

AGENDA
The 2017 10th Food Market & Retail Forum
6–7 November 2017
Warsaw, Sheraton Warsaw Hotel

All sessions will be translated simultaneously (PL/ENG/PL)

6 November 2017		
8.30–9.00 registration of participants		
9.00–11.00 opening session		
A revolution in the food industry at the bidding of the new economics – trends, innovations and challenges <i>Grand Ballroom (ABCDE)</i>		
11.00–11.30 break		
11.30–13.00 thematic sessions		
Succession and expansion: The road from a local company/enterprise to a global corporation <i>Grand Ballroom (A)</i>	The market in view of culinary and health-oriented trends: From healthy and functional food to superfoods <i>Grand Ballroom (B)</i>	Business 4.0: The food industry develops technology-based advantages <i>Grand Ballroom (CDE)</i>
13.00–13.30 break		
13.30–15.00 thematic sessions		
Naturalness, quality and safety – the three pillars of the production and promotion of Polish food <i>Grand Ballroom (A)</i>	A new marketing power: Trendsetters and the social media determine the 'to be or not to be' of a product <i>Grand Ballroom (B)</i>	Innovations and technologies in the service of FMCG sales <i>Grand Ballroom (CDE)</i>
15.00–15.30 break		
15.30–17.00 thematic sessions		
Integration in the meat industry – the market, prospects and challenges <i>Grand Ballroom (A)</i>	Packaging creates the product – forms of communication and ways to build relations with consumers <i>Grand Ballroom (B)</i>	Innovations in the dairy industry at the bidding of market trends <i>Grand Ballroom (CDE)</i>
19.00 Gala Official Awards Ceremony – Food Market Awards and 'Good Product' and 'Food & Retail Start-up Star' Certificates		

7 November 2017		
9.00–9.30 registration of participants		
9.30–11.00 opening session		
Is retail trade sensitive to regulations? National legal solutions versus prospects for the sector <i>Grand Ballroom (ABCDE)</i>		
11.00–11.30 break		
11.30–13.00 thematic sessions		
Start-ups in the food and retail industry – possibilities and barriers to the start-ups' development <i>Grand Ballroom (A)</i>	Retail trade relies on private label products – prospects of development, and challenges for producers and traders <i>Grand Ballroom (B)</i>	The millennial generation, the 'High Earners, Not Rich Yet (HENRYs)', and the generations X, Y and Z – new shopping styles among consumers <i>Grand Ballroom (CDE)</i>
13.00–13.30 break		
13.30–15.00 thematic sessions		
Digitisation of retail trade – traditional trade in view of the challenges of the digital era <i>Grand Ballroom (A)</i>	A new vision of distribution – possible scenarios for the wholesale channel <i>Grand Ballroom (B)</i>	The HoReCa industry – an attractive partner for FMCG producers <i>Grand Ballroom (CDE)</i>

Day 1

6 November 2017

9.00–11.00 opening session

Grand Ballroom (ABCDE)

A revolution in the food industry at the bidding of the new economics – trends, innovations and challenges

- The game according to the 'new economy' principles: Innovative business models, digitisation, and the strength of the clients' voice
- Food companies/enterprises on the brink of key decisions – further development directions
- The Polish food industry – technologically advanced and ready for change
- A kaleidoscope of trends. What products are expected by Polish consumers, and what products do international clients expect?
- Challenges of the digitised world – informed consumers, continuous communication and future food

Inaugural speech:

- **Jacek Bogucki**, Secretary of State, Ministry of Agriculture and Rural Development, Poland
- **Marek Niechciał**, Chairman of the Board, Office of Competition and Consumer Protection (UOKiK)

Guests taking part in the session (alphabetical list):

