

Food Market and Retail Forum 2024 4-5 November 2024 Sheraton Grand Warsaw hotel			
4 November 2024			
9:00 a.m - 10:45 a.m. Inauguration session Leaders of change: agriculture, food industry, trade. Visions of the future, practices of the present Ballroom ABCDE			
10:45 a.m - 11:15 a.m. break			
11:15 a.m - 12:45 p.m.			
The one right way forward – sustainable investments Ballroom A	Food security - FoodTECH and AgriTECH Ballroom B	Consolidation in the food industry. Who will gain the most? Ballroom CDE	Food&Retail Talks Leader&Brand Talks Boardroom
12:45 p.m - 1:15 p.m. break			
1:15 p.m - 2:30 p.m.			
The promised lands of export Ballroom A	This generation will completely change consumption Ballroom B	Managing an FMCG company - the challenges managers face Ballroom CDE	Food&Retail Talks Green Talks Boardroom
2:30 p.m - 3:15 p.m. break			
3:15 p.m - 4:45 p.m.			
Efficient, cost-effective, eco-friendly. That is what a food factory should be Ballroom A	The packaging roundtable: deposits, SUP, PPWR, ROP Ballroom B	Labor market needs in the food industry. Automation of plants and increased efficiency. Ballroom CDE	Food&Retail Talks Innovation & Tech Talks Boardroom
technical break			
7:00 p.m. Food & Retail Awards and the Good Product Certificates award galas			
5 November, 2024			
9:30 a.m - 11:00 a.m. Inauguration session Trade Plus: investor, innovator, catalyst for change Ballroom ABCDE			
11:00 a.m - 11:30 a.m. break			
11:30 a.m - 12:45 p.m.			

HoReCa. A glass always half-full Ballroom A	A new dimension of trade. The technology of tomorrow used today Ballroom B	Green trade under regulations and increasing requirements Ballroom CDE
12:45 p.m - 1:30 p.m. break		
1:30 p.m - 3:00 p.m.		
A digital store for a real customer Ballroom B	Circular economy – a blueprint for the future of business Ballroom CDE	

The FRSIH 2024 dictionary

Market: Leaders, visions, perspectives

Technology: FoodTECH, AgriTECH, RetailTECH

Responsibility: green growth, sustainable strategies

Inspiration: trends, insights, consumers, brands

4 November 2024 r.

4 November, 2024, 9:00 a.m - 10:45 a.m | Ballroom ABCDE | stream on-line 

Inauguration session. Leaders of change: agriculture, food industry, trade.

Visions of the future, practices of the present

- Green challenges for the agri-food sector in the European Union
- Scenarios of the future. What food industry are we creating?
- Ekorevolution. From expectations to reality
- Global trends, local specifics
- The food industry as a part of Polish economic welfare
- The challenges for 2025: labor market, consumer expectations, regulations

Speech (10'):

Czesław Siekierski, Minister for Agriculture and Rural Development

2:1 Conversation: Expert forecasts: economic and consumer (20'):

Jakub Borowski, Chief Economist, Credit Agricole Bank Polska

Szymon Mordasiewicz, Managing Director, Consumer Panel Services GfK

Moderation: **Edyta Kochlewska**, Editor-in-Chief, dlahandlu.pl

The following were invited to participate in the session (alphabetical order):

Szymon Borucki, foreign market development manager, Polmlek Group

Piotr Her, CEO, SuperDrob, LipCo Foods

Jan Kolański, CEO, Colian

Ewa Łapińska, General Manager Poland & Baltics, Mars Wrigley Polska

Jakub Nowak, CEO, JNT Group

Marian Owerko, Founder, Chairman of the Supervisory Board, FoodWell

Moderation: **Edyta Kochlewska**, Editor-in-Chief, dlahandlu.pl

Openness in communication - lecture with a card (15')

Kamila Kalińczak, radio and TV journalist, speaker, public speaking trainer, entrepreneur

4 November, 2024, 11:15 a.m - 12:45 p.m. | Balroom A | stream on-line 

The only right way forward – sustainable investments

- Funds within the National Recovery Plan – more opportunities for the food industry
- New technology supporting the sustainable development of companies
- Decarbonization of food production
- New energy for business – biogas, RES, photovoltaics
- Animal welfare. Investments yielding best results in the short-term

