

**Preliminary Agenda
The 9th Food Market & Retail Forum 2016
17-18 October 2016
Warsaw, Sheraton Warsaw Hotel**

17 October 2016		
8.30-9.00 registration of participants		
9.00-11.00 inaugural session		
Innovations and quality as the driving force of the success of the Polish food industry (panel debate and announcements of the main topics of the Forum) (Grand Ballroom ABCDE) <i>simultaneous interpretation (PL-ENG)</i>		
11.00-11.30 break		
11.30-13.00 thematic sessions		
Sell emotions instead of products! New challenges for marketers (Room A, ground floor) <i>simultaneous interpretation (PL-ENG)</i>	The future of the beverage industry – between tradition and innovation (Room B, ground floor) <i>simultaneous interpretation (PL-ENG)</i>	The food industry. Business 4.0 – new technologies as a factor in competitiveness. Part 1 (Room CDE, ground floor) <i>simultaneous interpretation (PL-ENG)</i>
13.00-13.30 break		
13.30-15.00 thematic sessions		
The branding process – from 'no name' to a branded product (Room A, ground floor) <i>simultaneous interpretation (PL-ENG)</i>	The fishing industry: The market is riding a wave of momentum. (Room B, ground floor) <i>simultaneous interpretation (PL-ENG)</i>	The food industry. Business 4.0 – new technologies as a factor in competitiveness. Part 2 (Room CDE, ground floor) <i>simultaneous interpretation (PL-ENG)</i>
15.00-15.30 break		
15.30-17.00 thematic sessions		
The meat industry – the key advantages of Polish producers of meat and cooked meats (Room A, ground floor) <i>simultaneous interpretation (PL-ENG)</i>	The dairy industry – the sector has found a way to deal with the crisis and there are future prospects (Room B, ground floor) <i>simultaneous interpretation (PL-ENG)</i>	The fruit and vegetable sector is growing due to health-oriented trends (Room CDE, ground floor) <i>simultaneous interpretation (PL-ENG)</i>
19.00 Gala		
Ceremonial presentation of the Food Market Awards and of the 'Good Product 2016' certificates		
18 October 2016		
8.30-9.00 registration of participants		
9.00-11.00 thematic session		
A fresh impetus to the retail trade – the influence of regulations on the shape of the industry (Grand Ballroom ABCDE) <i>simultaneous interpretation (PL-ENG)</i>		
11.00-11.30 break		
11.30-13.00 thematic sessions		
The retail trade answers the trends – patriotic purchasing, healthy foods, and convenience (Room A, ground floor) <i>simultaneous interpretation (PL-ENG)</i>	An efficient supply chain – between the proven strategy and innovation (Room B, ground floor) <i>simultaneous interpretation (PL-ENG)</i>	Innovations for the start – presentations of innovators and start-ups in front of the Forum of Experts (Room CDE, ground floor) <i>simultaneous interpretation (PL-ENG)</i>
13.00-13.30 break		
13.30-15.00 thematic sessions		
The HoReCa market – a promising distribution channel for food producers (Room A, ground floor) <i>simultaneous interpretation (PL-ENG)</i>	Will the distribution market save small retail shops? (Room B, ground floor) <i>simultaneous interpretation (PL-ENG)</i>	Digitisation of the retail trade – e-commerce, omni-channel, and mobility (Room CDE, ground floor) <i>simultaneous interpretation (PL-ENG)</i>



Day 1

17 October 2016

9.00–11.00 Inaugural session

(Grand Ballroom ABCDE)

simultaneous interpretation (PL-ENG)

Innovations and quality as the driving force of the success of the Polish food industry

- Is the Polish food industry innovative?
- How to stimulate innovations in the food industry?
- Innovation in the food industry – a product, marketing, and production
- Support for innovations – a strategy, funds, and support instruments
- Polish innovations go out into the world: Who is waiting for food producers from Poland?