- **Andrzej Gantner**, General Manager, Polish Federation of Food Industry Union of Employers
- **Jan Kolański**, Chairman of the Board, Colian Holding SA
- **Marek Moczulski**, Chairman of the Board, Bakalland SA
- **Marek Niechciał**, Chairman of the Board, Office of Competition and Consumer Protection (UOKiK)
- **Marek Sypek**, Managing Director, Stock Polska Sp. z o.o.
- **Bartosz Urbaniak**, Member of the Board, Bank BGŻ BNP Paribas
- **Robert Wawro**, General Manager, Business Unit FOOD, Grupa Maspex Wadowice Sp. z o.o. (Maspex Wadowice Group)

Moderator: **Edyta Kochlewska**, Editor-in-Chief, Dlahandlu.pl

6 November 2017

11.30–13.00 thematic session

Grand Ballroom (A)

Succession and expansion: The road from a local company/enterprise to a global corporation

- Twenty five years of the development of Polish food corporations – success and challenges
- Generational succession and change versus new strategies employed by food companies/enterprises in Poland
- The acceleration of consolidation activities – awaiting the boom in the mergers and acquisitions (M&A) market
- Exports as the guarantor of the development of Polish companies/enterprises at home and abroad

Guests taking part in the session (alphabetical list):

- **Zenon Daniłowski**, Chairman of the Board, Makarony Polskie SA
- **Jakub Kołodziej**, Member of the Management Team, Roleski Sp. j.
- **Marek Moczulski**, Chairman of the Board, Bakalland SA
- **Adam Mokrysz**, Chairman of the Board, Mokate SA; CEO, Mokate Group
- **Robert Niczyporuk**, Partner, Corporate and M&A Practice, Domański Zakrzewski Palinka (DZP)

Moderator: **Piotr Grauer**, Director, M&A Team, Deal Advisory Group, KPMG in Poland

Presentation:

- **Piotr Grauer**, Director, M&A Team, Deal Advisory Group, KPMG in Poland

6 November 2017

11.30–13.00 thematic session

Grand Ballroom (B)

The market in view of culinary and health-oriented trends: From healthy and functional food to superfoods

- The fashion for cooking and healthy eating is changing the FMCG market
- The producers' reply to health consciousness trends: The change of ingredients, packaging and communication
- The potential of the organic food market in Poland
- New niches – functional food, products for athletes, and food for allergy sufferers – conquering the mass market
- Superfoods: 'Suprafoods' or effective marketing?

Guests taking part in the session (alphabetical list):

- **Edward Bajko**, Chairman of the Board, Spółdzielcza Mleczarnia Spomlek (Spomlek Dairy Co-operative)
- **Wojciech Dąbrowski**, Chairman of the Board, EDPOL Food & Innovation Sp. z o.o.

- o **Agnieszka Górnicka**, President, Inquiry Sp. z o.o.
- o **Natalia Hatałska**, Founder, Infuture Hatałska Foresight Institute
- o **Mateusz Kowalewski**, Chairman of the Board, HORTIMEX PLUS Sp. z o.o. Sp. k.
- o **Maciej Mikołajczak**, Chairman of the Board, Chias Brothers Europe Sp. z o.o.
- o **Anna Sambor**, Member of the Board, Marketing Director, Bakalland SA
- o **Aleksandra Wędrychowska-Karpińska**, Legal Counsel and Partner, Co-Head of IP Practice and Consumer Law at WKB Wierciński, Kwieciński, Baehr

Moderators:

- o **Magdalena Brzózka**, Journalist, Portalspozywczy.pl
- o **Paulina Mroziak**, Lead Editor, Portalspozywczy.pl

Presentation (10 minutes)

- o **Agnieszka Górnicka**, President, Inquiry Sp. z o.o.

