



Food Market & Retail Forum 2021
8–9 November 2021, Warsaw, Sheraton Grand Warsaw Hotel
www.frsih.pl

8 November 2021	9.00–11.00 opening session Food in a VUCA world – trends, the market, and the law Ball room ABCDE		
	11.00–11.30 break		
	11.30–13.00 thematic sessions		
	Freedom of export versus Polish success stories. The pandemic as an opportunity for the prepared Ballroom A	Food business 4.0 – production capacity at the height of its power Ballroom B	Consolidation: A post-pandemic profit and loss account Ballroom CDE
	13.00–13.30 break		
	13.30–15.00 thematic sessions		
	A circular world, circular business, and circular commerce Ballroom A	The digital transition of the FMCG industry Ballroom B	Meat in a network of challenges Ballroom CDE
	15.00–15.30 break		
	15.30–16.45 thematic sessions		
	Innovation = development. Products tailored to the post-COVID era Ballroom A	Challenges for the alcohol industry Ballroom B	Plant-based food – new products and new consumption Ballroom CDE
	19.00 Gala The Food&Retail Awards and 'Good Product' Certificates Night Ballroom ABCDE		
9 November 2021	9.30–11.00 opening session The new future of commerce Ballroom ABCDE		
	11.00–11.30 break		
	11.30–13.00 thematic sessions		
	The power of e-Commerce Ballroom A	HoReCaTrendsTalks: Agile restaurant/catering businesses. Flexible suppliers Ballroom B	The formats on the crest of the wave: Has the pandemic created new leaders? Ballroom CDE
	13.00–13.30 break		
	13.30–15.00 thematic sessions		
	RetailTech – the commerce of the new era Ballroom B	HoReCaTrendsTalks: Agile restaurant/catering businesses / Flexible suppliers. HoReCaTrendsTalks Hyde Park Ballroom CDE	

ALL SESSIONS WILL BE TRANSLATED SYMULTANICALLY TO EN-PL

8 November 2021

8 November 2021 | Opening 9.00–11.00 | Ballroom ABCDE

Food in a VUCA world – trends, the market, and the law

- Environmentally friendly = economical? Production and products in harmony with nature and zero waste
- Which of the pandemic trends will stay with us for longer?
- What has the pandemic taught us? Companies – lessons learnt
- The National Recovery Plan, the Polish Deal and other legislative solutions: What impact do they have on food business?
- The rising prices of raw materials and higher levies + the Green Deal. Is it the end of the era of increasing volumes?
- Sugary drink tax, retail sales tax, advertising tax, and packaging tax versus the profitability of companies
- New packaging designs. The security deposit system – a revolution for food companies

One-on-one conversation

Piotr Kwiatkowski, Chairman of the Board, Credit Agricole Bank Polska SA

Edyta Kochlewska, Editor-in-Chief, dlahandlu.pl

Guests invited to take part in the session:

Ryszard Bartosik, Secretary of State, Ministry of Agriculture and Rural Development

Michał Czerwinski, CEO, Purella

Maciej Herman, Managing Director, Lotte Wedel

Kacper Nosarzewski, Member of the Board, Polish Society for the Study of the Future, Partner, 4CF

Mikołaj Piaskowski, Counsel, Baker McKenzie

Iwona Piasta, Member of the Board, General Director of BU Food, Grupa Maspex

Marek Sumiła, Managing Director, Danone i Żywiec Zdrój in Poland

Moderator:

Edyta Kochlewska, Editor-in-Chief, dlahandlu.pl

Presentation of packaging in VR technology (15')

Rafi Albo, Global Creative Director & Head of Connected Packaging, CCL Label

8 November 2021 | 11.30–13.00 | Ballroom B

Freedom of export versus Polish success stories. The pandemic as an opportunity for the prepared

- The pandemic has not curbed the appetite of exporters. The most promising directions of sales
- Protectionist taunts – the scale of the problem and the expected reactions of politicians
- Three quarters after Brexit. Work in the era of customs duties and new costs
- Polish regulations versus food production abroad. Will taxes and levies affect companies' competitiveness in the external market?
- USA, Asia and Africa: Are they just the 'dream' of Polish exporters, or rather their actual planned destinations?

