



5th ECR Baltic Forum

10 November 2011

Improving Together



Telema





Opening ECR Baltic Co-Chairs:



Jorma Rautanen and Jonas Paulauskas



What is ECR?

ECR Baltic is an Efficient Consumer Response Initiative in Estonia, Latvia and Lithuania.

ECR Baltic is a **collaborative retailer-manufacturer platform** with a mission “to fulfill consumer wishes better, faster and at less cost”. It is a non-profit organization which aims to help retailers and manufacturers in the FMCG sector to drive supply chain efficiencies and deliver business growth and consumer value. ECR Baltic is a member of ECR Europe.

Since November 2010, ECR Europe is the regional platform for collaboration of the Global Consumer Goods Forum.

Learn more: www.ecr-baltic.org and www.ecr-all.org

ECR Baltic members (39):





ECR Baltic management & members communication platform:

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More information on www.ecr-baltic.org, social media and mobile



ECR Mission

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



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

Strong network of 26 national associations



- To help implement ECR best practices
- To inspire new ways of working together based on practical local experience

Leadership in developing Best Practices



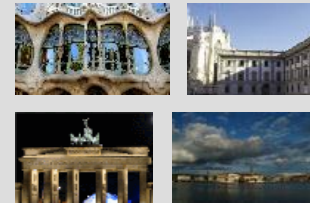
- Over 30 European “blue books”
- 250 national best practices

Learning Unique learning & training programme (ICI) www.ecr-institute.org



- International Commerce Review (ICR) and web portal to keep abreast of leading-edge thinking
- Progressive Management Programme (PMP) for tomorrow's leaders

Conferences ECR Europe Conference & Marketplace



- The premier annual event for our industry, since 1996

ECR mission and objectives?

Collaboration

Consumer focus

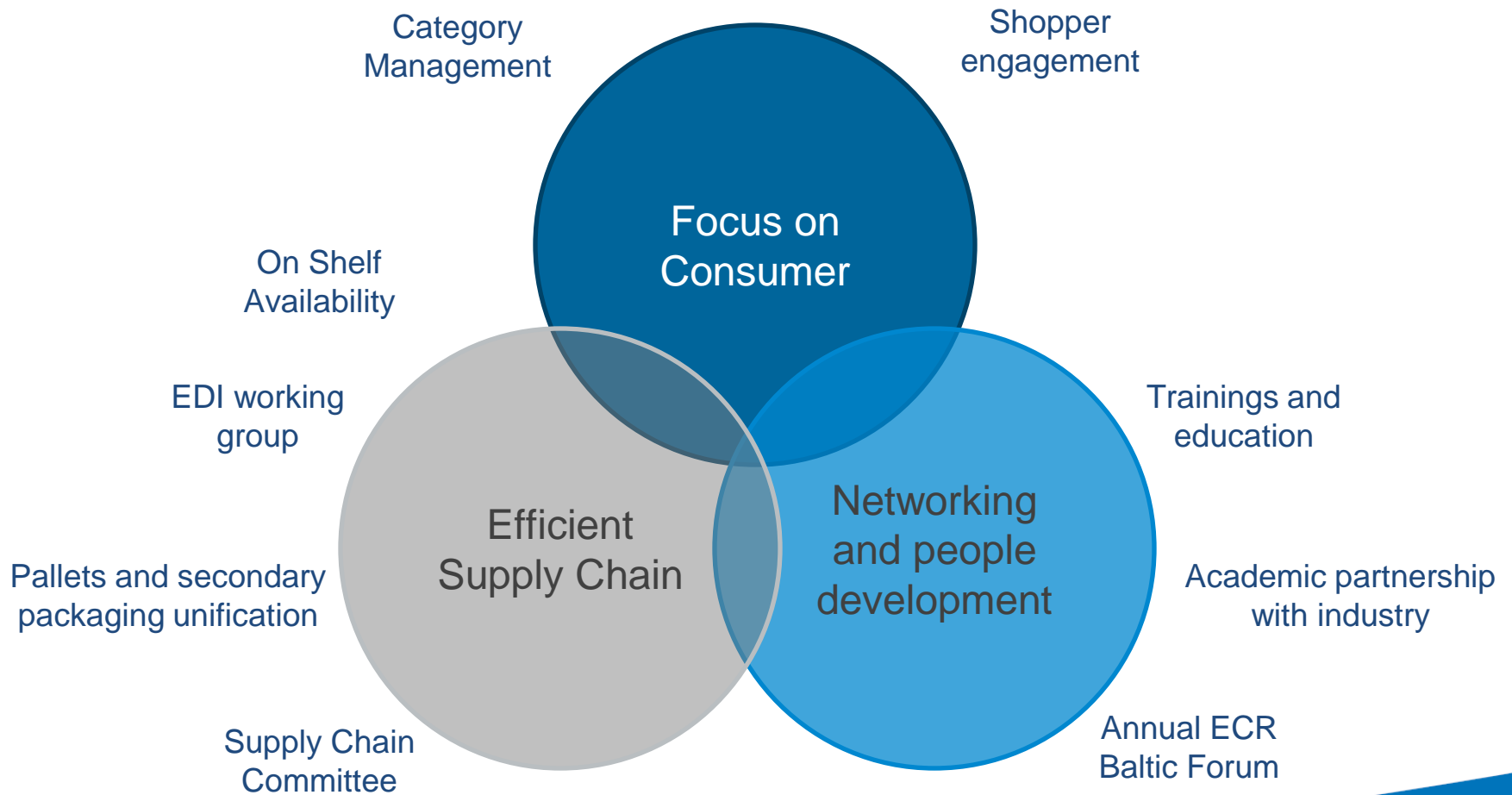
**Working together to fulfil consumer wishes better,
faster and at less cost**

