

AGENDA
Online Food Market & Retail Forum 2020
 3–4 November 2020
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3 November 2020		
9.00-11:00 inauguration		
The corona crisis – a time of visionaries and effective solutions in the food industry (main debate)		
11.00-11.30 break		
11.30-13.00 thematic sessions		
Exports in times of localism and new safety regimes	2020: A year of change or stagnation? A new impetus for the consolidation of the food industry	Management in 'remote' times. Challenges for leaders
13.00-13.30 break		
13.30-15.00 thematic sessions		
The situation in the meat industry: Who has lost and who has gained?	Short supply chains – a change that will redefine logistics	'Desired' goods during the corona crisis (sweets, snacks and spirits)
15.00-15.30 break		
15.30-16.45 thematic sessions		
The dairy industry – the industry that cannot 'stop'	Innovation in the times of the coronavirus. What about the hopes of start-ups?	
19.00 Awards Night – Food Market Awards and 'Good Product' and 'Food & Retail Star' Certificates		
4 November 2020		
9.30-11.00 inauguration		
Retail as a hero – a new image and new requirements		
11.00-11.30 break		
11.30-13.00 thematic sessions		
E-commerce and click&collect: 'must-haves' of retail chains	Hygiene and price, or whether Poles actually buy in a different manner	
13.00-13.30 break		
13.30-15.15 thematic sessions		
Ecological, socially-oriented, and environmentally friendly – chains and producers join forces to follow trends	#HorecaTrendsTalks: Post-COVID foodies set new trends, solutions and principles	

3 November 2020**3 November 2020 | 9.00-11:00** inauguration**The corona crisis – a time of visionaries and effective solutions in the food industry (main debate)**

- The new reality of the food industry: How to adapt quickly to the changes taking place? Can crises become strengthening experiences? How has COVID-19 strengthened the food production sector? What has the pandemic revealed?
- What do food producers and consumers really need and will need?
- Trends and formats that have passed the lockdown test. Effective product range management
- A quick storm on online services – sales, communication and marketing
- This is not the end of the world – it is just a crisis! Is it so that what awaits us is an evolution of consumer behaviour, instead of a revolution?
- There is no turning back from innovation and new trends. Which of them are the most obvious?

3 November 2020 | 11.30-13.00**Exports in times of localism and new safety regimes**

- How to (re)build consumer confidence?
- Scenarios for food exports
- Localism and safety – the new export currency
- Polish export success, despite rising costs and pandemic regimes
- Stop protectionism! Let us be defenders of the EU's freedoms and free market!

3 November 2020 | 11.30-13.00**2020: A year of change or stagnation? A new impetus for the consolidation of the food industry**

- Mergers and acquisitions – the big lockdown
- A time of luscious treats? Who has been weakened by the pandemic, and whose appetite has it whetted?
- An acquisition and... what will come next? A challenge for managers
- The great consolidation is still ahead of us. Forecasts for 2021.

3 November 2020 | 11.30-13.00**Management in 'remote' times. Challenges for leaders**

- Remote management and stationary production
- March 2020 – a time of rapid revolution. The great test for managers and production directors
- New forms of communication and team management methods
- As resourceful as a Polish entrepreneur. Being accustomed to crises, he or she can deal with anyone
- The latest technologies are changing the face of the Polish food industry
- The need for digitalisation and the importance of information for company and market development

3 November 2020 | 13.30-15.00**The situation in the meat industry: Who has lost and who has gained?**

- Lockdown, ASF and negative campaigning – challenges for the meat industry AD 2020
- The meat industry has finally got its showrooms: restaurant concepts, co-operation with chefs, and butcher's shops
- Vegetable substitutes and ready-to-eat snacks – a new idea for meat products
- Sustainable development, quality, and tradition – strong industry development trends

3 November 2020 | 13.30-15.00**Short supply chains – a change that will redefine logistics**

- The logistics of tomorrow – under new rules
- Close, local and safe – a short supply chain in demand
- A manager's challenges in the era of post-COVID production
- Logistics in a home office mode. The challenge – digitalisation and new technologies
- COVID-induced changes in supply chain

3 November 2020 | 13.30-15.00**'Desired' goods during the corona crisis (sweets, snacks and spirits)**

- Challenges for producers of sweets, snacks and spirits
- Entering the Internet – the biggest dream of alcohol producers
- Health and sweets: Are they really enemies?
- A bit of luxury – premium products passed the lockdown test
- Crafty – a new concept of craftsmanship
- Celebrities confirm the 'power' of the brand

3 November 2020 | 15.30-16.45**The dairy industry – the industry that cannot 'stop'**

- The dairy industry has gone through COVID-19 almost symptomless. Q2 and Q3 assessment

- Following new trends and eating styles
- GMOs and lactose-free products: Are they just big marketing jiggery-pokery?
- Maintaining safety and stability in the exports of surpluses is crucial for the entire industry
- The dairy industry versus the EU's green regulations. What should farmers and processing plants expect?

3 November 2020 | 15.30-16.45

Innovation in the times of the coronavirus. What about the hopes of start-ups?

- Food design – in line with trends, nature and consumers
- A small group of faithful fans: Is it a recipe for success?
- TikTok, Instagram, gaming, and e-sport – what counts is a precise message
- Values more important than trends: waste food, eco, and vegan
- What else might surprise consumers? Has everything been 'tried' already?

4 November 2020

4 November 2020 | 9.30-11.00 inauguration

Retail as a hero – a new image and new requirements

- A new role for shops – as havens of social stability
- More requirements, less rights: Is retail capable of bearing the new responsibilities?
- Retail under close scrutiny by authorities, suppliers and consumers
- Reformatting market expectations: more local suppliers and shorter payment terms
- The evolution of stationary retail. New shopping centre formats and hybrid development models
- Will retail be hiring or firing?

4 November 2020 | 11.30-13.00

E-commerce and click&collect: 'must-haves' of retail chains

- Digital as the strategic direction of development
- E-commerce as the winner of the corona crisis
- New tools – technologies, logistics, infrastructure, and payments
- E-grocery – a sprint from a gadget to necessity
- E-option not only for shops, but also for manufacturers
- New digital competences in urgent demand

4 November 2020 | 11.30-13.00

Hygiene and price, or whether Poles actually buy in a different manner

- A new decalogue of Polish consumers
- The experience of the corona crisis – habits versus new needs
- The stream of expenditures has changed its course
- Consumers dictate terms: Where? How? Is it really so?
- A corona-sceptic is a customer too. What about the mask?
- Meat and milk substitutes: What do consumers expect?

4 November 2020 | 11.30-13.00

Ecological, socially-oriented, and environmentally friendly – chains and producers join forces to follow trends

- What is trendy and what is passé? Who should we believe?
- Substitutes and alternatives, or trends of the future on shelves
- The shelf knows better, or what the shop knows and the producer should know
- Seducing consumers with the idea of 'no waste' – from a product range to equipment
- Wishful thinking or rational thinking: How long will it take to get to 'no plastic'?
- The new face of plastic: a revival or regress?
- Healthy and responsible – changing the habits versus caring for the environment

4 November 2020 | 13.30-14.45

#HorecaTrendsTalks: Gastronomy of change. New trends, solutions and principles

- Security of supply and the catering industry in masks
- Zero waste, cloud kitchens and delivery – trends that resounded during the pandemic
- A 'friend' during the COVID's lockdown is a friend indeed. Suppliers come to the aid of HoReCa
- Crisis = challenge. Is it a new stimulus for change?
- Where is the Polish HoReCa sector going?

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