Panel debate and announcement of the Thematic Session: Innovations for the start – presentations of innovators and start-ups in front of the Forum of Experts

Inaugural speech:

- **Jacek Bogucki*** – Secretary of State, Ministry of Agriculture and Rural Development, Poland

Guests invited to participate in the thematic session (alphabetical list):

- **Jacek Bogucki*** – Secretary of State, Ministry of Agriculture and Rural Development, Poland
- **Andrzej Gantner** – General Director, Polska Federacja Producentów Żywności Związek Pracodawców (PFPŻ)
- **Renata Juszkiewicz** – Chairman of the Board, Polska Organizacja Handlu i Dystrybucji (POHiD, Polish Trade and Distribution Organisation)
- **Paweł Łojaszczyk** – Chairman of the Board, ABB Sp. z o.o.
- **Jan Kolański** – Chairman of the Board, Colian Sp. z o.o.
- **Czesław Siekierski*** – Member of the European Parliament
- **Bartosz Urbaniak** – Member of the Board, BGŻ BNP Paribas

Moderator: **Edyta Kochlewska** – Editor-in-chief, Magazyn Rynek Spożywczy and portal www.dla handlu.pl

17 October 2016

11.30-13.00 thematic session

(Room A, ground floor)

simultaneous interpretation (PL-ENG)

Sell emotions instead of products! New challenges for marketers

- A full-time chef: How does a well-known face influence the process of binding a consumer to a product?
- The blogosphere – a place where opinions on food products are formed
- The knowledge of social media helps to create a personalised offer
- Labels – from information to promotion
- Packaging as a promise of quality and brand value

Guests invited to participate in the thematic session (alphabetical list):

- **Andrzej Balicki** – Counsel, DLA Piper Wiater Sp. k.
- **Iwona Doktorowicz-Dudek** – Deputy Chairman of the Board for Marketing, Kompania Piwowarska SA
- **Michał Lasocki** – Owner, Chairman of the Board, Intenson Europe
- **Adam Mokrysz** – Chairman of the Board, Mokate SA, CEO, Mokate Group

Moderator: **Radosław Kaczmarek** – Strategy Consultant & Partner, Melting Pot

Presentation:

Agnieszka Górnicka – Chairman of the Board, Inquiry Sp. z o.o.

17 October 2016

11.30-13.00 thematic session

(Room B, ground floor)

simultaneous interpretation (PL-ENG)

The future of the beverage industry – between tradition and innovation



- Polish beverages on the global market. Export as an opportunity for the industry
- Does the market depend on the weather? Attempts to stabilise sales and limit seasonality
- Limiting artificial food additives and sugar as a challenge for producers
- Is the beverage market dominated by corporations? How to break through with one's offer?
- The growing importance of ecology and packaging recycling in the beverage industry

Guests invited to participate in the thematic session (alphabetical list):

- **Mikołaj Ciał** – Deputy Director General, Coca-Cola Poland Service
- **Piotr Grauer** – Director, Firma Doradczą KPMG
- **Julian Pawlak** – Chairman of the Board, Krajowa Unia Producentów Soków (Polish Association of Juice Producers)
- **Przemysław Schmidt** – Chairman of the Board, Getfresh Sp. z o.o.
- **Jiří Vlasák** – CEO, Hoop Polska

Moderator: **Paulina Mroziak** – Journalist, portalspozywczy.pl

Introductory presentation: KPMG

17 October 2016

11.30–13.00 thematic sessions

(Room CDE, ground floor)

simultaneous interpretation (PL-ENG)

The Food Industry. Business 4.0 – new technologies as a factor in competitiveness. Part 1

- Main trends in technology that will change the shape of the food industry and the way it operates
- A factory of the future – food production carried out using modern management tools
- A manager and an employee in an enterprise of the future. Humans, creativity and artificial intelligence
- Faster, smoother and cheaper production – areas of production optimisation
- Logistics processes – the role of automation in food enterprises

Guests invited to participate in the thematic session (alphabetical list):

- **Robert Jankowski** – Chairman of the Board, Pamapol SA
- **Piotr Ławski** – Chairman of the Board, MAS Trading Sp. z o.o. Sp. K.
- **Marek Moczulski** – Chairman of the Board, Bakalland SA
- **Jaromi Paszek** – Contract Manager, BPSC SA
- **Jakub Pawlak** – Food & Beverage Industry Segment Manager, ABB Sp. z o.o.
- **Jan Staniiko** – Deputy Director, Department of Innovations, Ministry of Economic Development, Poland
- **Paweł Stefański** – Chairman of the Board, Balluff Sp. z o.o.

