



Food Market and Retail Forum 2025 17-18 November 2025 Warsaw, Sheraton Grand Warsaw hotel		
17 November 2025		
9.00-10.45 OPENING DEBATE Smart food, food security, a strong economy. The voice of the modern food industry Ballroom ABCDE		
10.45-11.15 break		
11.15-12.45		
Strong agriculture and processing – a guarantor of food security Ballroom A	Packaging Round Table I. Deposit system in Poland – CHECK Ballroom B	Sustainable food strategies. What do leaders invest in? Ballroom CDE
12.45-13.15 break		
13.15-14.45		
Automation and robotics vs. sustainable development of food companies Ballroom A	Packaging Round Table II. EPR in Poland – the road to recycling or a dead end? Ballroom B	Agile leaders of continuous change. Visionary leadership in FMCG Ballroom CDE
14.45-15.15 break		
15.15-16.45		
Innovations and trends in practice: from the lab to the table Ballroom A	Packaging Round Table III. How to achieve PPWR goals? Ballroom B	Smart factory for tough times – digitalisation, AI and energy transformation in food production Ballroom CDE
technical break		
19:00 Food & Retail Awards and Good Product Certificates Gala Ballroom ABCDE		
18 November 2025		
9.30-11.00 OPENING DEBATE OF DAY 2 The future and competitiveness of trade: new challenges, new answers Ballroom ABCDE		



11.00-11.30 break		
11.30-12.45		
Consumer identity: new ideas and trends Ballroom A	Innovation battle: trade closer to the customer Ballroom B	Food & Retail Talks Ballroom CDE
12.45-13.30 break		
13.30-15.00		
Emotions on the shelf: from lifestyle to shopping basket Ballroom A	Next-generation e-commerce Ballroom B	Food & Retail Talks Ballroom CDE

17 November 2025

17 November 2025, 9.00-10.45 | Ballroom ABCDE | broadcast | PL|EN simultaneous interpretation

OPENING DEBATE

Smart food, food security, a strong economy. The voice of the modern food industry

- The food sector as a pillar of the economy and national food security
- Polish giants or European champions? Time for global expansion of Polish food companies
- Top performers in competitiveness and entrepreneurship – case studies of successful Polish food companies
- Polish food on the front lines of trade disputes. Where two fight, Poland benefits?
- Poland's strong position in food exports depends on investment in quality, innovation and global branding
- Deregulation through the lens of the FMCG industry – these changes are needed by the industry
- The role of trade in stimulating growth and innovation in FMCG

The following persons have been invited to participate in the discussion (alphabetical order):

Ewa Łapińska, General Manager for Poland and the Baltic States, Mars Wrigley

Bernard Muselet, Senior Country Officer, Crédit Agricole Group in Poland, 1st Vice President of the Management Board, Credit Agricole Bank Polska S.A.

Jakub Nowak, President of the Management Board, JNT Group

Piotr Okurowski, President of the Management Board, Kaucja.pl – Krajowy System Kaucyjny SA

Marcin Strzelecki, Member of the Management Board, LipCo Foods International | LipCo Foods Group

Robert Wawro, Chief Operating Officer, Maspex Group Sp. z o.o.

Józef Wiśniewski, Founder, Owner, President of the Management Board, Wipasz S.A.

Host:

Edyta Kochlewska, Editor-in-Chief, dla handlu.pl

17 November 2025, 11.15-12.45 | Ballroom A |  broadcast |  PL|EN simultaneous interpretation

Strong agriculture and processing – a guarantor of food security

Presentation of report findings

- Polish agriculture – a strategic pillar of national and regional food security
- Collaboration between producers, processors and the financial sector
- The role of local food systems in the context of geopolitical tensions. Should we be prepared for external shocks?
- What does food sovereignty mean for companies, consumers and the government?
- The Common Agricultural Policy must strengthen Europe's food independence without abandoning environmental and ethical goals
- Maintaining the profitability of agricultural production – a key to the survival and development of farms

WNP Economic Trends Report (6'):