6 November 2017

11.30–13.00 thematic session

Grand Ballroom (CDE)

Business 4.0: The food industry develops technology-based advantages

- The technological race: How much does it cost? What can be gained from it?
- How do technologies support managers in making business decisions in companies/enterprises?
- Main areas of technological investments – production, sales and management
- A factory of the future: Automation and robotisation
- Efficient internal logistics in the service of production competitiveness

Guests taking part in the session (alphabetical list):

- o **Aleksandra Banaś**, Chairman of the Board, ifm electronic Sp. z o.o.
- o **Igor Jeliński**, food industry expert
- o **Bogusław Kowalski**, Chairman of the Board, Graal SA
- o **Sławomir Mikos**, Plant Manager, CEDC International Sp. z o.o.
- o **Jakub Pawlak**, Manager, Sales Area for the Food Sector, ABB Sp. z o.o.
- o **Paweł Stefański**, Chairman of the Board, Balluff Sp. z o.o.
- o **Tomasz Średziński**, Managing Director, SMAKMAK

Moderator:

- o **Jacek Ziarno**, Editor-in-Chief, 'Nowy Przemysł' Economic Magazine

Presentation:

- o The combined push of mechatronics, automation and digitisation: Talents and synergy in business are needed immediately! **Paweł Juras**, Director of Industrial Sales, Team Leader, Balluff Sp. z o.o.

6 November 2017

13.30–15.00 thematic session

Grand Ballroom (A)

Naturalness, quality and safety – the three pillars of the production and promotion of Polish food

- Producers work their way through a thicket of food safety systems: Does it have to be like this?
- A product's journey from the field to the consumer's table: How to ensure quality control at every stage of production?
- Ensuring the quality and repeatability of food products – certification, technologies and good practice
- Production efficiency – optimum utilisation of resources and production potential
- Guarding the good, or combating negative campaigning and the myths surrounding Polish food
- Strict legal standards as guarantors of the quality and safety of Polish food

Guests taking part in the session (alphabetical list):

- o **Sławomir Chłoń**, Chairman of the Board, Organic Farma Zdrowia SA
- o **Tomasz Cwołek**, Director, Industrial IT Systems Department, Askom Sp. z o.o.; Partner, Siemens Industry Software
- o **Artur Dubaj**, Chief Technology Officer, AMBRA SA
- o **Marek Jakubiak**, Member of the Polish Parliament (Sejm)
- o **Dominika Kozarzewska**, President, Grupa Producentów Owoców 'Polskie Jagody' Sp. z o.o. ('Polish Berries' Producers Group)
- o **Krzysztof Skierkowski**, Member of the Board, Mondelēz International RD&Q Sp. z o.o.
- o **Barbara Woźniak**, President, OVOTEK Sp. z o.o.; Plenipotentiary of the Board, Fermy Drobiu Woźniak Sp. z o.o. (Woźniak Poultry Farms); Commercial Director, Eggs Product Sp. z o.o.

Moderator:

- o **Andrzej Balicki**, Counsel, DLA Piper

Presentation

- o Siemens Industry Software (10 minutes)

6 November 2017

13.30–15.00 thematic session

sala Grand Ballroom (B)

A new marketing power: Trendsetters and the social media determine the ‘to be or not to be’ of a product

- Cooks and celebrities, or how a famous face affects a product’s perception
- A culinary blogger means more than award cups – the power of opinion
- Facebook, Instagram, Snapchat and Pinterest as the spots of initial contact with consumers. The art of building relations in the social media
- Closer and closer to the consumer— new ideas for brand promotion and the building of consumer habits
- Creating a legend instead of a brand and winning new fans in place of customers

Guests taking part in the session (alphabetical list):

- o **Jakub Bierzyński**, Founder, CEO, OMD
- o **Artur Gajewski**, Marketing Sales Director, Purella Food
- o **Jakub Kołodziej**, Member of the Management Team, Roleski Sp. j.
- o **Rafał Krauze**, Country Manager, trnd Polska
- o **Karolina Liberka**, Business Development Deputy Director, Fenomem Sp. z o.o.