Presentation:

The pandemic did not inhibit the appetite of exporters. The most promising sales directions

Jakub Olipra, Senior Economist, Credit Agricole Bank Polska SA (10')

Guests invited to take part in the session:

Małgorzata Cebelińska, Trade Director, SM Mlekpól

Jan Kolański, Chairman of the Board, Colian Holding

Jakub Olipra, Senior Economist, Credit Agricole Bank Polska SA

Monika Piątkowska, President, Chamber of Commerce for Traders, Grain Processors and Feed Producers

Krzysztof Urbanek, Commercial Director, Bracia Urbanek

Karolina Zajezińska, Commercial Director, Nowel

Marcin Zieliński, Director of Development, Makarony Polskie SA

Moderator:



Adam Tubilewicz, Deputy Editor-in-Chief, portalspozywczy.pl

8 November 2021 | 11.30–13.00 | Ballroom A**Food business 4.0 – production capacity at the height of its power**

- Automation and robotisation – a must-have for the food industry
- Low energy consumption, cooling/heat recovery, biogas, and photovoltaics – green investments in production facilities
- How to save wisely on green trends?
- New principles of production versus changes to products and packaging
- Artificial intelligence and digitalisation in food plants
- New technologies for new employees. How do changes in production facilities translate into staffing needs of companies?
- In smoother, faster and more efficient ways – the role of internal logistics

Prezentacja (10')

Karol Krowiak, FMCG Market Development Manager, Central and Eastern Europe Region, Mitsubishi Electric Europe B.V.

Guests invited to take part in the session:

Zbigniew Groszyk, Vice-President of the Board, SM Mlepol

Sylwia Jurys, Head of Market Area Nordics, Poland & Russia, SIG Combibloc

Piotr Kasperuk, Business Development Director Poland, Czech Republic, Hungary & Slovakia, CCL Label

Ireneusz Kozber, Logistics Director, PPHU Millano

Karol Krowiak, FMCG Market Development Manager, Central and Eastern Europe Region, Mitsubishi Electric

Bartosz Półgrabia, Vice-President, Pamapol SA

Jacek Punda, Senior Account Manager, Infor

Kamil Rabenda, President, Soligrano

Moderator:

Jacek Ziarno, Editor-in-Chief, Nowy Przemysł Economic Magazine

8 November 2021 | 11.30–13.00 | Ballroom CDE**Consolidation: A post-pandemic profit and loss account**

- Will it not be until 2022 that we see a revival in mergers and acquisitions?
- Not-so-obvious acquisitions. Which moves does the market not expect?
- Non-EU players are interested in the Polish food market. Why?
- Polish companies versus foreign expansion: Which directions to take? Challenges
- Family businesses: When will a boom in consolidation occur?

Guests invited to take part in the session:

Ludomir Biedeki, Attorney-at-law, Partner, Kancelaria Noerr

Piotr Grauer, Director, Deal Advisory, Mergers and Acquisitions Team, KPMG Poland

Michał Lasocki, President, Intenson Europe

Marek Piątkowski, Chairman of the Board, ZPC Otmuchów

Tomasz Pietrzak, Member of the Supervisory Board, Okechamp SA, Senior Vice-President, Cornerstone Investment

Tomasz Stamirowski, Managing Partner, Avallon

Moderator:

Olimpia Wolf, Journalist, PortalSpozywczy.pl

8 November 2021 | 13.30–15.00 | Ballroom B**A circular world, circular business, and circular commerce**

- Corporate development in the spirit of sustainable agriculture – ideas, models and challenges
- Social responsibility instead of marketing – a new role for business?
- Pro-climate, green, and pro-social – the change that is happening right now
- European agriculture under pressure from the Green Deal. What changes are companies (not) expecting? How much will it cost?

