

FMCG INDUSTRY FORUM 2012

21 February 2012
Kyiv, Hotel «Rus»

SPECIALIZED
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INFORMATION SUPPORT





ABOUT

FMCG INDUSTRY FORUM – is the main event of FMCG retail in Ukraine. Since 2012, known already more than 3 years to all producers and suppliers of food stuffs, Food Industry Forum changes the name, and becomes **FMCG INDUSTRY FORUM**. The format of forum broadens, and now the audience of participants and subject of lectures engulfs all market of production and distributions commodities of mass demand. **FMCG INDUSTRY FORUM** - is the largest and unique ground for meeting of FMCG retailers, suppliers and distributors in Ukraine.

5 reasons to be a participant of FMCG INDUSTRY FORUM 2012:

Speed Networking (express-acquaintance of participants). Before the forum starts, you will be able to meet all participants in special organized meeting format, talk private to them during 1 minute and exchange personal information.

Practical cases. As part of the forum reports also will be represented the best practices of FMCG-companies in Ukraine in the context of building sales in distribution channels, changes in preferences of consumers, marketing and inventory management in retail outlets.

Exchange of contracts. Now for the FMCG producers distributors and importers registered on a forum, we suggest to get more information about possibilities of work with a large retail network in Ukraine. On the ground of forum the special format of the 10 minutes meetings will be organized with the representatives of departments of purchases, private labels and import of the largest networks of Ukrainian retail. Month prior to beginning of forum on the web site will appear official listing of participants of Exchange of Contracts. Every registered delegate of forum can plan and conduct 10 minute acquainting meeting straight at the event. This year within the framework of Exchange of contracts of FMCG INDUSTRY FORUM more than 100 meetings are planned.

Lobby. The informal socializing with colleagues will allow you to get the unofficial news of the market.

Time-out. Changing of usual working situation will newly allow to give a glance on problems and to invest maximally effectively the expended time in development of company.

As part of the reports on FMCG forum:

- Up-to-date analytical prognoses of industry
- Recent changes in consumer's motivation
- Effective instruments, that allow to promote sales and profits
- Possibility to hear about experience of the most successful FMCG companies
- Valuable information about how to maximize the full potential of the consumer market

EXCHANGE OF CONTRACTS

Now we offer getting more information about possibilities of work with a large retail network in Ukraine for the FMCG producers, distributors and importers registered on the forum. The special format of 10 minute meetings at the site of the forum will be organized with the representatives of departments of purchases, private labels and import of the largest networks of Ukrainian retail.

PARTICIPANTS OF THE EXCHANGE OF CONTRACTS



Supermarket chain "Furshet"

Furshet chain numbers have expanded to 117 stores – 108 stores in all regions of Ukraine, including 6 restaurant-supermarkets Gurman-Furshet, one supermarket Narodny and nine outlets in the Republic of Moldova. Kiev residents can take advantage of the "Furshet" online store

Trade chains: "Furshet", "Narodny"

Number of stores: 108

Format: Supermarket, hypermarket, gourmet supermarket

Private labels: "Furshet", "Narodny"

Purchasing agents:

Ludmila Denesyk, Commercial Director for import

Purchase of following integrated products from manufacturers: beer, spirits, wine, low alcohol wine, grocery, confectionery.

Maxim Marshuvskyj,

Lead manager of procurement of private labels

Lina Melezhnik,

Lead manager of procurement of private labels

Imported goods categories for private label:

sprats, canned mushrooms, canned peaches, canned tuna, jams, pasta, tea, crackers, wafers, and food for cats / dogs, juice, sweet water, energy drinks, beer, brew, all group of dairy products.

PARTICIPANTS OF THE EXCHANGE OF CONTRACTS —



"Pakko Holding"

Food retailer in Ukraine, operating a chain of 87 stores. Based in Lutsk, in Western Ukraine, expanded the store network to cover 11 administrative regions, representing 32% of the country's population.

Trade chains: "Vopak", "Pakko".

Number of stores: "Vopak" – 87 stores, "Pakko" – 10 stores

Format: economy supermarkets, convenience stores, cash and carry

Private labels: "Vopak", "Pakko".

Purchasing agents:

Sergey Shavlukevich, Commercial Director

Purchase of following integrated products from manufacturers: pasta, tea, confectionery, canned mushrooms, canned pineapple, peaches, tomatoes, coffee, cheese.

Ludmila Soloveychuk, Purchasing Manager (Confectionery)

Eduard Lyashuk, Category Manager (Grocery)

Imported goods categories for private label: Food categories: Pasta
Non-food categories: household goods



Trade network "Amstor"

Trade network "Amstor" is represented in 11 cities of Ukraine and consists of 24 stores.

Trade chains: "Amstor"

Number of stores: 24

Format: Supermarket, hypermarket

Private labels: "Amstor", "Esto", "Svyato"

Purchasing agents:

Vadim Debyoluj, Purchasing Manager of non-food products

Purchase of following integrated products from manufacturers: Food categories: alcohol, groceries (noodles, conservation, oil, flour)

Non-food categories: household goods, kitchenware, toys, tools, products for auto, sports equipment, stationery, underwear, home textiles, souvenirs, electrical goods, leisure goods, household chemicals, sports, picnic

Maxim Yushkov, FEA manager

Sergey Marin, Supply Manager of private label food products

Imported goods categories for private label: Food categories: snacks, groceries (noodles, conservation, oil, flour).

Non-food categories: household goods, stationery, underwear, electrical goods, household, sports, picnic.

