



The Food Market and Retail Forum 2023 6-7 November 2023 Warsaw, Sheraton Grand Warsaw hotel		
06 November 2023		
9.00 a.m. - 10.30 a.m. #strategy trends: What about food, production and consumption? Business is looking for increasingly easier answers to increasingly more difficult questions		
10.30 a.m. - 11.00 a.m. break		
11.00 a.m. - 12.15 p.m.		
Nothing about us without us. Business under the pressure of regulators – does politics go hand in hand with the goals of the food industry?	You can do more when you are bigger. Who is fuelling the process of consolidation within the food and retail industries?	The end of simple advantages in the food and agricultural industry. Time for exporting Polish brands and values
12.15 p.m. - 12.45 p.m. break		
12.45 p.m. - 2.00 p.m.		
#green trends ESG in the food industry: the well-being of animals, the climate, the consumer	#technology trends Factory of the future: sustainable, cost- and energy-effective	#consumer trends How to crack the new consumer? Trends on the plate and in social media
2.00 p.m. - 2.45 p.m. break		
2.45 p.m. - 4.15 p.m.		
#green trends Green food industry: from ESG, through circular economy and sustainable supply chains, to green energy	#technology trends The digital transition of the food industry	#consumer trends Fine image makes fine dining. "The image of meat A.D. 2023" #consumer trends The new vibe of alcohol – NoLo, 8%, new target groups, responsibility, legislation vs. influencers #consumer trends Novel food, insect protein, plant-based food. How to develop a niche into a potent branch of the industry?
technical break		
7.00 p.m. Food & Retail Awards and the Good Food Certificate galas ABCDE Ballroom		
7 November 2023		
9.30 a.m. - 11.00 a.m. #strategy trends Consumer 2030: ultracomfort, well-being, digital life	9.30 a.m. – 11.00 a.m. HORECATRENDS TALKS 1: All faces of the HoReCa industry	



11.00 a.m. - 11.30 a.m. break		
11.30 a.m. - 12.45 p.m.		
#technology trends Digital future of retail: e-commerce, omnichannel, data marketing	#green trends Sustainable retail: circularity, zero waste, deposit return schemes, locality	#consumer trends New brands, new strategies: more prestigious offers vs. discounted prices
12.45 p.m. - 1.30 p.m. break		
1.30 p.m. - 2.45 p.m.		
Labour market in the food industry: resources, management, models of employment and remuneration Franchise: a friend in need vs. the new level of business	A loyal customer: promotion, programme, delayed payment	HORECATRENDS TALKS 2: a cycle of talks with experts from the HoReCa industry

6 November 2023, 9.00 a.m. - 10.30 a.m.

Inauguration

#strategy trends: What about food, production and consumption? Business is looking for increasingly easier answer to increasingly more difficult questions

- What are the enablers, and the disablers, of the Polish food industry?
- Dynamic change as a new norm: the food industry never stops: the economy, the consumer, the technology
- Food, production, consumption in an era of AI: technologies of the future, the development of companies, the health of consumers
- Green economy in food – a change requiring involvement

6 November 2023, 11.00 a.m. - 12.15 p.m.

Nothing about us without us. Business under the pressure of regulators – does politics go hand in hand with the goals of the food industry?

- The deposit return scheme: a major change affecting the entire food industry
- What does the food industry need and expect from a new government?
- EU regulations – do they impact exclusively big players? How to adapt to them?
- How to effectively organise cooperation between government and industry associations?
- Sectoral taxes – where are we headed?

6 November 2023, 11.00 a.m. - 12.15 p.m.

You can do more with a big one. Who is fuelling the process of consolidation within the food and retail industries?

- Inflation-imposed consolidation. Is it the right moment for acquisitions?
- How is buying and who has put their business up for sale? The overview of the economic situation. The industries targeted by investors.
- Polish companies abroad. Can acquisitions accelerate expansion?
- Are we approaching an era of giants? Do mergers of large businesses make sense?
- Polish food start-ups – do they make for an attractive acquisition?

6 November 2023, 11.00 a.m. - 12.15 p.m.

The end of simple advantages in the food and agricultural industry. Time for exporting Polish brands and values

- The record-breaking year of 2022 in terms of exports. Can it be repeated? The main challenges faced by Polish exporters in 2023.
- The Polish export of food and produce vs. Ukraine. Facts and myths, threats and opportunities.
- The EU is too small a market for Poland. Is there demand for Polish food exports outside of the EU? Is it worth the effort?
- How to create products and brands that are attractive globally?
- Everyone can become a successful exporter. How to do it?



6 November 2023, 12.45 p.m. - 2.00 p.m.

#green trends

ESG in the food industry: the well-being of animals, the climate, the consumer

- Is ESG more than just a responsibility? What business benefits can implementation of various aspects of the ESG strategy bring to companies (climate, well-being, environment)?
- What does ESG mean for consumers? How will consumers of food products benefit from new guidelines for businesses and EU legislative changes?
- Well-being of animals, the climate, the consumer in strategies of food-related companies. Practical examples.
- Is a sustainable food system resilient to war, crises and global turmoil?
- ESG. How can the legislator support food-related companies?
- Producing healthier food is good for companies. How can the food industry influence consumer health without losing profits?

6 November 2023, 12.45 p.m. - 2.00 p.m.

#technology trends

Factory of the future: sustainable, cost- and energy-effective

- What do Polish food producers invest in? The overview of most popular technologies
- Eco-friendliness is a "must-be" of a good investment, but it also needs to yield profit. How to cut costs in the food industry?
- Automation and robotisation – a modern food production facility
- Factory 4.0 is not only for big companies. Solutions tailored to the needs of small producers.
- Logistics centres and internal transport – new technologies and flow of goods

6 November 2023, 12.45 a.m. - 2.00 p.m.

#consumer trends

How to crack the new consumer? Trends on the plate and in social media

- Sellers of positive emotions. How to create a brand in times of fake news, inflation, downsizing and omnipresent criticism?
- Not every celebrity can sell everything. How to choose the right influencer and who is responsible for what they publish?
- An appetite for proceeds from foods. Why do popular celebrities invest in food production?
- How to resist fads and create a brand that will last?
- The new generation is not going to buy just anything. How to convince the generation Z?