Moderator: **Jacek Ziarno** – Deputy Editor-in-Chief, Nowy Przemysł, Deputy Editor-in-Chief, wnp.pl

Presentation:

- **Jakub Pawlak** – Food & Beverage Industry Segment Manager, ABB Sp. z o.o.

17 October 2016

13.30-15.00 thematic session

(Room A, ground floor)

simultaneous interpretation (PL-ENG)

The branding process – from 'no name' to a branded product

An introductory presentation on creating new brands. A thematic session based on case studies and short stories.

A summary in the form of a debate: How to utilise the experience gained by enterprises in the process of shaping a good image of the food industry and Polish quality food?

Guests invited to participate in the thematic session (alphabetical list):

- **Edward Bajko** – Chairman of the Board, Spółdzielcza Mleczarnia Spomlek (Spomlek Dairy Co-operative)
- **Marcin Bugalski** – Senior Brand Manager, Farmio SA
- **Michał Lachowicz** – Chairman of the Board, Appolonia Sp. z o.o.
- **Wojciech Ławniczak** – KL Energy
- **Bartosz Szatkowski** – Chairman of the Board, Quiza Sp. z o.o.
- **Jerzy Śledziwski** – Deputy Chairman of the Board, Bank BGŻ BNP Paribas
- **Leszek Wiwala** – President, Związek Pracodawców Polski Przemysł Spirytusowy (Association of Polish Spirits)



Industry Employers)

Moderator: **Edyta Kochlewska** – Editor-in-chief, Magazyn Rynek Spożywczy and portal www.dla handlu.pl

Presentations

- o **Edward Bajko** – Chairman of the Board, Spółdzielcza Mleczarnia Spomlek (Spomlek Dairy Co-operative)
- o **Marcin Bugalski** – Senior Brand Manager, Farmio SA
- o **Bartosz Szatkowski** – Chairman of the Board, Quiza Sp. z o.o.

17 October 2016

13.30-15.00 thematic session

(Room B, ground floor)

simultaneous interpretation (PL-ENG)

The fishing industry: The market is riding a wave of momentum.

- The development of innovative aquaculture: Can fish farming be a way to solve the problems related to raw materials?
- Profit margins in the fishing industry: Are enterprises able to start earning money?
- Consolidation of the fishing industry: Is it vertical or horizontal?
- How to utilise the last stream of gigantic money flowing into Poland?
- Consumption of fish in Poland – consumer awareness and changing expectations

Guests invited to participate in the thematic session (alphabetical list):

- o **Arkadiusz Jaworowski** – Director for Trade and Marketing, Suempol Sp. z o.o.
- o **Kamil Jerominek** – Member of the Board, Fjord Fisk Polska Sp. z o.o.
- o **Andrzej Kowalski** – Director, Institute of Agricultural and Food Economics – National Research Institute
- o **Bogusław Kowalski** – Chairman of the Board, Graal SA
- o **Kazimierz Kustra** – Chairman of the Board, Seko SA
- o **Grzegorz Skalmowski** – Owner, Snails Garden
- o **Artur Ujek** – General Director, Admiral Sp. z o.o.