1:1 Conversation (10') | KPO measures - more opportunities for the food industry

Grzegorz Kuś, Director, PwC Poland

Moderation: **Donata Chruściel**, journalist, PortalSpozywczy.pl, HorecaTrends.pl

Invited to participate in the session (alphabetical order):

Marcin Białek, Chairman of the Board, Biogas-System SA

Zbigniew Groszyk, Vice President of the Management Board, SM Mlekoop

Patryk Kaczyński, Managing Director, SIG Combibloc

Jerzy Kuźmiński, Member of the Management Board, Respect Energy SolarWind

Marcin Lechowski, President of the Management Board, Nordzucker Polska SA

Wojciech Ściana, Vice-President, Wipasz SA

Aleksandra Zajązkowska, Senior Sales Manager Poland & Baltics, CHEP

Moderation: **Tomasz Barańczyk**, Partner and ESG Initiative Leader, PwC Poland

4 November, 2024, 11:15 a.m - 12:45 p.m. | Balroom B | stream on-line 

Food security – FoodTECH and AgriTECH

- Security technology. The food industry and science are working on feeding the world.
- Flags on food items. Local, cheap food from a reliable source
- The food industry – Polish pride and key branch of the economy
- Agriculture tailored to the needs of the processors. Effective co-operation
- The processing and trade department. The Ministry of Agriculture is listening to the needs of the food industry

Presentation (10'):

Food security - standard or luxury?

Jakub Olipra, Senior Economist, Credit Agricole Bank Polska

Invited to participate in the session (alphabetical order):

Mirosław Maliszewski, MP, Chairman, Sejm Agriculture and Rural Development Committee, President, Union of Polish Fruit Farmers

Jakub Olipra, senior economist, Credit Agricole Bank Polska

Józef Wiśniewski, President, Wipasz SA

Marcin Witulski, president, Polmlek Sp. z o.o.

Marek Zagórski, Chairman of the Board, Krajowa Grupa Spożywcza SA

Moderation: **Paulina Piwowarek**, editor-in-chief, Portalspozywczy.pl, SadyOgrody.pl, Horecatrends.pl

4 November, 2024, 11:15 a.m - 12:45 p.m. | Balroom CDE | stream on-line 

Consolidation in the food industry. Who will gain the most?

- Healthy businesses attract solid investors. Accelerated consolidation

- The advantage of Polish food companies according to foreign investors
- How much can be earned from Polish food companies? The M&A market from the perspective of funds
- Polish companies – an attractive target for acquisitions, strong enough to acquire abroad
- Succession, the stock, or selling? Strategies of Polish food companies for the next generation of owners

Those invited to participate in the session were (in alphabetical order):

Zenon Daniłowski, President of the Management Board, Makarony Polskie SA

Michał Kędzia, partner, Enterprise Investors Fund

Jan Kolański, President of the Management Board, Colian

Jakub Nowak, chairman of the board, JNT Group

Marek Piątkowski, CEO, Bewa Sp. z o.o.

Krzysztof Tokarz, chairman of the board, Specjał Sp. z o.o.

Moderation: **Artur Marszałkiewicz**, Managing Partner, Corporate Finance, CRIDO

4 November 2024, 11.15 am - 12.45 pm | | **Boardroom** | **stream on-line** 

Food&Retail Talks

Leader&Brand Talks

Food&Retail Talks is a new project that will premiere at this year's edition of the Food & Trade Market Forum. It is an open stage that we are giving away to representatives of various circles related to the food and trade industry.

Host: **Natalia Janus**, journalist, PortalSpozywczy.pl, HorecaTrends.pl

- Conversation 1:1 (15') | Leaders of change - Agro Woman

Małgorzata Bojańczyk, Director, Polish Association of Sustainable Agriculture and Food, Agro Woman Initiative

Moderation: **Agnieszka Kozłowska**, editor, 'Farmer', farmer.pl

- Conversation 1:1 (15') | Can Poland and Ukraine cooperate together in the EU?