supply chain efficiency

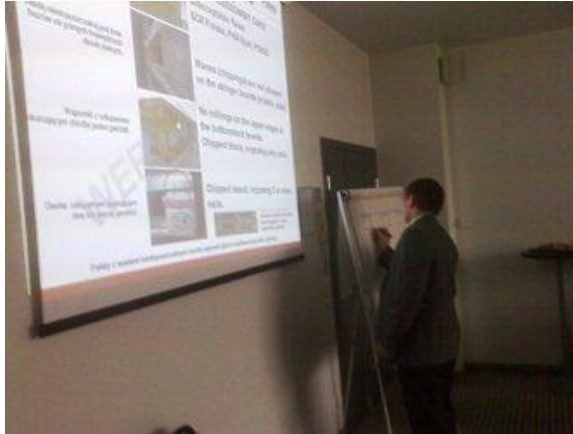
**with a shared business process leading to
shared benefits across the value chain.**

Win - Win

ECR Baltic 3 pillars

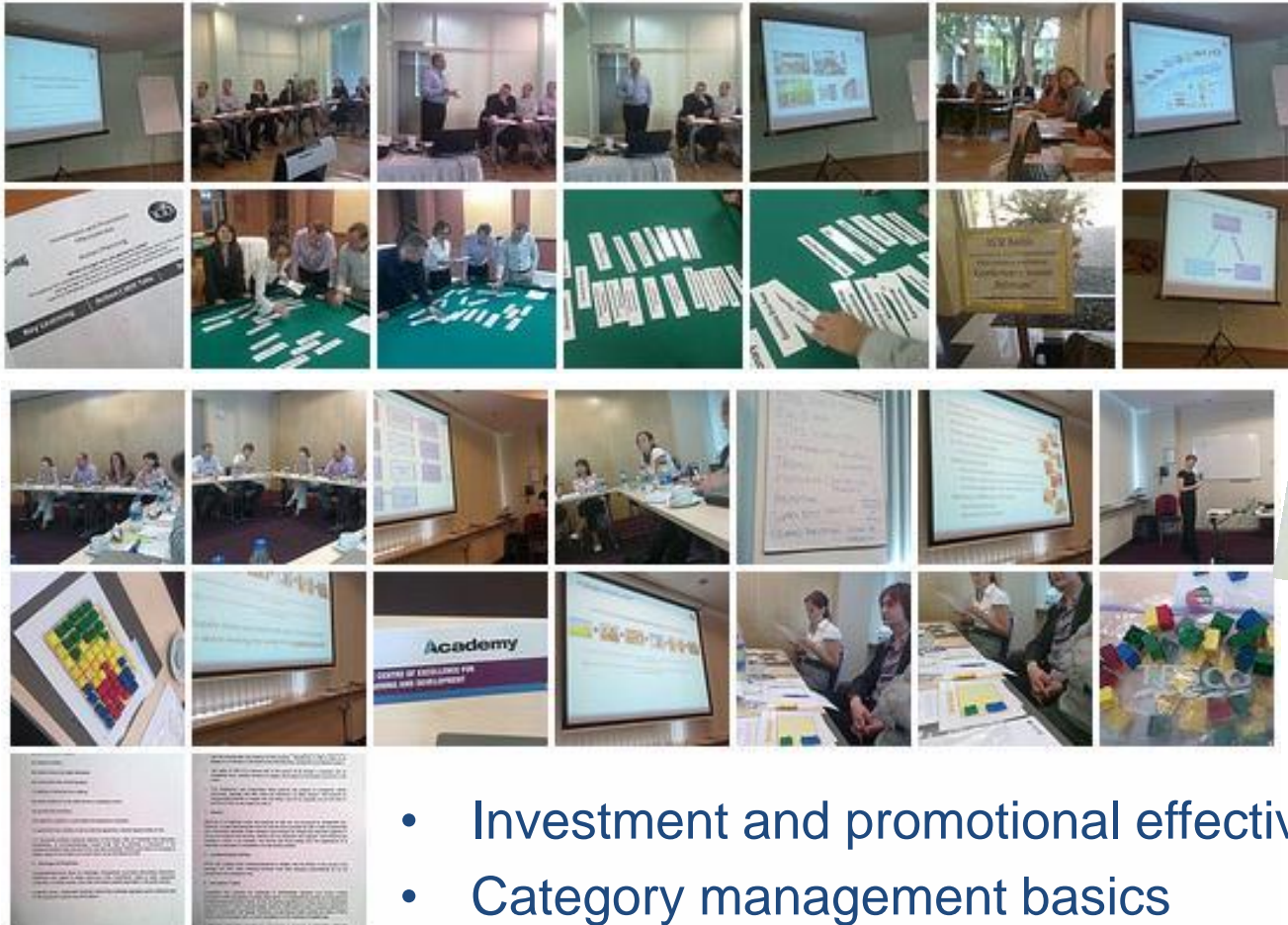


Seminars and working group meetings



- Returnable Transport Items standardization and pooling
- Pallets Quality Assessment Standardization working group
- Electronic Data Interchange
- RTI standardization meeting for Dairy Producers and Retailers in Vinlius
- Education and Training Committee meeting

People development trainings and workshops: 2011



- Investment and promotional effectiveness
- Category management basics
- Introduction to supply chain

ECR Baltic Student Award:



- **1st Place**
Consumer Response to Unethical Corporate Behavior: A Stage Approach
by David Manuel Brückmann (SSE Riga)
- **2nd Place**
The Influence of Ethnic Identity Primes on Responses to Targeted Advertising: The Case of Latvians and Russians in Latvia by Kristiāna Pavlova and Marta Tomase (SSE Riga)
- **3rd Place** Optimal Location Problem: Mathematical Model and Fuzzy Approach to Solution by Olga Montvida (University of Latvia)

ECR Baltic student award winners:

- 1st Place (17.0 points)
Consumer Response to Unethical Corporate Behavior: A Stage Approach
by David Manuel Brückmann (SSE Riga)
- 2nd Place (16.5 points)
The Influence of Ethnic Identity Primes on Responses to Targeted Advertising: The Case of Latvians and Russians in Latvia
by Kristiāna Pavlova and Marta Tomase (SSE Riga)
- 3rd Place (16.0 points)
Optimal Location Problem: Mathematical Model and Fuzzy Approach to Solution
by Olga Montvida (University of Latvia)



ECR BALTIC STUDENT AWARD
Addressing the Opportunities and Challenges of the Emerging Consumer Goods Industry

CASH PRIZES
1st place: EUR 300
2nd place: EUR 200
3rd place: EUR 100

7th & 14th of March, 2012

Academy

SHOPPER ENGAGEMENT

A comprehensive and practical one day workshop to put the shopper at the heart of brand, category, retail and commercial decision-making



Academy

WHAT DO RETAILERS WANT FROM YOUR SUPPLY CHAIN?

An interactive one day workshop exploring the needs of retailers, and how suppliers are responding to develop a customer centric supply chain strategy





Thank you and
Enjoy the Forum