Moderator: **Rafał Więckiewicz** – Journalist, portalspozywczy.pl

17 October 2016

13.30-15.00 thematic session

(Room CDE, ground floor)

simultaneous interpretation (PL-ENG)

The Food Industry. Business 4.0 – new technologies as a factor in competitiveness. Part 2

- Main trends in technology that will change the shape of the food industry and the way it operates
- New areas of technological investments – production, sales and management
- The importance of efficient internal logistics for the competitiveness of production
- Automation as an answer to challenges related to the labour market
- The Internet of Things, Big Data and mobile technologies in the fight for new markets and new customers

Guests invited to participate in the thematic session (alphabetical list):

- o **Tomasz Cepiak** – SSI SCHÄFER Sp. z o.o.
- o **Mateusz Kowalewski** – Chairman of the Board, HORTIMEX PLUS Sp. z o.o.
- o **Robert Kremser** – Director, Business Development, Bisnode Polska Sp. z o.o.
- o **Paweł Łagoda** – Director for Marketing and Sales, TREPKO Sp. z o.o.
- o **Przemysław Schmidt** – Chairman of the Board, Getfresh Sp. z o.o.
- o **Andrzej Szymanek** – Chairman of the Board, General Director, Veolia Industry Polska

Moderator: **Jacek Ziarno** – Deputy Editor-in-Chief, Nowy Przemysł, Deputy Editor-in-Chief, wnp.pl

Przemysł 4.0. Elastyczna i efektywna produkcja w Fabryce Przyszłości. **Paweł Juras** – Dyrektor ds. Sprzedaży Branżowej i Kluczowych Klientów, Balluff Sp. z o.o.

SSI SCHÄFER Sp. z o.o.

17 October 2016

15.30-17.00 thematic session

(Room A, ground floor)



simultaneous interpretation (PL-ENG)

The meat industry – the key advantages of Polish producers of meat and cooked meats

- The TTIP agreement versus the meat industry in Poland: Is it an opportunity or a risk? To what extent is the market ready for competition with the meat from the USA?
- Polish power in the poultry market: Will we flood the world with chicken?
- Pork producers – the biggest losers in the meat market. Is there a chance to improve the situation? How to recover from the crisis?
- Changes in the cooked meats market – attachment to tradition versus the growing importance of functional and convenience cooked meats. How to reconcile these trends?

Guests invited to participate in the thematic session (alphabetical list):

- **Edyta Łuczyńska** – Chairman of the Board, Indykpol Brand
- **Michał Koleśnikow** – Dyrektor Departamentu Analiz Ekonomicznych i Sektorowych, Bank BGŻ BNP Paribas
- **Mirosław Koźlakiewicz** – Chairman of the Supervisory Board, CEDROB SA
- **Robert Niczyporuk** – Legal Counsel, Attorney-at-law, Partner, Domański Zakrzewski Palinka Sp. z o.o.
- **Zbigniew Nowak** – Chairman of the Board, Zakłady Mięsne NOWAK
- **Jarosław Suchan** – Deputy Chairman of the Board, Zakłady Mięsne Silesia SA
- **Waldemar Wiśniewski** – Trade Director, Zakłady Mięsne Czyżew

Moderator: **Rafał Więckiewicz** – Journalist, portalspozywczy.pl

Presentation:

- **Michał Koleśnikow** – Dyrektor Departamentu Analiz Ekonomicznych i Sektorowych, Bank BGŻ BNP Paribas

17 October 2016

15.30-17.00 thematic session

(Room B, ground floor)

simultaneous interpretation (PL-ENG)

The dairy industry – the sector has found a way to deal with the crisis and there are future prospects

- The agri-food policy of Poland and the EU in the context of the crisis in the milk market
- Expectations of the industry concerning the support instruments on the part of the government and the EC
- Ways to recover from the crisis – state aid, co-operation between business and science, and innovations: Examples of success
- How will the dairy products market benefit from the 500+ programme?