- The circular cycle – a new approach to resources, products and packaging
- New commandments – not wasting food, water nor energy

Presentation:

Roman Postl, VP, Head of Business Unit East Central Europe, TOMRA (10')

Guests invited to take part in the session

Adam Baucza, Chairman of the Board, Terra Nostra Foundation

Anna Dębicka, Director, MSC Poland and Central Europe

Andrzej Gantner, Vice-President of the Board, General Director, Polish Federation of Food Industry

Bogusław Kowalski, Chairman, Graal SA

Adam Kopyś, Member of the Board, Polish Association of Sustainable Agriculture "ASAP"

Marcin Poniatowski, Member of the Board, Lewiatan Holding SA

Maciej Ptaszyński, Vice-President, Polish Chamber of Commerce

Jakub Tyczkowski, Chairman of the Board, Rekopol Organizacja Odzysku Opakowań

Moderator:

Kalina Olejniczak, Editor, PortalSamorządowy.pl, WNP.PL

8 November 2021 | 13.30–15.00 | Ballroom CDE

The digital transition of the FMCG industry

- Digital Company – management, business processes, the market, and products
- The importance of digital information for business and market development
- Factories in remote mode. New forms of production support
- Data – the new gold. How to use them skilfully?
- Commercial challenges – supporting sales processes

Presentation:

Karolina Karolczak, Partnership & Procurement Director, Sodexo Benefits and Rewards Services Polska (10')

Guests invited to take part in the session:

Marcin Czarnecki, Chairman of the Board, Bakalland SA

Karolina Karolczak, Partnership & Procurement Director, Sodexo Benefits and Rewards Services Polska

Urszula Kłosiewicz-Górecka, Senior Analyst, Economic Foresight Team, Polish Economic Institute

Robert Kremser, Business Development Director, Dun & Bradstreet Europe

Jaromir Paszek, Sales Manager, IFS Poland

Krzysztof Ślęczka, Consumer Goods & Services Clients Cluster Lead, Accenture Polska

Moderator:

Paweł Szygalski, Editor, WNP.PL

8 November 2021 | 13.30–15.00 | Ballroom A

Meat in a network of challenges

- Poultry farming – another weak year. The landscape after the pandemic and avian influenza
- The Green Deal and the ban on the use of cages – the industry faced with environmental challenges
- Changes in consumer trends versus the meat market. A revolution or evolution?
- Cost control in the meat industry – the key to success

Two-on-one conversation

Jurek Sobieniak, Chef, Technologist, Restaurateur, Kitchen Enthusiast

Adam Tubilewicz, Deputy Editor-in-Chief, portalspozywczy.pl

Guests invited to take part in the session:

Michał Bitner, Board Cordicator, Indykpol SA

Tomasz Brus, Member of the Board, SuperDrob SA

Tomasz Brandt, Commercial Director, Madej Wróbel

Jolanta Ciechomska, Manager of the QAFP system, Union of Producers and Employers of the Meat Industry

Łukasz Dominiak, Director of Public and Government Relations, ANIMEX Foods



Katarzyna Gawrońska, General Director, Polish Chamber of Poultry and Feed Producers

Moderation:

Adam Tubilewicz, Deputy Editor-in-Chief, portalspozywczy.pl

8 November 2021 | 15.30–16.45 | Ballroom B

Innovation = development. Products tailored to the post-COVID era

- The R&D department – the new heart of every food plant
- Local, straight from the farm, and under a name – no more anonymous products
- Customised for you – personalisation of food products
- Creating new products on an already saturated market. The Polish start-up scene in the food industry
- The selling power of social media. How to co-operate with influencers?
- Postcovid consumer shopping - how to interest him