PARTICIPANTS OF THE EXCHANGE OF CONTRACTS —



Trade Network "Varus"

The network covers the eastern Ukraine and consists of 16 stores

Trade chains: "Varus"
Number of stores: 16
Format: supermarket
Private labels: "Vugoda"

Purchasing agents:

Tatyana Fedotova, Director of the private label department
Natalia Barulchenko, Head of private label food department
Natalia Korchoha, Category manager of private label grocery department
Natalia Podenezhko, Category manager of private label dairy products

Imported goods categories for private label: canned corn, canned peas, canned pickles, canned mushrooms, canned pineapple, canned olives, olive oil, pasta, canned fish, coffee, tea.



National Grocery Stores Chain "ATB"

At the moment more than 530 discounters operate in 119 cities and towns in 15 regions of Ukraine.

Trade chains: "ATB"

Number of stores: 530
Format: Soft discounter
Private labels: "Vugodnaya cena vsegda", "Dobrosol", "Pivovarnya #1", "Sladushki", "Veselaya ferma", "Sutnuy ryad", "Bon Vie", "Dobruy kuhar".

Purchasing agents:

Yashenko Andrey, Department of foreign purchases

Purchase of following integrated products from manufacturers: Food categories: all goods.
Non-food categories: Household chemicals, household products.



Fozzy group

Today The group of companies Fozzy Group as 18 variant business lines.

Trade chains: "Fozzy", "Silpo", "Fora", "Bud' zdoroviy", "Bila romashka"

Number of stores: 349
Format: Hypermarket, Supermarket, Convenient market, Pharmaceutical supermarket
Private labels: "Premia", "Povna chasha", "Premia Select", "Povna charka".

Purchasing agents:

Svetlana Shegrikovitch, Head of Food Division in Import Department

Purchase of following integrated products from manufacturers: Food categories: all goods, specifically
-Belarus (milk, dairy products)
-Poland (cheese, meat)
-Spain (olive oil, coffee, meat products)
-Czech Republic (beer)



FORUM PROGRAMME

09.00 – 09.30 Registration of participants. Morning coffee.

09.30. – 10.30 Speed Networking (express-acquaintance of participants) – special format for acquaintance of all participants for productive work and building of further cooperation

10.30 – 11.30 **Section 1**
FMCG industry in Ukraine.
Status of distribution channels and development opportunities

Key topics of section

- Trends in FMCG retail sector in Ukraine. Prospective trade formats, consolidation. Forecasts for the near future
 - Comparative analysis of FMCG-Retail in Russia and Ukraine (the level of competition, development of own brands)
 - The role of unorganized retailing in the FMCG marketing
 - A specific of FMCG distribution in bonus segment is in Ukraine
 - An analysis of FMCG consumption in Ukraine
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11.30 – 12.00 Coffee break

12.00 – 13.30 **Section 2**
SUPPLIER - Retailer: JOINT TANDEM for consumers benefit.

Key topics of section

- Key features of Ukrainian consumers in the capital and the regions
 - Modern buying behavior. Importance of emotional constituent in products keeping.
 - Integration of knowledges about a buyer in strategy of brand
 - When does Shopper Marketing influence on the sales of FMCG of commodities?
 - From the specific of commodity to strategy of keeping and advancement.
 - The effectiveness of promotions in the context of product category
 - Practice of drawing on consumer researches at placing of commodity on shelves
 - Effective systems for data exchange between suppliers and retailers
 - analysis of the behavior and motivations of consumers
 - analysis of sales
 - analysis of the effectiveness of promotional activities
 - The effectiveness of social media in the promotion of FMCG products
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13.30 – 14.30 Lunch



FORUM PROGRAMME

14.30 – 16.00 Section 3
UPGRADING COLLABORATION BETWEEN PARTICIPANTS OF CHAIN
OF GOODS OF DELIVERIES

Sources of losses in the chain of goods delivering and methods of fight against them

- Stuff's stealing
- Recoils are in trade. Method of exposure and counteraction.
- New decisions at the market of hardwares of safety. Features of introduction

How to build a loyal and long-term relationship between suppliers and retailers

«Submarine stone» at entering into contracts with retail networks

- Tactics for success in negotiations with retail chains.
- Assortment management. The best strategies for working with product categories
- Refunds and penalties in networks
- Pricing in work with retail networks
- The potential and feasibility of using EDI

16.00 – 16.30 Coffe-break

16.30 – 19.00 EXCHANGE OF CONTRACTS: TALKS "Buyer-Supplier "

Format "Exchange Contracts" provides suppliers:

- Possibility to conduct negotiations about supplying the products with Purchasers of national and regional retail networks in Ukraine. From retail networks on negotiations directors will be present on the purchases of all key commodity categories (food, non-food, fresh), leaders of directions of the imported contracts

- Possibility to conduct the acquainting meeting and agree about the production of goods under the own trade mark of retail networks with the leaders of direction on development of private labels.

-Month prior to beginning of forum on the web site of the event will appear the official listing of Purchasers of Exchange of contracts.

From 25th January, taking of requests is opened over the suppliers of persons interested to reserve time for negotiations.

The personal plan of meetings will be directed to every delegate in 1 day before forum starts!



TERMS OF PARTICIPATING IN FORUM

For retailers, producers and distributors of FMCG

Registration until 10th February 2012 – 3000 grn. (incl. VAT)

Registration after 10th February – 3500 grn. (incl. VAT)

For companies, that provide services and solutions:

Registration until 10th February 2012 – 3500 grn. (incl. VAT)

Registration after 10th February – 4000 grn. (incl. VAT)

Discounts:

second participant from a company – 5%

third and next participants from a company – 10%

The package of participant includes:

- Right to attend the event
- Possibility of participating in Speed Networking (express-acquaintance of participants)
- Personal plan of meetings within the framework of Exchange of contracts
- Informative and presentation materials of forum
- Coffee-breaks, lunch
- List of participants on forum

CONTACT US

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For questions concerning registration:

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