Dariusz Szymczycha, First Vice President, Polish-Ukrainian Chamber of Commerce

Moderation: **Roman Wieczorkiewicz**, journalist, PortalSpozywczy.pl

- Conversation 1:1 (15') | Not only Beskidzkie. Consumers again rushed to help the factory **flooded** during the floods

Andrzej Chomyszczak, President, Cukry Nyskie Work Cooperative

Moderation: **Natalia Janus**, journalist, PortalSpozywczy.pl, HorecaTrends.pl

- Presentation (15') | How do Baby Boomers, Millenials and Generation Z shape food trends?

Karolina Liberka, Head of Strategy and Innovation, Garden of Words Group

- Presentation (15') | Food exports to the Middle East via Olsztyn-Mazury Airport. Opportunities for Polish food companies

Wiktor Wójcik, President, Olsztyn-Mazury Airport

Dominik Markowski, project manager, Olsztyn-Mazury Special Trade Zone

- Conversation 2:1 (15') | Blind regulation. What are the consequences for small businesses, the retail market and consumer freedom of pushing through regulations without evidence backing them up?

Gabriel Hawryluk, economic analyst, Civil Development Forum Foundation, economist, real estate analyst, XYZ

Maciej Powroźnik, President, Association of Vaping Industry Employers

Moderation: **Natalia Janus**, journalist, PortalSpozywczy.pl, HorecaTrends.pl

4 November 2024, 1:15 p.m - 2:30 p.m. | Ballroom A | stream on-line 

The promised lands of export

- Food export in a competitive world. In search of new advantages
- Polish brands going global. We are ready!
- Romania – the new promised land for Polish food brands
- On the brink of a Europe-China trade war. How much do Polish companies stand to lose?
- Exporter support vs. the needs of Polish companies
- Distant markets – an analysis of opportunities and challenges

Those invited to participate in the session were (in alphabetical order):

Małgorzata Cebelińska, Vice President of the Management Board, SM Mlekpól

Maciej Dalecki, Head of Production and Medical Sector Office, Industry Analysis Department, Bank Gospodarstwa Krajowego

Bill Derenger, CEO, LipCo Foods International

Adam Nowak, Undersecretary of State, Ministry of Agriculture and Rural Development

Marian Owerko, Founder, Chairman of the Supervisory Board, FoodWell

Hubert Woźniak, chairman of the board, Rajpol Sp. z o.o.

Marcin Zieliński, director of sales and development, Makarony Polskie SA

Moderation: **Adam Tubilewicz**, deputy editor-in-chief, PortalSpozywczy.pl

4 November 2024, 1:15 p.m - 2:30 p.m. | Ballroom B | stream on-line 

This generation will completely change consumption

- Authentic flavors, unforgettable experiences, a transparent company – new challenges in marketing
- Innovations and new products in times of pessimism and demographic changes
- Consumer bubbles, the mass market
- A financially bearable experiment. New eating habits: healthy snacks, NoLo drinks
- Fast and subscription-based. Lifestyle vs. consumption

Those invited to participate in the session were (in alphabetical order):

Agnieszka Bacińska, CEO, Walk PR

Piotr Bielinski, CEO, Atlanta Poland SA

Alicja Bućko, political advocacy manager, Plants and Weeds

Anna Gutkowska, head of long-term sales strategy and Perfect Store team, PepsiCo Poland

Maciej Mikołajczak, founder, president, Chias Brothers Europe

Leszek Organista, Senior Brand & Communication Manager, Cedrob Foods SA

Marta Tkaczyk, Head of Consumer Insights, Lotte Wedel

Moderation: **Anna Wrona**, Journalist, PortalSpozywczy.pl, HorecaTrends.pl

4 November, 2024, 1:15 p.m - 2:30 p.m. | Ballroom CDE | stream on-line 

Managing an FMCG - the challenges for managers

- Business priorities – trade, promotion, sales
- Digitalization – the scale of the transformation
- Effectiveness, productivity – the best practices in food and trade companies
- Management in the era of ESG. Pro-environmental and pro-social business priorities

Those invited to participate in the session were (in alphabetical order):

Dariusz Bliźniak, CEO, Respect Energy Fuels

Magdalena Brzezińska, Corporate Affairs Director, Żywiec Group

Paweł Nowak, Managing Director, Goodvalley Polska

Kamil Rabenda, President of the Management Board, Soligrano Sp. z o.o.
Tomasz Średziński, Chairman of the Board, SmakMAK Sp. z o.o.
Róża Szafranek, Founder, CEO, HR Hints, Culturivy

Moderation: **Donata Chruściel**, journalist, PortalSpozywczy.pl, HorecaTrends.pl

4 November 2024, 1.15 pm - 2.30 pm | Boardroom | stream on-line 📺

Food&Retail Talks

Green Talks

Food&Retail Talks is a new project that will premiere at this year's Food & Trade Market Forum. It is an open stage, which we are giving to representatives of various circles related to the food and trade industry.

