



**Dear ECR Baltic member,**

Thank you for supporting ECR Baltic and its joint initiatives for retailers, suppliers, distributors and solution providers. ECR Baltic was officially launched in 2007 with the aim to promote the new ways of working together from implementing category management principles, electronic data interchange to sharing assets, resources (pooling) for more efficient supply chains.

The annual ECR Baltic forums gathered FMCG professionals for sharing best practices across Baltics. Giving the presentations during the forum and facilitating ECR publications benefited individuals in their careers.

The 2016 was the turning point for both ECR Baltic and ECR Europe transforming into ECR Community ( [www.ecr-community.org](http://www.ecr-community.org) ) with the new [drafted strategy](#) to be a flagship of collaboration for the benefit of consumer and ECR Baltic whereas our members voted to continue the association and elected the new council.

Now the ECR Baltic is restructured and put on lean principles to react to Industry demands and deliver tangible deliverables. In 2017 we aim to develop our association as the central source of expertise in doing business with modern retail in Baltics. ECR Baltic hosted working groups and committees remain open platform for FMCG professionals to contribute to the whole market and the working group leaders to be remunerated accordingly for their time and expertise!

**When deciding to prolong your ECR Baltic membership, please consider to join and lead our working streams for Supply Chain, Shopper, Digital, Legal [www.supplychaininitiative.eu](http://www.supplychaininitiative.eu) and ECR Community in Europe projects.**

The fair trading practices in retail is very high on ECR Baltic agenda, whereas we can contribute the most for the Industry and retailers-suppliers relations and it will be very challenging to compare how our markets develops in Lithuania and [Latvia](#) where FMCG Industry decided to delegate power and follow strict government regulations and Estonia on other hand, where currently the Industry self-regulation takes place.

In 2016 we introduced common [VMI guidelines](#) for Europe and Baltics with the help Tallinn University of Technology and authors team headed by Hele Hammer, Telema and Tallinn

University of Technology, the Industry editor's team form ECR Baltic members companies: Rimi Baltic, Coca-Cola and Royal Unibrew.

As for people development and networking ECR Baltic organized number of seminars and events along with major Industry Fairs and Industry associations in Estonia, Latvia and Lithuania with the free access to our members. Our [portfolio](#) includes Certified Category Management e-learning, public and in-house trainings, masterclasses and business simulations for FMCG.

**Finally please book your agenda for ECR Baltic events 2017:**

- **10<sup>th</sup> ECR BALTIC FORUM and LITHUANIAN TRADERS FORUM on 20<sup>th</sup> of April, Vilnius Grand Resort hotel. Please check the call for presentations before 30<sup>th</sup> of January and check sponsorship opportunities, [here!](#)**
- 1<sup>st</sup> Q 2017 Open ECR Baltic Council and [Supply Chain Committee](#) meeting
- 2<sup>nd</sup> Q 2017 Open ECR Baltic Council and [Digital Committee](#) meeting
- 3<sup>rd</sup> Q 2017 Open ECR Baltic Council and [Shopper Committee](#) meeting
- 4<sup>th</sup> Q 2017 Open ECR Baltic Council and [Legal Committee](#) meeting
- March 31<sup>st</sup> 2017 General meeting of all members.

On behalf of ECR Baltic Council,



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