Moderators:

- o **Magdalena Brzózka**, Journalist, Portalspozywczy.pl
- o **Paulina Mroziak**, Lead Editor, Portalspozywczy.pl

Presentation (10 min.):

- o Influencer Marketing. Jak budować wartościową więź z konsumentem końcowym. **Rafał Krauze**, Country Manager, trnd Polska

6 November 2017

13.30–15.00 thematic session

sala Grand Ballroom (CDE)

Innovations and technologies in the service of FMCG sales

- How to achieve sales goals – new methods for acquiring clients and building sales growth
- New challenges for a manager: Managing numerous sales channels and using e-commerce tools
- Providing clients with a tailored product/service range – technologies support the customisation of product/service ranges
- Applications in the service of increasing loyalty and generating customer traffic
- Reducing supply chain losses and optimising logistics processes
- Supporting sales processes – IT systems and the outsourcing of services

Guests taking part in the session (alphabetical list):

- o **Sebastian Bursakowski-Irzykowski**, Project Manager, Green Factory Logistics Spółka z o.o. Sp. k.
- o **Grzegorz Cielecki**, Managing Director, VIRTU Group
- o **Piotr Ciski**, Chairman of the Board, Sage Polska
- o **Robert Katafiasz**, Chairman of the Board, Nagel Polska
- o **Piotr Różycki**, LMS Category Manager, CHEP Polska
- o **Przemek Sendzielski**, Founder, Owner, Rano Zebrano
- o **Artur Węgliński**, Deputy Chairman of the Board, Managing Director, Farmio SA

Moderator:

- o **Arkadiusz Cybulski**, Managing Director, TakeTask SA

Presentation:

- o **Sebastian Bursakowski-Irzykowski**, Project Manager, Green Factory Logistics Spółka z o.o. Sp. k.

6 November 2017

15.30–17.00 thematic session

sala Grand Ballroom (A)

Integration in the meat industry – the market, prospects and challenges

- Consolidation in the meat industry: Is it vertical or horizontal?

- Success stories of the most spectacular transactions: Who will be next?
- Internal exports and the internal market – two legs of one success
- The image of the industry: Market leaders, consumer trends and new categories

Guests taking part in the session (alphabetical list):

- **Witold Choński**, Chairman of the Board, Związek Polskie Mięso (Polish Meat Association)
- **Jarosław Kowalewski**, Deputy Chairman of the Board for Strategy and Development, SuperDrob Zakłady Drobiarsko-Mięsne SA
- **Janusz Rodziewicz**, Chairman of the General Board, Stowarzyszenie Rzeźników i Wędliniarzy Rzeczypospolitej Polskiej (Association of Polish Butchers and Producers of Processed Meat)
- **Tomasz Średziński**, Managing Director, SMAKMAK
- **Krzysztof Woźnica**, Chairman of the Board, Zakłady Mięsne Silesia SA

Moderator:

- **Adam Tubilewicz**, Journalist, Portalspozywczy.pl

Presentation:

- **Grzegorz Zadykowicz**, Sales Manager Vertical Market Food&Beverage, Mitsubishi Electric Europe

6 November 2017

15.30–17.00 thematic session

sala Grand Ballroom (B)

Packaging creates the product – forms of communication and ways to build relations with consumers

- Trends in the packaging market – innovative materials, customised content, ecology and convenience
- Packaging as a promise of quality and brand value
- Labels – from information to promotion
- The premium products market looks for the best raw materials and designs
- Legal regulations – trademarks, industrial designs and patents

Guests taking part in the session (alphabetical list):

- **Edyta Dembińska**, Private Label Manager, Piotr i Paweł SA
- **Marcin Fijałkowski**, Partner, Baker McKenzie
- **Ireneusz Korczyński**, Partner, Studio Projektowe IKAR s.c.
- **Michał Lasocki**, Founder, CEO, Intenson Europe
- **Robert Orszulak**, Co-Owner, On Lemon
- **Marek Skretny**, Marketing Director, Browar AMBER (AMBER Brewery)

Moderator:

- **Edyta Kochlewska**, Editor-in-Chief, Dlahandlu.pl

6 November 2017

15.30–17.00 thematic session

sala Grand Ballroom (CDE)