Host: **Natalia Janus**, journalist, PortalSpozywczy.pl, HorecaTrends.pl

- Presentation (20') | Time for ESG

Slawek Brzózek, Environmental Consultant, University of Warsaw

- Presentation (20') | Non-waste - without it, sustainable economy does not exist

Beata Ciepła, President of the Board, Federation of Polish Food Banks

- Presentation (10') | Greenhouse gas emission reduction under CSRD 3

Karina Ostatek, Regional Marketing Director Poland, Nordics, UA, SIG Group

- 1:1 conversation (20') | Green transformation and ESG

Robert Moreń, Corporate Affairs Director, Mars Wrigley Poland

Moderation: **Natalia Janus**, journalist, PortalSpozywczy.pl, HorecaTrends.pl

4 November, 2024, 3:15 p.m - 4:45 p.m. | Ballroom A | stream on-line 📺

Efficient, cost-effective, eco-friendly. That is what a food factory should be

- A new industrial revolution driven by millions of eco-friendly innovations
- Sustainable supply chains, internal logistics
- A self-sufficient food plant, climate neutrality. Real dates and implementation examples
- Carbon footprint management – it takes more than a calculator

Presentation (8'):

Moving Food Forward - The road to sustainable and safe food.

Magdalena Psuja, Sustainability Transformation Manager, Tetra Pak

Invited to participate in the session (alphabetical order):

Bogusław Buczak, Attorney, Director, Process Engineering Department, Seen Technologie Sp. z o.o.

Volker Diehl, Head of Sales & Marketing, Nordzucker AG

Przemysław Gostkiewicz, President of the Management Board, Sokołów SA

Michał Osuch, Retail & Asset Senior Manager, CHEP

Magdalena Psuja, Sustainability Transformation Manager, Tetra Pak

Marta Zarzeczna, Supply Chain Director Central Europe, Mars Wrigley

Moderation: **Jacek Ziarno**, Editor-in-Chief, Magazyn Gospodarczy Nowy Przemysł

4 November, 2024, 3:15 p.m - 4:45 p.m. | Ballroom B | stream on-line 📺

The packaging roundtable: deposits, Single-use Plastics Directive, Packaging and Packaging Waste Regulation, extended producer responsibility

- The revolution is ongoing. How to navigate the new packaging reality?
- A countdown to the implementation of the new deposit system. The Polish market vs. other European systems

- Retail chains at the center of the deposit return system
- A strong message to the authorities. Demands (an appeal) of companies introducing packaging
- Is the food industry ready to enter the system of extended producer responsibility and work towards achieving the goals of the Packaging and Packaging Waste Regulation?
- From refuse to resource. Effective collaboration in waste management
- Plastic is no more. What can replace it?

Invited to participate in the session (alphabetical order):

Andrzej Gantner, Vice President, Polish Federation of Food Manufacturers Employers' Association

Krzysztof Hornicki, Vice-President, National Bail System Zwrotka SA

Bartłomiej Morzycki, General Director, Union of Brewing Industry Employers - Polish Breweries

Piotr Romańczuk, Sustainable Development and Environment Director, Maspex Group

Anna Sapota, Vice President Public Affairs Eastern Europe North, TOMRA Group

Jakub Tyczkowski, President of the Management Board, REKOPOL Organizacja Odzysku Opakowań SA

Maciej Wierzbicki, Director, Kaufland Distribution Centre in Bydgoszcz

Moderation: **Olimpia Wolf**, journalist, PortalSpozywczy.pl

4 November 2024, 3:15 p.m - 4:45 p.m. | Ballroom CDE | stream on-line 

Labour market needs in the food industry. Automation of plants and increased efficiency

- Effective recruitment. Who are we looking for, hiring? Who should we educate?
- Automation in the food industry as a solution for the needs of flexible food producers
- Employees are assigned increasingly valuable and interesting tasks. Routine activities are handled by machines
- Migrants in the labour market, not just for a season
- Minimal wage increase, a four-day work week. Are the food industry and retail ready for new regulations?