Food Security: From System Resilience to Competitive Advantages

Dominika Sikora, Editor-in-Chief, WNP Economic Trends

Presentation (10'):

Jakub Olipra, Senior Economist, Credit Agricole Bank Polska SA

The following persons have been invited to participate in the discussion (alphabetical order):

Grzegorz Brodziak, President of the Management Board, Goodvalley Agro

Michał Górny, Director, Risk Management Office, Alfa Brokers

Adam Grabowski, Vice President, Polmlek Trading, Member of the Supervisory Board, Polmlek Group

Piotr Izdebski, CEO, Smart Vegetables Innovations

Magdalena Kiciak-Kucharska, Deputy President, Agency for Restructuring and Modernisation of Agriculture

Jakub Olipra, Senior Economist, Credit Agricole Bank Polska SA

Monika Piątkowska, Senator of the Republic of Poland

Wojciech Ściana, Vice President, Wipasz S.A.

Host:

Paulina Piwowarek, Editor-in-Chief, Portalspozywczy.pl, SadyOgrody.pl, Horecatrends.pl

17 November 2025, 11.15-12.45 | Ballroom B |  broadcast |  PL|EN simultaneous interpretation

Packaging Round Table I. Deposit system in Poland – CHECK

- Shops in the spotlight of the deposit system Voices of retail network managers
- Automation of collection. The key role of machines
- Waste logistics
- Understanding (and responding to) consumer needs and concerns
- Glass bottles, post-dairy – the future of the deposit system in Poland

The following persons have been invited to participate in the discussion (alphabetical order):

Dariusz Dworzecki, Director for Development and Collection Network, Kaucja.pl – Krajowy System Kaucyjny SA

Agata Juzyk, President of the Management Board, Operator of Reselekt S.A. Deposit System

Ryszard Machoj, Member of the Management Board for Sales, COO, Lidl Polska Sp. z o.o.

Jakub Ogórek, President of the Management Board, Polski System Kaucyjny SA

Anita Sowińska, Undersecretary of State, Ministry of Climate and Environment

Dariusz Staszewski, President of the Management Board, R3 Polska

Tomasz Suligowski, President of the Management Board, OK Operator Kaucyjny S.A.

Host:

Ilona Mrozowska, Editor, Journalist, PortalSpozywczy.pl

17 November 2025, 11.15-12.45 | Ballroom CDE |  broadcast |  PL|EN simultaneous interpretation

Sustainable food strategies. What do leaders invest in?

- How does ESG translate into real savings and market advantages?
- ESG 2.0: a profitable turn in the strategy of food and trade companies. Innovative technological solutions as a tool for sustainable business development
- Green transformation. Energy from RES and reduction of operating costs
- Eco-design of packaging, this is where real change begins
- Animal welfare as an element of ESG strategy – from meeting legal requirements to developing consumer trust and brand value

The following persons have been invited to participate in the discussion (alphabetical order):

Paulina Buczek, Marketing and PR Director, Wipasz

Julian Krzyżanowski, Corporate Communications Manager, PepsiCo Poland

Paweł Kuropatwa, Energy Sales Expert for Business Clients, TAURON Sprzedaż

Mariusz Makowski, CFO & Acting General Manager, Mars Wrigley Poland

Paweł Rawicki, President, Open Cages Association

Mieszko Rusinowski, Managing Director, IPP Polska

Małgorzata Zaniewska-Cabaj, Country Manager, Avery Dennison Poland

Marcin Zieliński, Director for Sales and Development, Makarony Polskie S.A.

Host:

Adam Tubilewicz, Chief Editor, portalspozywczy.pl

17 November 2025, 13.15-14.45 | Ballroom A |  broadcast |  PL|EN simultaneous interpretation

Automation and robotics vs. sustainable development of food companies

- How do technologies support productivity growth and production savings?
- Integration of automation with climate and environmental goals
- Energy efficiency as a pillar of modern production. How does automation help reduce energy consumption and costs?
- The role of production data in process optimisation
- Digital transformation of the food industry – opportunities and limitations

Presentation (10'):

Mariusz Ziombek, President of the Management Board, Schulz Infoprod

The following persons have been invited to participate in the discussion (alphabetical order):

Bogusław Buczak, Commercial Proxy, Director of the Process Engineering Department, SEEN Technologie Sp. z o.o.