Innovations in the dairy industry at the bidding of market trends

- On the rising tide of the health consciousness trend – new strategies employed by companies/enterprises, as well as new products and innovative campaigns
- Profitable market niches – organic products, convenience products, natural products, regional products, GMO-free products, and lactose-free products
- Private labels – flexible responses to the changing trends
- Pro-innovation investments – machinery and equipment, products, logistics, and marketing
- Leaders invest in the fractionation of milk proteins – prospects of segment development
- Price situation in the milk market and its impact on consumer trends and purchasing choices

Guests taking part in the session (alphabetical list):

- **Edward Bajko**, Chairman of the Board, Spółdzielcza Mleczarnia Spomlek (Spomlek Dairy Co-operative)
- **Tomasz Głasek**, Commercial Director, Okręgowa Spółdzielnia Mleczarska w Piątnicy (District Dairy Co-operative in Piątnica)
- **Przemysław Gostkiewicz**, Commercial Strategy and Efficiency Director CEN Region, Fresh Dairy Products Division, Danone Sp. z o.o.
- **Przemysław Mikołajczyk**, Chairman of the Board, Polmlek Group
- **Zofia Popławska**, President, Okręgowa Spółdzielnia Mleczarska w Bychawie (District Dairy Co-operative in Bychawa)
- **Paweł Wyrzykowski**, Agri Sector Analyst, Bank BGŻ BNP Paribas
- **Małgorzata Wysocka**, Member of the Board, Polish Dairy Sp. z o.o.

Moderator:

- o **Roman Wieczorkiewicz**, Journalist, Portalspozywczy.pl

6 November 2017

19.00 Gala

Grand Ballroom (ABCDE)

Official Awards Ceremony – Food Market Awards and ‘Good Product’ and ‘Food & Retail Start-up Star’ Certificates

Day 2

7 November 2017

9.30–11.00 opening session

Grand Ballroom (ABCDE)

Is retail trade sensitive to regulations? National legal solutions versus prospects for the sector

- The EC comes to the aid of retail chains – the market without the retail chain tax. What next?
- Potential consequences of the restriction on Sunday trading
- The Act on combating contractual advantage: Will there be new principles governing the co-operation between retailers and suppliers?
- Sales of alcohol, paid plastic bags, baby changing tables, and OTC medicines: What else can be regulated?
- The impact of new legal proposals on the condition of the industry, competition and consolidation
- The labour market – staff shortages, salary pressure, and new ways to motivate employees

Guests taking part in the session (alphabetical list):

- o **Adam Abramowicz**, Member of the Polish Parliament (Sejm)
- o **Radosław Knap**, Director General, Polska Rada Centrów Handlowych (Polish Council of Shopping Centres)
- o **Wojciech Kruszewski**, Chairman of the Board, Lewiatan Holding SA
- o **Robert Krzak**, Deputy Chairman of the Board, Member of Supervisory Boards, Piotr i Paweł SA
- o **Renata Juszkiewicz**, President, Polska Organizacja Handlu i Dystrybucji (Polish Trade and Distribution Organisation – POHiD)
- o **Marcin Snopkowski**, General Director, Lodziarnie Firmowe Sp. z o.o. Sp. k.
- o **Michał Tracz**, Food Law Associate, DZP

Moderator:

- o **Edyta Kochlewska**, Editor-in-Chief, Dlahandlu.pl

7 November 2017

11.30–13.00 thematic session

sala Grand Ballroom (A)

Start-ups in the food and retail industry – possibilities and barriers to the start-ups’ development

- Start-ups are driving the development of the FMCG industry and making niche categories popular – an overview of interesting concepts for business
- Start-ups as the focus of attention among market leaders – the possibilities of joint development
- Forms of support for start-up development in Poland – institutions, auction platforms and subsidies
- Polish start-ups conquer the world – a case study
- The sins of beginners in the FMCG market: How to build a business for years?