The following were invited to participate in the session (alphabetical order):

Yuriy Grygorenko, sales director, chief analyst, Gremi Personal

Ireneusz Kozber, logistics director, PPHU Millano Sp. z o.o.

Sylwia Majewicz, President of the Management Board, Podlaskie Zakłady Zbożowe SA

Bartosz Półgrabia, Vice-President of the Management Board, Pamapol SA

Andrzej Rutkowski, General Director, Perła - Browary Lubelskie SA

Agata Shen, HR Director, PepsiCo Poland

Mateusz Tałpasz, CEO, SMARTLUNCH

Moderation: **Karolina Markowska**, journalist, PulsHR.pl, PortalSamorzadowy.pl, WNP.pl

4 November 2024, 3.15 pm - 4.45 pm | Boardroom | stream on-line 

Food&Retail Talks

Innovation & Tech Talks

Food&Retail Talks is a new project that will premiere at this year's edition of the Food & Trade Market Forum. It is an open stage that we are giving away to representatives of different circles related to the food and trade industry.

Host: **Natalia Janus**, journalist, PortalSpozywczy.pl, HorecaTrends.pl

- Conversation 1:1 (20') | How does artificial intelligence support sales forecasting and automated stocking?

Michał Mazur, Head of Supply Chain and Operations Excellence, Lisek.app

Moderation: **Kamil Folkert**, Chief Executive Officer, Occubee

- Conversation 1:1 (20') | Technologised world, man, food

Iwo Zmyślony, change and organisational culture designer, trainer and business consultant, ICAN Institute

Moderation: **Edyta Kochlewska**, editor-in-chief, dlahandlu.pl

4 November 2024 | 19.00 | Ballroom ABCDE

Gala presentation of the Food & Retail Awards and Good Product Certificates

5 November 2024 r.

5 November 2024, 9:30 a.m - 11:00 a.m. Ballroom ABCDE | stream on-line 

Inauguration session

Trade Plus: investor, innovator, catalyst for change

- The trade industry sparks social changes and drives the economy
- Taxes, jobs, technological innovations – the contribution of retail to Polish reality
- Sector under pressure – a surge of regulations in retail and e-commerce
- A flurry of expectations – excellence in format, pricing, communication, and shopping experience

Those invited to participate in the session were (in alphabetical order):

Marc Dherment, CEO, The Musketeers Group in Poland

Piotr Grauer, Associate Partner, Deal Advisory, Mergers & Acquisitions Team, KPMG in Poland

Przemysław Kijewski, Chief Operating Officer, Żabka Polska

Sławomir Leszczyński, Commercial Division Director, Member of the Management Board, MAKRO Polska

Małgorzata Rynkiewicz, board member, director of trade Poland & Baltics, BAT

Moderation: **Edyta Kochlewska**, editor-in-chief, dlahandlu.pl

5 November 2024, 11:30 a.m - 12:45 p.m. Ballroom A | stream on-line 

HoReCa. A glass always half-full

- The iconic “gems” of the culinary scene. How to stand out?
- How to build hype, and stay safe from hate? Gastronomy in the age of social media
- Street food premium. The streets will please even jaded palates
- Products and equipment for HoReCa in the era of rising costs. Chef expectations and supplier offers
- Walking in for a coffee and staying for more. Changes in establishments
- Gastronomy, tourism, the hotel industry – a system of communicating vessels

The following were invited to participate in the session (alphabetical order):

Bartosz Brusikiewicz, managing director, co-owner, Thai Wok

Mateusz Cacek, Vice-President of the Management Board, Sfinks Polska SA

Krzysztof Cybruch, CEO, Food Hall Poland

Aleksandra Dojnikowska, co-owner, Bułka przez Bibułka, Baken, Polly Pizza

Adam Mularuk, CEO, L'Osteria Poland, brand president, Starbucks

Marcin Strzelecki, CEO FoodPort, LipCoFoods

Krzysztof Woźniczko, CMO, Platan Hotels & Resorts Sp. z o.o.