Series of speeches:

Iga Czubak, CEO, Plant Qurczak

Katarzyna Młynarczyk, Digital Marketing Lead, COO, Socjomania, Co-Founder, Rebread

Do udziału w dyskusji zostali zaproszeni:

Iga Czubak, CEO, Roślinny Qurczak

Artur Gajewski, Marketing Director and R&D, Purella

Krzysztof Klincewicz, Professor, Faculty of Management, University of Warsaw, Project Manager of EIT Food RIS Consumer Engagement Labs

Anna Mirek, Attorney-at-law, Senior Associate, Kancelaria Noerr

Katarzyna Młynarczyk, Digital Marketing Lead, COO, Socjomania, Co-Founder, Rebread

Marian Owerko, Chairman of the Supervisory Board, Bakalland

Moderator:

Piotr Grabowski, Co-founder, FoodTech.ac

8 November 2021 | 15.30–16.45 | Ballroom A

Challenges for the alcohol industry

- What do Poles drink?
- The power of tradition and new habits
- Sale of alcohol in a digitalised world
- The impact of taxes on the development of the industry

Guests invited to take part in the session:

Mariusz Glenszczyk, Chairman of the Board, TiM SA

Bartłomiej Morzycki, General Director, Association of Brewing Industry Employers in Poland - Polish Breweries

Janusz Palikot, President, Manufaktura Piwa Wódki i Wina SA, Tenczyńska Okovita SA

Anna Sulek, Managing Director, Kondrat Wina Wybrane

Marek Sypek, Chairman of the Board, Stock Polska

Moderator:

Jakub Szymanek, Journalist, portalspozywczy.pl

8 November 2021 | 15.30–16.45 | Ballroom CDE

Plant-based food – new products and new consumption

- Responsible consumption and ethical aspects: What makes consumers choose plant-based products?
- Quick, easy, healthy, and plant-based: What does the consumer expect?
- Young visionaries versus experienced players in the fight for the podium of plant-based food
- The plant-based food market in the EU regulatory network

Two-on-one conversation

Rafał Czech, Founder, Bezmięsny

Igor Sadurski, Founder, Meatless

Anna Wrona, Journalist, portalspozywczy.pl

Guests invited to take part in the session:**Mateusz Kowalewski**, Chairman of the board, HORTIMEX**Joanna Rewaj**, Strategy & Innovation Associate Director, Dragon Rouge**Agnieszka Szymecka-Wesołowska**, Partner, Co-founder, Center for Food Law A. Szymecka-Wesołowska, D. Szostek**Marcin Tischner**, Corporate Engagement & Sustainability Specialist, ProVeg Polska**Katarzyna Zgieb**, Senior Nutrition and Quality Development Manager, Jerónimo Martins Moderator:**Anna Wrona**, Journalist, portalspozywczy.pl**19.00 Gala | Ballroom ABCDE****The Food&Retail Awards and 'Good Product' Certificates Night****9 November 2021****9 November 2021 | Opening 9.30–11.00 | Ballroom ABCDE****The new future of commerce**

- Commerce in the era of the circular economy and zero waste
- What do new consumers expect?
- The shop of the future needed today
- A product range resistant to change – the essential product range and new categories
- First, do no harm – regulations versus healthy business
- With the tax siren on – new levies and their consequences
- The seventh day of the week: Is there a realistic chance for the return of trading Sundays?