Guests taking part in the session (alphabetical list):

- o **Krzysztof Cybruch**, Organiser, Targ Śniadaniowy (Breakfast Market); person responsible for the commercialisation of Hala Gwardii
- o **Michał Czerwiński**, Member of the Board, Purella Food Sp. z o.o.
- o **Iwona Kasica**, President, Me gusto Sp. z o.o.
- o **Marian Owerko**, Chairman of the Supervisory Board, Bakalland SA
- o **Michał Roczek**, Chairman of the Board, Bio Naura Sp. z o.o.
- o **Jacek Sadowski**, Chairman of the Board, DEMO Effective Launching

Moderator:

- o **Magdalena Brzózka**, Journalist, Portalspozywczy.pl
- o **Paulina Mroziak**, Lead Editor, Portalspozywczy.pl

7 November 2017

11.30–13.00 thematic session

sala Grand Ballroom (B)

Retail trade relies on private label products – prospects of development, and challenges for producers and traders

- The strategy for private label development becomes integrated with the retail chain strategy
- An image masterpiece: What tasks need to be undertaken by private label products?
- Retail chain brands as guarantors of the quality of private labels
- A private label responds to the trends related to health consciousness, convenience, and premium
- A short shelf: How to reconcile the interests of retail chains with the interests of brand producers?

Guests taking part in the session (alphabetical list):

- **Maciej Bartmiński**, Chairman of the Board, Co-Owner, Market Side Sp. z o.o.
- **Grzegorz Cielecki**, Managing Director, VIRTU Group
- **Edyta Dembińska**, Private Label Manager, Piotr i Paweł SA
- **Przemysław Gaszewski**, Commercial Director, PGS Sp. z o.o.
- **Krzysztof Gawrysiuk**, National Sales Manager, Kotaniec Sp. z o.o. sp. k.
- **Michał Gontarz**, Senior Category Manager, Jeronimo Martins Polska SA
- **Sylwia Olechno**, General Manager, Chorten Group

Moderator:

- **Mikołaj Piaskowski**, Counsel, Baker McKenzie

Presentation:

- **Maciej Bartmiński**, Chairman of the Board, Co-Owner, Market Side Sp. z o.o.

7 November 2017

11.30–13.00 thematic session

sala Grand Ballroom (CDE)

The millennial generation, the 'High Earners, Not Rich Yet (HENRYs)', and the generations X, Y and Z – new shopping styles among consumers

- Here and now – in a responsible, environmentally friendly and frugal manner
- Niche or global? Do young consumers know what they want?
- On the go and convenience, i.e. what the Millennials like best
- The online generation – the Internet is shaping purchasing habits and decisions
- Amazon and Uber redefine customer experience and expectations

Guests taking part in the session (alphabetical list):

- **Łukasz Bielewicz**, Business Development Manager, GfK Polonia
- **Radosław Kaczmarek**, Strategy Director & Partner, Melting Pot
- **Katarzyna Kazior**, President, Frisco.pl
- **Marek Lipka**, BU Convenience and Franchising Director, Member of the Board, Carrefour Polska Sp. z o.o.
- **Krzysztof Radoszewski**, General Manager, UberEATS – Poland
- **Tomek Woźniak**, Culinary Trendsetter, Creator of the MystrEat.com website

Moderator:

- **Olimpia Wolf**, Journalist, Portalspozywczy.pl

Presentation:

- **Honorata Jarocka**, Food and Drink Analyst, Mintel

7 November 2017

13.30–15.00 thematic session

sala Grand Ballroom (A)

Digitisation of retail trade – traditional trade in view of the challenges of the digital era

- There is no way out from the omni-channel
- Traditional retailers focus on innovations and technologies
- Shops of the future as exhibition and entertainment centres
- The client-centric business – changes in the interaction between clients and companies/enterprises
- Are unmanned shops the future of the convenience segment?
- The profitability of e-grocery – the last mile logistics
- Loyalty programmes and new forms of payment as an opportunity to customise the product/service range to client needs
- Customer experience as the main area of competitiveness – monetising the added value