Moderation: **Paulina Piwowarek**, editor-in-chief, Portalspozywczy.pl, SadyOgrody.pl, Horecatrends.pl

5 November, 2024, 11:30 a.m - 12:45 p.m. Ballroom B | stream on-line 

A new dimension of trade. The technology of tomorrow used today

- Artificial Intelligence – the most demanded product in retail
- Digitalization – a comprehensive answer to many questions in retail
- I know what you want to buy, and I can make it. A step into the future
- Modern logistics – an important piece in the retail puzzle
- Equipment and goods in the store of the future

The following were invited to participate in the session (alphabetical order):

Maciej Czapiewski, director of new technologies, MAGO

Marek Garus, director of e-commerce operations and development, Carrefour Polska

Dominik Markowski, project manager, Olsztyn-Mazury Special Trade Zone

Bartłomiej Rychcik, CEO, Enata Bread

Damian Siusta, Country Business Development Manager, Postis

Representatives: InPost Fresh

Moderation: **Dawid Zmuda**, Editor, PTWP Group

5 November 2024, 11:30 a.m - 12:45 p.m. Ballroom CDE | stream on-line 

Green trade under regulations and increasing requirements

- Five green changes that will shape the new image of retail
- An atmospheric and pro-social transformation of retail
- Stimulating growth. Regulators are always hungry for more
- Democratic, sustainable, mindful of welfare – rising requirements in the industry
- Franchising – good practices or strict regulations?

Presentation (10'):

The new bail-in reality. Responses to regulation and consumer expectations

Konrad Robak, Managing Director, TOMRA Collection Poland

Invited to participate in the session (alphabetical order):

Anna Kręgielewska, CEO, ESGprotect

Robert Rękas, President of the Management Board, Lewiatan Holding SA, Member of the Council, Polish Chamber of Commerce

Konrad Robak, Managing Director, TOMRA Collection Poland

Kamil Woźnica, CSR & Sustainability Manager, LipCo Foods

Moderation: **Ilona Mrozowska**, editor, journalist, PortalSpozywczy.pl

5 November, 2024, 1:30 p.m - 3:00 p.m. | Ballroom B | stream on-line 

A digital store for a real customer

- How does the new consumer want to shop? Market development scenarios
- Strategies and business models. Here and now is important but so is a plan for the future
- An e-shop, an app, delivery – e-commerce in practice
- A personalized sales assistant– AI technology and big data lend a helping hand

Those invited to participate in the session were (in alphabetical order):

Grzegorz Bielecki, Member of the Management Board, Frisco.pl

Agnieszka Górnicka, President of the Management Board, Inquiry

Kamil Kopania, CEO, Mamyito.pl

Michał Krowiński, co-founder, Lisek.App

Sylwester Rypina, founder, CEO, Goodspeed

Rafał Zakrzewski, CEO, 8a.pl

Moderation: **Ewa Wysocka**, founder, CEO, Tribe47

5 November 2024, 1:30 p.m - 3:00 p.m. Ballroom CDE | stream on-line 

Circular economy – a blueprint for the future of business

- The deposit scheme is only two months away. These challenges must be overcome
- A change in paradigm – packaging has worth
- Retail is installing recycling machines and implementing technological solutions
- The search for the packaging of the future is still on
- Artificial intelligence on the trail of new solutions

The following were invited to participate in the session (alphabetical order):

Katarzyna Grabarska, senior manager for eco-design of packaging, Jeronimo Martins Polska SA

Piotr Kandyba, Member of the Polish Parliament, Chairman, Parliamentary Group for the Protection and Development of the Food Sector

Maciej Ptaszyński, President of the Management Board, Polish Chamber of Commerce

Piotr Romańczuk, Director for Sustainable Development and Environment, Maspex Group

Katarzyna Sady, East Europe Marketing Process Manager, Tetra Pak East Europe

Dariusz Staszewski, Chairman of the Board, R3 Polska

Moderation: **Olimpia Wolf**, journalist, PortalSpozywczy.pl