

7th ECR Baltic Forum

13-14 November 2013, Sokos Hotel Viru, Tallinn, Estonia



The forum main sponsor



with an extended Shopper Marketing session!

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IEGULDĪJUMS TAVĀ NĀKOTNĒ



Agenda at a glance:

13 November 2013

10:00 – 15:30

- Retail and Manufacturer tour
Thanks to Kalev and Prisma!



19:30 The ice-breaking event with
ECR Baltic Board, speakers and sponsors
at restaurant Merineitsi.

14 November 2013

09:00 – 10:30 Registration

10:30 – 12:00 Plenary

- Welcome message by moderator Anti Orav and introduction to Estonia
- Opening by ECR Baltic Co-Chairs
- Baltic Economic forecast 2014 by Morten Hansen, SSE Riga
- Need to collaborate on non-competitive topics and measurement of the performance through 10 for 20 by Vincent Carton, ECR Europe
- The European Supply Chain Initiative - a framework to promote fair business practices by Anders Ladefoged – the European Brands Association

12:00 – 13:30 Lunch break and networking

Stream A

13:30 – 14:55 Supply Chain and Technology

- RTIs (Reusable Transit Items) standardization in Baltics
- Pallets pooling and management
- Collaborative SC management

Stream B

13:30–14:55 Biometrics & Neuro-Marketing session
with Ken Hughes

14:55 – 15:20 Coffee break

15:20 – 16:45 Supply Chain and Technology
breakout continued

- EDI
- Master Data Management and Data Synchronization
- Data Pool Baltic Pilot with Rimi Baltic

15:20 – 16:45 Demand and Sustainability Breakout

- OSA (On Shelf Availability)
- Shopper marketing in Baltics
- Shopper insights
- Sustainable living plan

16:45 – 17:10 Coffee Break

17:10 – 18:30 Plenary

- Digital Emergence + free copy of future value chain 2022 study by Ruediger Hagedorn, The Consumer Goods Forum
- Category Management Baltic business case with Coca-Cola and Prisma
- Shopper Marketing: The Shopper at the Centre by Ken Hughes
- Closure and summary of the forum

18:30 – 20:00 Reception

15 November 2013

9:00 – 15:45 Extend your stay with special Shopper Marketing Master Class with Ken Hughes

- Alongside digital marketing, Shopper Marketing is the biggest growth area globally in FMCG marketing. Are you up to speed on this international trend?
- Shopper Marketing delivers more long-term growth success than Category Management. Are you trapped in Cat Man processes lacking real creativity?
- Effective Shopper Marketing requires a new way of looking at FMCG. Learn how to use the shopper to drive growth
- Shopper Marketing is more than in-store communication – it is a process not a tactic. Learn how effective Shopper Marketing is done globally
- This masterclass will cover a wide range of topics giving delegates a 360-degree view to success – 1 day that will change your focus on what your organization should be doing. Learn more: bit.ly/KenHughes

ECR Baltic Forum 2013 top five:

High level strategy topics and future trends by ECR Europe, the Global Consumer Goods Forum and European Brands Association representing multi-stakeholder platform on one stage - in one day!

ECR Baltic working streams and Baltic pilots on plastic crates standardization, pallets management, master data management, dos and don'ts implementing EDI, how to benchmark your SC capabilities and OSA.

Always well appreciated onsite Retail-Manufacturer visits, this year at Kalev and Prisma followed with networking dinner.

Networking opportunities and new trends at market place (exhibition) thanks to our sponsors.

Learn how to increase incremental sales, to use and get shopper insights from special category management and shopper marketing sessions.

Who shall attend ECR Baltic Forum?

ECR Baltic forum is about sharing best practices, collaboration within company and between trading partners and it is important that all cross functional teams (SC, IT, Category Management, Sales and Marketing) and others to whom it may concern are engaged, supported and steered by top management.

REGISTER ONLINE:

ej.uz/ecree

REGISTRATION FEES (excl. Estonian VAT 20%):

- One Day (14th November)
ECR Baltic Forum: EUR 99 / 125 before 13.10.13
after EUR 125 / 175 (ECR Baltic Company members / Regular Fee)
- Two Days (14th November and 13th November Retail-Manufacturer Tour incl. Evening Event – for limited space available!):
EUR 198 / 250 (ECR Baltic Company members / Regular Fee)
- An extra Shopper Marketing Master-Class (15th November – for limited space available!)
EUR 400 / 600 (ECR Baltic Company members / Regular Fee)
- Sokos Hotel Viru Tallinn from EUR 70 (single room)

WORKING LANGUAGE: ENGLISH

VOLUME DISCOUNTS: for every 4 pay participants the 5th goes for FREE!

MORE INFO:

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Key speakers - check full list and the most recent agenda at:

www.ecr-baltic.org/forum2013



Vincent Carton,
ECR Europe



Jorma Rautanen,
Prisma



Anti Orav,
moderator



Ken Hughes,
Consumer and Shopper Behaviouralist



Morten Hansen,
Stockholm School of Economics in Riga



Anders Ladefoged,
AIM-the European Brands Association



Jukka Jokiranta,
Focusit Finland



Hele Hammer,
Telega



Ruediger Hagedorn,
The Consumer Goods Forum



Edgars Pentjuss,
ECR Baltic



Jaroslaw Bogusz,
Nielsen Italia

About ECR: ECR Baltic is an Efficient Consumer Response Initiative in Estonia, Latvia and Lithuania. ECR Baltic is a collaborative retailer-manufacturer platform with a mission "to fulfill consumer wishes better, faster and at less cost in a more sustainable way". It is a non-profit organization which aims to help retailers and manufacturers in the FMCG sector to drive supply chain efficiencies and deliver business growth and consumer value.

Consider few of your benefits by joining ECR Baltic:

- Shape our Industry future together and promote your topics on ECR Baltic agenda (the collaboration and self-regulatory platform for developing and sharing industry best practices and standards on non-competitive matters)
- Better relationships with trading partners retailers, suppliers, solution providers on Baltic and National level
- Access to user groups and change management for standardized and cost effective innovations (EDI, Master Data Management, Affordable Benchmarking, Logistic initiatives, Shrinkage, Fair trading, Category management and Shopper marketing);
- The first hand access to Global developments and support for "bottom up" incentives at ECR Europe, Global Consumer Goods Forum and European B2B Fair Trade Multi-Stakeholder platform;
- Cutting unnecessary costs from your supply chain, sharing costs and benefits across all value chain;
- People development and networking (the only place where you can meet with your partners and peers on non-competitive matters on all levels from C-Level to Middle and Junior Management);
- Immediate benefits: discounts on trainings and workshops!

ECR Baltic membership is open to all FMCG (Food/Non Food) companies from seed to plate and solution providers. Check, who have already joined?



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