Guests invited to take part in the session:**Witold Baran**, Commercial Director Netto Polska**Tomasz Chrósty**, President, Office of Competition and Consumer Protection**Katarzyna Konkel**, Sociologist, CEO, Omnisense**Daniel Maryjusz**, Manager, PwC Polska**Krzysztof Pawiński**, prezes zarządu, Grupa Maspex**Anna Sapota**, Vice-President, Government Relations for Central and Northern Europe, TOMRA Moderator:**Edyta Kochlewska**, Editor-in-Chief, dlahandlu.pl**9 November 2021 | 11.30–13.00 | Ballroom CDE****The power of e-Commerce**

- Leaders of the online revolution
- Directions of change and trends in e-commerce
- Consumer 5.0 – purchasing habits online
- Price versus convenience: What will Poles choose?
- Shopping for myself or for the planet – zero waste challenges
- The green transition in logistics and packaging
- Delivery is king, or how to exceed consumer expectations
- Delivery in an hour – from the shop shelf to the customer's door, or dark stores make their debut

Guests invited to take part in the session:**Jakub Jurkowski**, Chief Commercial Officer CEE, JOKR**Maciej Kroenke**, Partner, PwC Polska**Andrius Mikalauskas**, CEO, Barbora Polska**Jacek Palec**, Chairman of the Board, Frisco SA**Michał Samborski**, Head of Development, Panattoni Europe**Marcin Trepka**, Partner, Baker McKenzie

Moderator:

Edyta Kochlewska, Editor-in-Chief, dlahandlu.pl

9 November 2021 | 11.30–13.00 | Ballroom B

HoReCaTrendsTalks Part 1: Agile restaurant/catering businesses / Flexible suppliers

- How to build a restaurant or catering business – one that would be resistant to upheavals and crises?
- New times, new trends, and new menus
- Will there be 'receipts of terror' all year round? Rising costs are changing the restaurant and catering business
- Quality, unique and locally sourced: How to source the perfect raw material?
- Employees in urgent demand: Who wants to work in the HoReCa industry?

Series of speeches (15'):

- How to build a restaurant or catering business – one that would be resistant to upheavals and crises? (15')
Krzysztof Kaliciński, Consultant, Business Trainer, Coach, Lecturer, Kozminski University
Magdalena Brzózka, Managing Editor, PortalSpozywczy.pl, horecatrends.pl

- New times, new trends, and new menus (15')
One-on-one conversation
Jakub Szymanek, Journalist, portalspozywczy.pl, horecatrends.pl

Sustainable practices for gastronomy - project Direction Restaurant of the Future (20')

Two-on-one conversation

Beniamin Bielecki, Owner of the Bibenda Restaurant, Participant in the EIT Food project called "Direction Restaurant of the Future"

Ewa Rzeszowska, Project Manager, European Institute of Innovation & Technology (EIT) Food

Magdalena Brzózka, Managing Editor, PortalSpozywczy.pl, horecatrends.pl

- Boom for a food delivery and dark kitchen (15')
One-on-two conversation
Marek Cynowski, CEO, Rebel Tang
Anna Wrona, Journalist, portalspozywczy.pl
- Will there be 'receipts of terror' all year round? Rising costs are changing the restaurant and catering business (15')
One-on-one conversation
Robert Sowa, Restaurateur
Jakub Szymanek, Journalist, portalspozywczy.pl, horecatrends.pl
- Employees in urgent demand: Who wants to work in the HoReCa industry? (15')
One-on-one conversation
Jurek Sobieniak, Chef, Technologist, Restaurateur, Kitchen Enthusiast
Jakub Szymanek, Journalist, portalspozywczy.pl, horecatrends.pl

9 November 2021 | 11.30–13.00 | Ballroom A

The formats on the crest of the wave: Has the pandemic created new leaders?