Guests invited to participate in the thematic session (alphabetical list):

- **Tomasz Głasek** – Trade Director, Okręgowa Spółdzielnia Mleczarska w Piątnicy (District Dairy Co-operative in Piątnica)
- **Jacek Migrała** – General Director, Zott Polska Sp. z o.o.
- **Marcin Okoński** – Manager, A.T. Kearney Sp. z o.o.
- **Dariusz Sapiński** – Chairman of the Board, Grupa Mlekovita
- **Bogdan Woźniak** – Deputy Chairman of the Board, Spółdzielnia Dostawców Mleka w Wieluniu

Moderator: **Roman Wieczorkiewicz** – Journalist, portalspozywczy.pl

17 October 2016

15.30-17.00 thematic session

(Room CDE, ground floor)

simultaneous interpretation (PL-ENG)

The fruit and vegetable sector is growing due to health-oriented trends

- Health-oriented trends stimulate the fruit and vegetable market and processing.
- Horticultural and processing innovations: New vegetables and fruits compete for recognition among the customers
- Difficult co-operation between the processing industry and producers. Producer groups: Are they competitors or partners for the processing industry?
- The great renaissance of the juice industry. Prospects of development
- There is more to it than just the embargo. Challenges for the fruit and vegetable industry

Guests invited to participate in the thematic session (alphabetical list):

- **Tomasz Iżewski** – Chairman of the Board, Warwin SA



- **Tomasz Kurpisz** – Chairman of the Board, Hortex Holding SA
- **Mirosław Maliszewski** – Chairman of the Board, Związek Sadowników Rzeczypospolitej Polskiej (Polish Fruit Growers Association)
- **Sylwester Strużyna** – Chairman of the Board, Bio Planet SA
- **Bartosz Szatkowski** – Chairman of the Board, Quiza Sp. z o.o.

Moderator: **Magdalena Brzózka** – Journalist, portalspozywczy.pl; **Paulina Mroziak** – Journalist, portalspozywczy.pl

17 October 2016

19.00 Gala

Ceremonial presentation of the Food Market Awards and of the 'Good Product 2016' certificates

2nd day

18 October 2016

9.00-11.00 thematic session

(Grand Ballroom ABCDE)

simultaneous interpretation (PL-ENG)

A fresh impetus to the retail trade – the influence of regulations on the shape of the industry

- Fundamental challenges for the retail trade sector in the coming years
- The influence of the retail chain tax on the situation in the sector
- Will the retail trade be the major beneficiary of the 500+ programme?
- From deflation to inflation: Will retail chains buy their way out of the trap of the price and promotion war?
- Challenges for the labour market – salary pressure, lack of staff, and the shortcomings of vocational education
- The trading Sunday: The industry answers the customers' needs

Guests invited to participate in the thematic session (alphabetical list):

- **Adam Abramowicz*** – Member of the Polish Parliament (Sejm)
- **Andrzej Gantner** – General Director, Polska Federacja Producentów Żywności Związek Pracodawców (PFPŻ)
- **Piotr Grauer** – Director, Firma Doradcza KPMG
- **Renata Juszkiewicz** – Chairman of the Board, Polska Organizacja Handlu i Dystrybucji (POHiD, Polish Trade and Distribution Organisation)
- **Tomasz Kaczyński** – Attorney-at-Law, Senior Associate, Life Sciences Practice, Domański Zakrzewski Palinka (DZP)
- **Dariusz Kalinowski** – Chairman of the Board, Emperia Holding SA
- **Wojciech Kruszewski** – Chairman of the Board, Lewiatan Holding SA
- **Robert Krzak** – Deputy Chairman of the Board, Piotr i Paweł SA

Moderator: **Edyta Kochlewska** – Editor-in-chief, Magazyn Rynek Spożywczy and portal www.dlahandlu.pl

18 October 2016

11.30-13.00 thematic session

(Room A, ground floor)

simultaneous interpretation (PL-ENG)

The retail trade answers the trends – patriotic purchasing, healthy foods, and convenience

- From a disloyal consumer to a smart shopper to a conscious purchaser of healthy foods
- The retail trade teaches people how to cook – the skilful combination of retail and culinary concepts
- Niche consumers are pushing through the market: There are product ranges for vegans, allergy sufferers, and eaters of gluten-free food
- How to utilise the craze for 'Polishness'?
- Polish products on the shelves of retail giants – local producers are having their day
- Conscious consumers: Between attachment to tradition and the search for international inspiration

Guests invited to participate in the thematic session (alphabetical list):

- **Slawomir Chłoń** – Chairman of the Board, Organic Farma Zdrowia
- **Christophe Gottar** – Executive Director Global Poultry Sector, Sealed Air Food Care
- **Agnieszka Górnicka** – Chairman of the Board, Inquiry Sp. z o.o.