6 November 2023, 2.45 p.m. – 4.15 p.m.

#green trends

Green food industry: from ESG, through circular economy and sustainable supply chains, to green energy

- EPR and the responsibility of producers for the life-cycle of their products. Consequences of the new legislation.
- The deposit return scheme in Poland – assumptions vs. reality. What is new for companies, trade and the consumer?
- Sustainable logistics, or measurable savings for companies
- Fair trade and sustainable farming, or a responsible choice of suppliers. Do Polish consumers even care?
- Greenwashing – how to avoid a "green" scandal? Greenwashing vs. legislation

6 November 2023, 2.45 p.m. - 4.15 p.m.

#technology trends

The digital transition of the food industry

- Data and analytics – digitalisation at the service of efficient food production
- Artificial Intelligence – how can it support food companies and how to use it wisely?
- Supporting the management of a company's resources – automation-driven productivity
- Providers of digital solutions as partners for food producers. How to find your "match" in business?

6 November 2023, 2.45 p.m. - 4.15 p.m.

#consumer trends

Fine image makes fine dining. "The image of meat A.D. 2023" 30 min.



- Meat is fighting against its replacements
- Whom should you address when promoting meat?
- Innovations in meat. Where to seek inspirations?

#consumer trends

The new vibe of alcohol – NoLo, 8%, new target groups, responsibility, legislation vs. influencers 30 min.

- Alcohol under scrutiny. How not to advertise alcohol.
- Beverage-turned alcohols. Who is thirsty for alcohol-free beverages?
- Crafts, small producers, artisanal production – is this the future of alcoholic beverages?
- The declining allure of vodka. How to revitalize its image?

#consumer trends

Novel food, insect protein, plant-based food. How to develop a niche into a potent branch of the industry? 30 min.

- EU legislation vs. new food. How is afraid of innovation?
- Insects on the menu. How can Poland benefit from the new trend?
- Plant-based food – a heavy crop of innovations. Time for plant-based food 2.0
- The future of cultivated meat

6 November 2023, 7.00 p.m. | ABCDE Ballroom
Food & Retail Awards and the Good Food Certificate galas

Day 2

7 November 2023, 9.30 a.m. - 11.00 a.m.

#strategy trends Consumer 2030: ultracomfort, well-being, digital life

- Sales under the pressure of consumers' expectations – both realistic and unrealistic. How to find the golden middle?
- Preselecting trends: what for Generation Z and what for Silver Generation?
- The perfect formats for a convenient customer. How close can we get?
- Will technology keep the consumer forever satisfied?

7 November 2023, 9.30 a.m. - 11.00 a.m.

HORECATRENDS TALKS: All faces of the HoReCa industry

A series of 1:1 conversations

7 November 2023, 11.30 a.m. - 12.45 p.m.

#technology trends

Digital future of retail: e-commerce, omnichannel, data marketing

- Digitalisation not only in sales, or... digitally designed food
- An outlet, platform, e-store – all that omnichannel
- Digital shopping, a real product, digital payments
- Artificial Intelligence processes our data – and what about the legality of it?
- Immediate delivery, or... e-commerce fighting against time

7 November 2023, 11.30 a.m. - 12.45 p.m.

#green trends

Sustainable trade: circularity, zero waste, deposit return schemes, locality

- In times of overconsumption, retail is learning how to close the loop and reuse goods
- Refillomats, bottlemats, last-minute food
- Local food: close suppliers, short-distance transport, food from urban vertical farms



- Packaging meeting the future needs of retail – a response to extended producer responsibility
- Sustainable trade today and tomorrow – where are we headed?

7 November 2023, 11.30 a.m. - 12.45 p.m.

#consumer trends

New brands, new strategies: more prestigious offers vs. discounted prices

- Is it time for innovation and novelty?
- The best and worst products are doing well. What about the average?
- Back to the Future: the culture of innovation vs. needs in a time of crises
- Goods worth overspending: pro-environmental products, health products, products increasing the well-being of animals
- The consumer is king, the price is queen – discount brands rule the world

7 November 2023, 1.30 p.m. - 2.45 p.m.

Labour market in the food industry: resources, management, models of employment and remuneration

- The granary of Europe needs hands to work, both domestic and foreign
- Employment services; temporary work, permanent recruitment and outsourcing
- Robotisation of production and new competences of employees
- Managing different generations of employees – different pay expectations and benefits

Franchise: a friend in need vs. the new level of business

- New concepts and forms of cooperation
- A development model for a time of crisis. An alternative for local businesses or major players?
- Trade is waiting for franchise to be legally regulated: what are the available options?
- In search of balance between the franchisee and the franchisor – what about employees?

7 November 2023, 1.30 p.m. - 2.45 p.m.

A loyal customer: promotion, programme, delayed payment

- Retail is spoiling the consumer, but expects loyalty in return
- Algorithms, applications, the product, the service – what wins the loyalty of customers?
- Fin, tech and smart, or... modern payment systems: security, choice and convenience
- Customer Experience in an era of big data – a product and service “just for you”
- Cheap, cheaper, the cheapest – the trap of price competition. What in return?

7 November 2023, 1.30 p.m. - 2.45 p.m.

HORECATRENDS TALKS 2: a cycle of talks with experts from the HoReCa industry