Michał Czapliński, Head of Projects and Optimization, De Heus Polska

Przemysław Gostkiewicz, President, Sokołów SA


Dawid Olszewski, President of the Management Board, Alfa Laval

Kornelia Wójtowicz, Sales Department Manager, Schulz Infoprod

Marta Zarzeczna, Supply Chain Director for Central Europe, Mars Wrigley

Host:

Donata Chruściel, Journalist, PortalSpozywczy.pl, HorecaTrends.pl

17 November 2025, 13.15-14.45 | Ballroom B |  broadcast |  PL|EN simultaneous interpretation

Packaging Round Table II. EPR in Poland – the road to recycling or a dead end?

- Background and assumptions. What should the Extended Producer Responsibility model look like – business and politicians' vision vs. local government perspective
- Centralisation vs. free market – who should manage the EPR system?
- Fiscalisation of the EPR system – an effective tool or just a new tax?
- Producer responsibility – payer or active participant in the waste economy?
- Key questions: how to ensure efficiency, transparency and environmental motivation of the system?



The following persons have been invited to participate in the discussion (alphabetical order):

Sławomir Brzózek, Member of the Management Board, EKO-PAK

Andrzej Gantner, Vice-President of the Management Board, Director General, the Polish Federation of Food Industry Union of Employers (PFPZ)

Marcin Hydzik, President of the Management Board, Association of Polish Dairy Processors

Gabriela Lenartowicz, Member of the Polish Parliament

Michał Mikołajczyk, Proxy, Rekopol Packaging Recovery Organization SA

Stefan Nowicki, Director of Corporate Affairs for Central Europe and Poland, Tetra Pak

Marta Ślubowska, Director of the Legal Department, LipCo Foods Group, Legal Counsel

Host:

Paulina Piwowarek, Editor-in-Chief, Portalspozywczy.pl, SadyOgrody.pl, Horecatrends.pl

17 November 2025, 13.15-14.45 | Ballroom CDE | broadcast | PL|EN simultaneous interpretation

Agile leaders of continuous change. Visionary leadership in FMCG

- Leaders under pressure. How to manage when change is the new norm?
- Escape from costs. A new wave of consolidation. Strengthen one's own advantages or chase market trends? How to create strategies?
- Future workforce. Ideal competencies, advanced technology, sources of acquiring new employees

The following persons have been invited to participate in the discussion (alphabetical order):

Robert Bogusz, CEO, Plant-Tec, CEO of the Food Solutions Business Line | LipCo Foods Group

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

Grzegorz Dzimiera, Industry Analysis Expert, Production and Medical Industry Office, Bank Gospodarstwa Krajowego

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

Magdalena Łysoń, Vice President, Eurowafel

Jakub Nowak, President of the Management Board, JNT Group

Aneta Stanuchiewicz, Community and Partnerships Manager, Gremi Personal Poland

Host:

Karolina Markowska, Managing Editor, PulsHR.pl

17 November 2025, 15.15-16.45 | Ballroom A | broadcast | PL|EN simultaneous interpretation

Innovations and trends in practice: from the lab to the table

- Potential in science. How to commercialise specific discoveries and research results and translate them into business projects?
- Hydroponics, aquaculture and new cultivation technologies – development models, sources of funding and commercialisation strategies
- Private labels: benefit for the consumer, risk for the producer?
- Key challenges for innovation in the food industry

The following persons have been invited to participate in the discussion (alphabetical order):

Aleksandra Ośko-Woźniak, President of the Management Board, Rajpol Snacks Sp. z o.o.

Mariusz Śliwiński, Director, Institute of Dairy Industry Innovation

Jacek Świgoń, Member of the Management Board, Sales Director for Eastern Europe, Tetra Pak

Adam Wilczyński, Chief Operating Officer, Smart Vegetables Innovations

Marcin Witulski, President of the Management Board, Polmlek Sp. z o.o.