- o **Robert Krzak** – Deputy Chairman of the Board, Piotr i Paweł SA
- o **Maciej Ptaszyński** – Director, Polska Izba Handlu (Polish Chamber of Trade)
- o **Piotr Trudnowski** – Member of the Board, Jagiellonian Club
- o **Francois Vincent** – COO supermarkets & convenience stores, Carrefour Polska

Moderator: **Edyta Kochlewska** – Editor-in-chief, Magazyn Rynek Spożywczy and portal www.dlahandlu.pl

Presentation:

Winning the hearts and minds of health-minded consumers. **Honorata Jarocka** – Food and Drink Analyst, Mintel

18 October 2016

11.30-13.00 thematic session

(Room B, ground floor)

simultaneous interpretation (PL-ENG)

An efficient supply chain – between the proven strategy and innovation

- The distribution services market is on the move.
- The pressure of multi-channel distribution: The time has come for a new model of co-operation.
- Technology as the key element of advantage
- Reduction in supply chain losses and process optimisation
- New competitors and a new balance of power

Guests invited to participate in the thematic session (alphabetical list):

- o **Dariusz Kierski** – Logistics Director, Les Mousquetaires
- o **Maciej Madejak** – Head of Business Development Poland, Goodman
- o **Wojciech Mieczysławski** – SSI SCHÄFER Sp. z o.o.
- o **Piotr Pietrzykowski** – Chairman of the Board, Green Factory Logistics Sp. z o.o.
- o **Dariusz Stolarczyk** – Deputy Chairman of the Board, RUCH SA
- o **Marcin Wakuła** – Director of Chain Supply, Lactalis Polska Sp. z o.o.
- o **Aleksandra Zajązkowska** – Commercial Project Leader, CHEP Polska

Moderator: **Roman Wiczorkiewicz** – Journalist, portalspozywczy.pl

18 October 2016

11.30-13.00 thematic session

(Room CDE, ground floor)

simultaneous interpretation (PL-ENG)

Innovations for the start – presentations of innovators and start-ups in front of the Forum of Experts

- **Presentation of innovative enterprises and products** submitted as part of the Good Product competition and selected by the editorial office of the portalspozywczy.pl and dlahandlu.pl portals
- **Assessment by the Forum of Experts** – heads of food corporations and purchasing directors at retail chains
- **A debate summarising** the potential of the enterprises and products presented, and an assessment of the market potential of the innovative products and start-ups
- **Conscious consumers: Between attachment to tradition and the search for international inspiration**

Guests invited to participate in the thematic session (alphabetical list):

- o **Stefan Golonka** – Expert in the Food Industry
- o **Marian Owerko** – Chairman of the Supervisory Board, Bakalland SA
- o **Tadeusz Rysiukiewicz** – Buying Director, Polomarket Sp. z o.o.
- o **Agnieszka Sora** – Sub Regional Manager Eastern Europe, GfK

Moderator: **Rafał Więckiewicz** – Journalist, portalspozywczy.pl

Presentations:

- Mus marchewkowy i makarony warzywne SULMA I **Wojciech Szefner** – Director, Lubuski Ośrodek Innowacji i Wdrożeń Agrotechnicznych Sp. z o. o.
- Chias Pełnowartościowa Przekąska I **Maciej Mikołajczak** – Chairman of the Board, Chias Brothers Europe Sp. z o. o.
- Intenson I **Michał Lasocki** – Owner, Chairman, Intenson Europe
- C-Borg Food Samopodgrzewające się danie I **Jolanta Hauzer** – Chairman of the Board, Premium Distribution Sp. z o.o.; **Mieczysław Mietelski** – Premium Distribution Sp. z o.o.
- Roślinne batony z energią I **Agata Golonka** – Owner, Zmiany Zmiany; **Filip Stefański** – Owner, Zmiany Zmiany