Guests taking part in the session (alphabetical list):

- o **Robert Kremser**, Business Development Director, Bisnode Polska Sp. z o.o.
- o **Bożena Nawara-Borek**, E-Commerce Director, Carrefour Polska
- o **Michał Nowak**, Owner, Outletspozywczy.pl
- o **Jacek Palec**, Chairman of the Board, bdsklep.pl Sp. z o.o.
- o **Zbigniew Płuciennik**, Chairman of the Board, On Demand Sp. z o.o., Szopi.pl portal
- o **Michał Seńczuk**, Chairman of the Board, POLOmarket Sp. z o.o.

Moderator: **Maciej Szatkowski**, Senior Manager, FMCG Sector Advisory Team, KPMG in Poland

Presentation:

- o Evolution of the supermarket format in accordance with the latest trends and the expectations of consumers, illustrated with the example of POLOmarket. **Michał Seńczuk**, Chairman of the Board, POLOmarket Sp. z o.o.

7 November 2017

13.30–15.00 thematic session

sala Grand Ballroom (B)

A new vision of distribution – possible scenarios for the wholesale channel

- The integration of wholesale and distribution as a response to market conditions
- Cash and carry: For whom? Towards franchise or towards the HoReCa sector?
- The future of wholesale markets depends on the condition of independent trade
- E-commerce and delivery, i.e. online orders and deliveries as the future of the market
- The active co-operation between wholesalers and retailers – franchise systems, training, and applications

Guests taking part in the session (alphabetical list):

- o **Janusz Dąbrowski**, Director, Praska Giełda Spożywcza SA (Warsaw Wholesale Grocery Market)
- o **Andrzej Faliński**, Retail Trade Market Expert
- o **Krzysztof Karpa**, Deputy Chairman of the Board, Warszawski Rolno-Spożywczy Rynek Hurtowy SA (Warsaw Agri-Food Wholesale Market)
- o **Urszula Kłosiewicz-Górecka**, Professor at the Services Market Department, Institute for Market, Consumption and Business Cycles Research
- o **Krzysztof Tokarz**, Chairman of the Board, PPHU Specjał Sp. z o.o.
- o **Jakub Włodek**, Deputy Chairman of the Board, Kompania eCommerce Sp. z o.o. – Owner of Regiohurt.pl

Moderator:

- o **Andrzej Wojciechowicz**, Chairman of the Board, FMCG Business Consulting

Presentation:

- o **Urszula Kłosiewicz-Górecka**, Professor at the Services Market Department, Institute for Market, Consumption and Business Cycles Research

7 November 2017

13.30–15.00 thematic session

sala Grand Ballroom (CDE)

The HoReCa industry – an attractive partner for FMCG producers

- The HoReCa industry grows in strength because Polish clients become richer
- FMCG suppliers are looking for new markets – the HoReCa market might be one of them
- The success of a supplier owing to close co-operation with a restaurant or catering chain operator
- A local supplier and a large HoReCa customer: There is a problem with matching the scale of their businesses
- It is time that counts: Logistics in the HoReCa sector
- The restaurant and catering industry has more than one name – various clients and various concepts

Guests taking part in the session (alphabetical list):

- o **Dorota Cacek**, Vice-President, Sfinks Polska SA
- o **Krzysztof Cybruch**, Organiser, Targ Śniadaniowy (Breakfast Market); person responsible for the commercialisation of Hala Koszyki and Hala Gwardii
- o **Krzysztof Janiszewski**, Restaurateur
- o **Stanisław Magdij**, Chief Operating Officer, QLT Restaurant & Bar
- o **Damian Rybak**, President, Pizza Hut Dine-in, AmRest Holding SE
- o **Marcin Suski**, Franchise Development Manager, Krowarzywa

Moderator:

- o **Anna Wrona**, Journalist, Portalspozywczy.pl

Foyer

Showroom – presentations of product and service projects for the food and retail industry