and Reliable Consumer Information by Nuno Azevedo, GS1 Portugal | 13:00 Profitable pricing strategy and effective promotions - mission possible! by Daiva Buckonyte, Nielsen |
| 14:25 Logibar.net - Supply Chains Simple Benchmarking - first results & learnings, Mateusz Boruta, ECR Poland | 14:20 Collaborative FMCG & Retail Education in Category Management, Maximilian Musselius, ECR Russia |
| 14:45 Speed Docking: a joint compass for retailers and manufacturers towards a more efficient, responsive and sustainable value chain by Lisa Van den Bossche, Logistic Account Manager FrieslandCampina and Tom Tillemans, Head of Logistics Excellence, H.J. Heinz Supply Chain Europe | 14:40 The evolving nature of retail service quality (both retail to consumer, as well as supplier to retailer) in the Baltic states? by Brent McKenzie, MBA, PhD University of Guelph, Canada via Skype |
| 15:10 Win-win packaging solution for retail logistics. Pooling Ukraine by Roman Kalenjuk, Schoeller Alibert | 15:05 Voluntary European B2B Fair trade code: www.supplychaininitiative.eu , what it is for Baltic food chain companies? by Christel Delberghe EuroCommerce, Director of Policy, competitiveness and food via Skype from Brussels. |
| 15:30 Smart Things - how RFID makes plastic crates smart at Selter by Janek Balonski, Logistics IT Partner | 15:25 Industry initiatives addressing youth unemployment (ECR Feeding Europe's Future and Nestlé European Youth Employment Journey) by Ariana Rastauskaite Corporate Affairs Manager, Nestlé Baltics and Edgars Pentjuss, ECR Baltic |

16:45 Coffee break (15:45 - 16:30)

Closing plenary

- 16:30 Sustainability in Action: A Broad Look at Sustainable Development in Business.
Jonathan T. Scott, Founder and Director of the Center for Industrial Productivity and Sustainability
- 17:00 Differences between standalone and coalition loyalty programs around the world a case study of a new coalition loyalty model with Finish grocery chain by Gabi Kool, CEO Coalition Rewards, Latvia
- 17:20 Best practices and recommendations for retailers and shopper marketers to meet unexpected and irrational behaviour of shoppers by Constant Berkhout, owner & founder of RijnbrugAdvies
- 17:45 "The Baltic economies: A challenging 2015 ahead" by Morten Hansen, Stockholm School of Economics, Riga
- 18:30 Closure and summary of the forum
- 18:15 Reception at Marketplace (18:15 – 20:00)

DAY 3 (SPECIAL CRM MASTER-CLASS):

12 November 2014 extend your stay with Collaborative Relationship Management Master-Class with key note speaker: Kevin Hawkins.

Onsite registration for forum participants available at 400 + VAT, ask ECR Baltic staff at registration for more information or register online: <http://www.ecr-baltic.org/en/register-here/> Call/SMS: +371 26546645 | mailto: info@ecr-baltic.org

The course is designed for teams and individuals who interact with one or more major customers in their business. Ideally these teams will be "multi-functional" if the business is conducted by more than Buyers and Sellers.

Collaborative Relationship Management Agenda (in English)

- 9:00 Welcome Coffee, Introduction
- 10:00 Collaboration Challenge, Break
- 11:00 Experiences of Collaboration, How Teamwork evolves
- 12:00 Collaboration Model
- 13:00 Lunch
- 14:00 Collaboration Model
- 15:00 Break
- 16:00 How to improve "Virtual Collaboration", Summary and Action Plan
- 17:00 Close

Why I should attend Collaborative Relationship Management Master-Class?

- Understanding your "Personal Collaborating Effectiveness" – your strengths and opportunities
- Increase your business success rate.
- Improve your professional relationships - groups outperform individuals on complex tasks and individuals then do better on late individual's assignments as well.
- Get greater satisfaction working with others.
- Enhance your reputation in the organization.

Forum speakers:



Daniels Pavluts.
ECR Baltic Forum 2014 moderated and keynote by international economic development consultant, former Minister of Economics of Latvia



Saulius Bitinas
Coca Cola HBC Lithuania
ECR Baltic Board



Morten Hansen
Stockholm School of Economics
in Riga & NMS Consulting



Kevin Hawkins
Key Note Speaker



Hele Hammer
Tallinn University
of Technology



Tomasz ebrowski
StoraEnso
Vice President
Corrugated
Central Europe



Aija Zemribo
StoraEnso
Supply Chain
manager Corrugated
Central Europe



Karlis Robert Celms
Chef



Nuno Azevedo
GS1 Portugal



Daiva Buckonyte
Nielsen



Lisa Van den Bossche
Logistic Account Manager
FrieslandCampina



Tom Tillemans
Head of Logistics
Excellence H.J.
Heinz Supply Chain
Europe B.V.



Janek Balönski,
Logistics IT Partner



Jonathan T. Scott
Founder and Director
the Center for Industrial
Productivity and
Sustainability



Kalle Koutajoki
CEO, co-founder
foodie.fm



Gabi Kool
CEO Coalition Rewards
Latvia



Constant Berkhout
owner & founder
of RijnbrugAdvies



Brent McKenzie, MBA, PhD
Associate Professor
Business and Economics
University of Guelph
Canada



Roman Kalenjuk,
Regional Sales Director
Russia, Ukraine & Caucasus
at Schoeller Allibert Limited



Zulfukar Tosun
Retail Baltic



Maximilian Mussellus
ECR Russia



Mateusz Boruta
ECR Poland



Edgars Pentjuss
ECR Baltic



Ariana Rastauskaite
Corporate Affairs Manager
at Nestle Baltics

Who can join ECR Baltic?

Any retailer, manufacturer, supplier, industry association or service provider can join ECR Baltic once that company is committed to the ECR vision of "working together to fulfil consumer wishes better, faster at less cost and in a sustainable way".

Our mission

Promote the development & adoption of better practices for joint retailer/supplier initiatives. We encourage active and voluntary collaboration on non-competitive matters between all involved parties.

Our vision

Companies along the consumer goods value chain are "working together to fulfil consumer wishes better, faster, at less cost and in a sustainable way."

ECR Baltic Members:



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