Joanna Zgorzelska, Deputy Director, Corporate Clients Insurance Office, Alfa Brokers

Host:

Anna Wrona, Journalist, PortalSpozywczy.pl, HorecaTrends.pl



17 November 2025, 15.15-16.45 | Ballroom B | broadcast | PL|EN simultaneous interpretation

Packaging Round Table III. How to achieve PPWR goals?

- PPWR as a catalyst for systemic transformation towards a circular economy
- Eco-design as a legal obligation, not a market choice
- New obligations: a spur to innovation or a disproportionate burden for food companies?
- Mandatory levels of recycle and compostability: a threat to food safety?
- Transparency and packaging labelling – a convenience for consumers or a greenwashing trap?

The following persons have been invited to participate in the discussion (alphabetical order):

Patrycja Aremke, Head of Environmental Protection Team, Żabka Polska

Artur Grudzień, Chief Operating Officer, Nałęczów Zdrój Sp. z o.o.

Joanna Hecht, Packaging Portfolio Director for Eastern Europe, Tetra Pak

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

Mikołaj Maśliński, Vice President of the Management Board, Pro R3 Packaging Recovery Organization SA

Piotr Romańczuk, Group Sustainability and Environment Director, Maspex

Mieszko Rusinowski, Managing Director, IPP Polska

Host:

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

17 November 2025, 15.15-16.45 | Ballroom CDE | broadcast | PL|EN simultaneous interpretation

Smart factory for tough times – digitalisation, AI, employees and energy transformation in food production

- Is a smart factory a condition for survival in the food industry today?
- What is currently having the strongest impact on the transformation of the food industry – energy, AI or a shortage of labour?
- Smart factory: investments, technologies, workforce
- AI in food production – hype or a real advantage?

Prezentacja (10'):

A smart factory for difficult times

Adam Pajda, Director, Intralogistics Business Line, ASTOR

The following persons have been invited to participate in the discussion (alphabetical order):

Ireneusz Kozber, Logistics Director, Millano Group

Daniel Nowicki, Member of the Management Board – Sales Development Director, Colian Logistic

Marcin Pacholak, President of the Management Board, Silesian Flour Sp. z o.o.

Adam Pajda, Director, Intralogistics Business Line, ASTOR

Maciej Plebański, Partner Associate, Smart Manufacturing Leader, Deloitte

Jarosław Szymaniuk, Senior Sales Executive, Infor

Tomasz Średziński, President of the Management Board, SMAKMAK Sp. z o.o.

Jakub Tomczak, Sales Director, FOLGA Sp. z o.o.

Host:

Adam Tubilewicz, Chief Editor, portalspozywczy.pl



18 November 2025

18 November 2025, 9.30-11.00 | Ballroom ABCDE | broadcast | PL|EN simultaneous interpretation

OPENING DEBATE OF DAY 2

The future and competitiveness of trade: new challenges, new answers

- Times of economic turbulence, times of challenges and flexible strategies in retail
- Market consolidation and the expansion of the biggest players. The target structure of retail, the role of franchising
- Regulations and deregulations: what changes create a good future for retail
- Technologies of the future. Investments that improve retail competitiveness
- Green slogans are coming off the billboards, what's next?
- Trading in a deposit-refund system based reality: good practices, technologies, challenges

The following persons have been invited to participate in the discussion (alphabetical order):

Jan Kisielewski, Brand & Customer Strategy Director, Żabka Polska

Arkadiusz Krupicz, Managing Director, Co-founder, Pyszne.pl

Zygmunt Ochał, Vice President of the Management Board, National Deposit System Zwrotka

Mikołaj Piaskowski, Attorney-at-law, Co-head of the Competition and Consumer Protection Practice, Baker McKenzie

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

Marietta Stefaniak, Vice President of the Management Board for Strategy and Development, Cedrob Foods S.A.

Sylvia Władyko, President of the Management Board, Grupa Chorten Sp. z o.o.

