



**ECR** *Baltic*  
Efficient Consumer Response

**The Way To Optimise Collaboration Between  
Supplier and Retailer**

## Efficient Consumer Response,

“Madness... is doing the same thing over and over and expecting a different result”

Albert Einstein



## Efficient Consumer Response, Mission:

Working together to fulfil consumer wishes better,  
faster and at less cost



## Looking at real challenges...



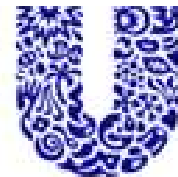
## ...and defining working solutions



Founded in 2007 by

- Rimi Baltic,
- Maxima LT,
- Procter&Gamble,
- Unilever,
- Henkel,
- Nestle,
- Kraft Foods,
- Colgate-Palmolive
- GS1 Latvia/LCCI





Unilever



Nestlé



telema



**and some dates:**

when was the 1st meeting:  
4th of September 2006 (First Minutes)

when we started officially:  
4th of April, 2007 (General Meeting)

when we were accepted to ECR Europe:  
25th of October 2007 by ECR Europe Operational  
Board



- EDI WorkGroup 6 meetings so far
- Category Management Initiative led by P&G
  - ECR Baltic Forum





RĪGAS EKONOMIKAS AUGSTSKOLA  
STOCKHOLM SCHOOL OF ECONOMICS IN RIGA



1<sup>ST</sup> ECR BALTIC FORUM Riga, 14<sup>th</sup> November, 2007

**EVALUATION FORM**

NAME (OPTIONAL) \_\_\_\_\_

COMPANY (OPTIONAL) \_\_\_\_\_

Subject	Evaluation			
	Excellent	Good	Satisfactory	Poor
Overall, how would you rate the 1 <sup>st</sup> ECR Baltic Forum?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Did the 1 <sup>st</sup> ECR Baltic Forum meet your expectations?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	N/A <input type="checkbox"/>	
Did the 1 <sup>st</sup> ECR Baltic Forum provide you with an opportunity to network?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	N/A <input type="checkbox"/>	



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**Thank you !**