- Cydr Ignaców | **Tomasz Porowski** – Owner, Cydr Ignaców

18 October 2016

13.30-15.00 thematic session

(Room A, ground floor)

simultaneous interpretation (PL-ENG)

The HoReCa market – a promising distribution channel for food producers

- Poles in restaurants – prospects for the development of the HoReCa market in Poland
- Not everyone can be a supplier. Requirements of large restaurant chains
- Food in the eyes of chefs: How to sell a product to the HoReCa industry?
- It is time that counts: Logistics in the HoReCa sector
- Making business on catering. Case study

Guests invited to participate in the thematic session (alphabetical list):

- **Lukasz Błażejowski** – Director for Store Network Development, 7 Street – Bar & Grill
- **Michał Kozak** – General Manager, Mazurkas Catering 360°, MCC Mazurkas Conference Centre & Hotel
- **Piotr Niemiec** – Owner, Gastromall Group
- **Marcin Okoński** – Manager, A.T. Kearney Sp. z o.o.

Moderator: **Paulina Mroziak** – Journalist, portalspozywczy.pl

18 October 2016

13.30-15.00 thematic session

(Room B, ground floor)

simultaneous interpretation (PL-ENG)

Will the distribution market save small retail shops?

- Integration and specialisation as an opportunity for wholesalers
- Expansion of franchise shops as the driving force behind the distribution market
- Development of cash&carry wholesalers for the needs of new markets
- What does a modern distributor have to offer?
- Active co-operation between wholesalers and retailers

Guests invited to participate in the thematic session (alphabetical list):

- **Leszek Bać** – Chairman of the Board, Bać-Pol SA
- **Andrzej Maria Faliński** – General Manager, Polska Organizacja Handlu i Dystrybucji (POHiD, Polish Trade and Distribution Organisation)
- **Urszula Kłosiewicz-Górecka** – Services Market Department, Institute for Market, Consumption and Business Cycles Research
- **Maciej Szatkowski** – Senior Manager, KPMG
- **Krzysztof Tokarz** – Chairman of the Board, Specjal Sp. z o.o.

Moderator: **Andrzej Wojciechowicz** – Founder, Chairman of the Board, FMCG Business Consulting

Presentation:

- **Urszula Kłosiewicz-Górecka** – Services Market Department, Institute for Market, Consumption and Business Cycles Research

18 October 2016

13.30-15.00 thematic session

(Room CDE, ground floor)

simultaneous interpretation (PL-ENG)

Digitisation of the retail trade – e-commerce, omni-channel, and mobility

- E-commerce answers the key needs of mobile customers
- Communication with consumers in the age of omni-channel distribution
- What innovations are Polish consumers ready to embrace?
- Smartphones at the centre of the shopping process in which contemporary customers are involved
- Logistics. The “here-and-now” goods versus customer satisfaction
- Personal data – between protection of privacy and personalisation of an offer



Guests invited to participate in the thematic session (alphabetical list):

- **Piotr Kondraciuk** – Chairman of the Board, Polskikoszyk.pl
- **Katarzyna Kazior** – CEO, Frisco.pl
- **Andrzej Modic** – Chairman of the Board, LokalnyRolnik.pl
- **Jacek Palec** – Chairman of the Board, bdsklep.pl
- **Justyna Skorupska** – Chairman of the Council, Izba Gospodarki Elektronicznej (Chamber of Digital Economy)

Moderator: **Marcin Dobek** – Director. Research and Category Management, ABR Sesta Sp. z o.o.

(*) *Guests invited to participate in the thematic session whose participation is still being confirmed.*