Host:

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

18 November 2025, 11.30-12.45 | Ballroom A | broadcast | PL|EN simultaneous interpretation

Consumer identity: new ideas and trends

- Top 5 consumer trends that will impact retail by 2030
- Retail responds to the demographic tsunami. New locations and formats
- The consumer in the trend cycle: health and the economy among priorities
- Different faces of the Polish consumer, different outreach strategies
- Silver purchasing power. Understanding the mature consumer – challenges of the future market

The following persons have been invited to participate in the discussion (alphabetical order):

Mariusz Jaroszewski, Head of Strategy and Business Development, Grupa Colian

Krzysztof Klincewicz, Wydział Zarządzania Uniwersytet Warszawski, EIT Food Consumer Engagement Lab

Piotr Jankowski, Director of the Trade Department, SM Mlekpól

Tomasz Krawczyk, kierownik ds. Badań Komercyjnych oraz Analiz Rynkowych, PepsiCo Polska

Piotr Lubiewa-Wieleżyński, dyrektor działu Rozwoju Formatów i Konceptów Handlowych, Carrefour Polska

Robert Pernak, Director, Simon-Kucher & Partners

Milena Zacharzewska, Account Director, Food & Consumer Goods, 24/7Communication

Host:

Dawid Zmuda, redaktor, Grupa PTWP



18 November 2025, 11.30-12.45 | Ballroom B | broadcast | PL|EN simultaneous interpretation

Innovation battle: trade closer to the customer

- Digitalisation of shopping and integration of sales channels: visions of the future, practices of the present
- Digital pathways in retail: data, technology, logistics
- The convenience-seeking consumer looks to AI for support
- Applications as centres of savings and entertainment
- AI and demand prediction – consumer needs under the microscope

The following persons have been invited to participate in the discussion (alphabetical order):

Maciej Czapiewski, Director of New Technologies, MAGO SA

Karolina Jagowska, Head of Grocery, Pyszne.pl

Renata Juszkievicz, President, Polish Trade and Distribution Organization

Szymon Mordasiewicz, Managing Director, YouGov CP Poland

Robert Stupak, Marketing, Digital, IT and E-commerce Director, Carrefour Polska

Agnieszka Sucharska, Groceries Manager, Glovo

Host:

Iłona Mrozowska, Editor, Journalist, PortalSpozywczy.pl

18 November 2025, 11.30-12.45 | Ballroom CDE | broadcast | PL|EN simultaneous interpretation

Food & Retail Talks

Open stage handed over to representatives of various environments related to the food and retail industry.

Economy, business, regulations

3:1 Conversation (30')

Secure transactions in challenging times

The state of the food market in 2025: results, trends, and forecasts.

Industry consolidation – are mergers and acquisitions a natural response to market pressure?

Payment credibility of Polish companies – the scale of the problem and assessment tools.

Grzegorz Mandrysz, Team Leader, Strategic Clients Managers, KRD BIG SA

Jakub Nowak, CEO, JNT Group

Grzegorz Proksa, Managing Partner, WPW Wólczek, Proksa & Wspólnicy

Host:

Adam Tubilewicz, Chief Editor, portalspozywczy.pl

1:1 conversation (15'):

Quality Served to the Table. How Does Collaboration in the Production Chain Affect Food Taste and Safety?

Tomasz Gumola, Strategic Marketing and ESG Manager, De Heus

Host:

Olimpia Wolf, Journalist, PortalSpozywczy.pl

2:1 conversation (20'):

Safety or Stillness? How Fear of the Cloud Is Restraining Food Production Development

Jaromir Paszek, Sales Director, iPCC

Przemysław Boniecki, Senior Solution Consultant, Infor

Host:

Donata Chruściel, Journalist, PortalSpozywczy.pl, HorecaTrends.pl

Host:

Natalia Janus, Journalist, PortalSpozywczy.pl, HorecaTrends.pl

18 November 2025, 13.30-15.00 | Ballroom A |  broadcast |  PL|EN simultaneous interpretation

Emotions on the shelf: from lifestyle to shopping basket

- From listing to shared history – how to develop a partnership with a retail network
- A product that embodies the desired lifestyle
- Brands build belonging and community – case study
- The consumer as a co-creator of success – from purchase to recommendation
- Viral, hype, real trend? How to replicate the success of the Dubai chocolate
- Influencer as a guide for consumers in making the right shopping choices