- Discounters and supermarkets on the crest of the wave – all the important players adapt their product ranges to omnichannel
- Can convenience shops still count on impulse purchasers?
- Where do traffic customers (not) go now?
- Retail parks – a convenient and safe alternative to large facilities
- Assortment on the rise, iron support for sales
- E-commerce on the rise - changes in the warehouse market

Guests invited to take part in the session:

Karol Kamas, Marketing and Development Director, Sodexo Benefits and Rewards Services Polska

Oleksander Koliakin, General Manager Retail Central and Eastern Europe, Shell Group

Pedro Martinho, Member of the Board, Grupa Eurocash

Szymon Mordasiewicz, Commercial Director of the Household Panel, GfK Polonia

Katarzyna Pyś-Fabiańczyk, Head of Industrial Services Hub, Savills

Jerzy Roguski, Director of Commercial Affairs and Trade Development, Żabka Polska

Moderator:

Olimpia Wolf, Journalist, PortalSpozywczy.pl

9 November 2021 | 13.30–15.00 | Ballroom CDE

RetailTech – the commerce of the new era

- A technological 'blitzkrieg' (automation, digitalisation and robotisation of customer service)
- Customer experience in the digital world
- The shop of the future – safe and secure, stocked up, and contactless
- The migration to B2B and B2C e-commerce
- Cashless and digital – the impact of digitalisation on payments and settlements

Guests invited to take part in the session:

Mateusz Cacek, Vice-President, Sfinks Polska SA

Artur Kowalski, Project Manager, ZINU SHOP

Michał Krowiński, Co-founder, COO, LISEK.APP

Marcin Kuśmierz, Chairman of the Board, Shoper SA

Adrian Piwko, Chairman of the Board, Pora na Pola

Moderar:

Małgorzata Burzec-Lewandowska, Editor-in-Chief, PropertyDesign.pl, Deputy Editor-in-Chief, PropertyNews.pl

Robert Posytek, Editor-in-Chief, PropertyNews.pl, Deputy Editor-in-Chief, PropertyDesign.pl

9 November 2021 | 13.30–15.00 thematic sessions | Ballroom B

HoReCaTrendsTalks Part 2: Agile restaurant/catering businesses | Flexible suppliers.

HoReCaTrendsTalks Hyde Park

- The restaurant and catering industry intermingles with food production – restaurants have turned into delicatessen during the pandemic
- The boom in food delivery and dark kitchen
- The café market during the pandemic
- Co-operation between suppliers and the restaurant and catering industry – acting together against the consequences of the pandemic
- HoReCaTrendsTalks Hyde Park – a series of comments and opinions by people from the industry about current topics in the HoReCa world

Series of speeches (about 10/15 minutes each):

- The restaurant and catering industry intermingles with food production – restaurants have turned into delicatessen during the pandemic (15')

One-on-three conversation

Malka Kafka, Founder, TelAviv Urban Food

Grzegorz Kłos, President of the Management Board, EdRed

Norbert Redkie, CEO & non-executive Head Chef, Grupa Warszawa

Moderacja:

Magdalena Brzóška, Managing Editor, PortalSpozywczy.pl

Jakub Szymanek, Journalist, portalspozywczy.pl, horecatrends.pl

Anna Wrona, Journalist, portalspozywczy.pl

- The café market during the pandemic (15')

One-on-one onversation

Łukasz Mrowiński, CEO, Etno Cafe

Anna Wrona, Journalist, portalspozywczy.pl

- Co-operation between suppliers and the restaurant and catering industry – acting together against the consequences of the pandemic (10')

One-on-one conversation

Zenon Badyra, Foodservice Sales Director, Transgourmet Polska

Jakub Szymanek, Journalist, portalspozywczy.pl, horecatrends.pl



Hyde Park HorecaTrendsTalks

a series of comments and opinions by people from the industry about current topics in the HoReCa world / as part of the summary of both parts of the HoReCaTrendsTalks – 25 minutes

Krzysztof Cybruch, Initiator, Breakfast Market

Krzysztof Kaliciński, Consultant, Business Trainer, Coach, Lecturer, Kozminski University

Malka Kafka, Founder, TelAviv Urban Food

Moderators:

Magdalena Brzózka, Editor-in-Chief, PortalSpozywczy.pl

Jakub Szymanek Journalist, portalspozywczy.pl, horecatrends.pl

Anna Wrona, Journalist, PortalSpozywczy.pl; horecatrends.pl