The following persons have been invited to participate in the discussion (alphabetical order):

Sebastian Bilnik, Retail Market Manager in Poland, North Coast

Monika Dyrda, Commercial Director, NielsenIQ

Artur Gajewski, VP Marketing & R&D, ChaiTea

Michał Krygier, General Manager Poland, Baltics and Ukraine, The Magnum Ice Cream Company Polska

Marek Marcinkiewicz, Marketing Director for Poland, Southern and Eastern Europe, Lipton Teas and Infusions

Aleksandra Wierzba, Corporate Affairs Representative, PepsiCo Poland

Host:

Gabriela Józwiak-Werner, Journalist, PortalSpozywczy.pl

18 November 2025, 13.30-15.00 | Ballroom B |  broadcast |  PL|EN simultaneous interpretation

Next-generation e-commerce

Presentation of report findings

- Marketplace, live commerce – e-sales models gaining significance
- Subscription economy in practice – is it an option for FMCG?
- Hybrid shopping, hybrid consumer expectations
- Data is changing the face of the e-commerce market. Prediction within reach
- Technologies in the warehouse and on the last mile: using AI and robots
- The logistics of the future keep accelerating

WNP Economic Trends Report (6')

Next-Generation Logistics for E-Commerce

Jacek Ziarno, Managing Editor, WNP Economic Trends

The following persons have been invited to participate in the discussion (alphabetical order):

Grzegorz Bielecki, Vice President of the Management Board, Frisco.pl

Katarzyna Czuchaj - Łagód, Member of the Council of the Chamber of Electronic Economy

Jarosław Dąbrowski, Sales Director, Hardis Supply Chain

Marek Garus, Director of Operations and E-commerce Development, Carrefour Polska

Kamil Kopania, President of the Management Board, Mamyto.pl

Dawid Ledziński, Q-commerce Director, Glovo

Host:

Ewa Wysocka, Founder, President of the Management Board, Tribe47

18 November 2025, 13.30-15.00 | Ballroom CDE |  broadcast |  PL|EN simultaneous interpretation

Food & Retail Talks

Open stage handed over to representatives of various environments related to the food and retail industry.

Trends, consumer, market

- **Speeches (15')**

Ecolab Digital Solutions - Production Safety and Efficiency



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i Handlu

PORTAL**SPOZYWCZY**.PL

dla**handlu**.pl

Dominik Rozmus, Digital Corporate Account Manager EU, Food & Beverage, Ecolab
Robert Witek, Marketing Manager CEE, Food & Beverage, Ecolab

- **2:1 Conversation (15')**

Benefits of cooperation with a biogas plant in food processing

Edmund Kawka, Branch Director, Sugar Factory in Werbkowice KGS SA

Marcin Karkocha, Director of Raw Materials, Logistics and Environmental Protection, Polska Grupa Biogazowa

Host:

Natalia Janus, Journalist, PortalSpozywczy.pl, HorecaTrends.pl

- **2:1 Conversation (20')**

Between legal regulations and consumer demands. A trade perspective.

Renata Juszkiewicz, President, Polish Organisation of Trade and Distribution

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

Host:

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

- **2:1 conversation (20'):**

Consumer Trends 2026. Analysts' Forecasts and Business Responses

Szymon Mordasiewicz, Managing Director, YouGov

Michał Czerwiński, CEO, Best Drinks Company

Host:

Agata Kraszczyńska, Journalist, dlahandlu.pl

- **1:1 Conversation (15'):**

Polish global companies. Is this a time of great expansion for the food industry?

Jan Kolański, Founder, President of the Management Board, Colian Group

Host:

Natalia Janus, Journalist, PortalSpozywczy.pl, HorecaTrends.pl

POLSKIE TOWARZYSTWO WSPIERANIA PRZEDSIĘBIORCZOŚCI SA

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