



# Official Program - Catalogue

ECR Baltic Forum  
7-8 November 2012



Sponsors and supporters:



K.HARTWALL



Telema



IEGULDĪJUMS TAVĀ NĀKOTNĒ



**Dear Participant,**

Please be welcome to the ECR Baltic Forum to be held in Vilnius on 7-8 November 2012 with the aim to fulfill consumer wishes better, faster and at less cost in a more sustainable way!

Since 1994 in Europe and 2006 in Baltics, ECR forums gathers together all value chain partners: retailers, wholesalers, distributors, manufacturers and service providers, who share a common belief that by working together on non-competitive matters we can bring transformational change to our industry.

ECR (Efficient Consumer Response) challenges many existing approaches, which can often lead to inefficiency. Trading partners are asked to work together in order to increase value to the consumer. The intensifying competition often presents an apparent barrier to achieving this. However, just the opposite is true – ECR allows companies to seek a competitive advantage by demonstrating their superior ability in working with trading partners to add value for the consumer.

During the ECR Baltic Forum we are addressing key ECR competence areas of improvement and challenges in cooperation for Consumer focus (changes in shopper behavior, category management and promotions);

- Supply chain efficiency (standardization and cutting unnecessary costs);
- Business information exchange and adoption of enabling technologies (EDI, POS and Master data management);
- Emerging trends (multi-channel, online, mobile and social);
- Sustainability (What is economic, social and environmental impact of our businesses?);
- Networking and people development (sharing the best practices).

ECR is not so much about strategies and visions; it is much more about “down to Earth”, very practical issues to be solved between trading partners – whereas ECR is active now in working groups presenting during the forum. The forum program is enriched with a unique opportunity for company on site visits and networking events.

Once again, we would like to encourage you to join ECR for shaping the future of our industry and enjoy the ECR Baltic forum in Vilnius on 7-8 November 2012.

Sincerely yours,

Signature   
Jorma Rautanen  
ECR Baltic Co-Chair retail: Prisma

Signature   
Jonas Paulauskas  
ECR Baltic Co-Chair manufacturer: Nestle Baltics

**ECR Baltic Competition Law Compliance and Reminder of anti-trust caution:**

ECR Baltic provides a forum for discussion, learning and opportunities for improvement and the development and sharing the best practice. Membership and participation in ECR Baltic events is open to all players in the industry on the basis of non-discriminatory, transparent and objective criteria.

ECR Baltic policy is not to enter into any discussion, activity or conduct that may infringe, on its part or on the part of its members and participants, any applicable competition laws. By way of example, members and participants shall not discuss, communicate or exchange any commercially sensitive information, including non-public information relating to prices, marketing and advertisement strategy, costs and revenues, trading terms and conditions and conditions with third parties, including purchasing strategy, terms of supply, trade programs or distribution strategy. This applies not only to discussion in formal meetings but also to informal discussions before, during or after meetings.

# ECR Baltic Forum agenda:

## DAY 1

### 07.11.2012 ECR Baltic Forum "Ice breaking" events: Retail - Manufacturer tour and networking dinner.

8:15 Start from Le Meridien Hotel, Vilnius (Address: Highway A2, on 19th km from Vilnius to Riga direction).

10:30 Meeting point at restaurant "Alaus kelias" followed by Rinkuškiai brewery visit.

Alyvų gatvė 8, Biržai

13:00 "IKI" logistic center visit.

Vaišviliai vil., Panevėžys reg.

14:00 Lunch break

15:00 "IKI" Store visit. Panevėžys

16:00 Back to Le Meridien Hotel, Vilnius



19:30 Networking dinner with ECR Baltic Board, Speakers, Sponsors, Retail - Manufacturer tour facilitators and participants at Le Meridien Hotel, Vilnius.



## DAY 2

### 07.11.2012 "ECR BALTIC FORUM 2012" Map:

#### 01st FLOOR

##### CONFERENCE ROOMS

GRAND OPERA III  
PLENARIES  
AND SUPPLY CHAIN  
BREAK OUT SESSIONS

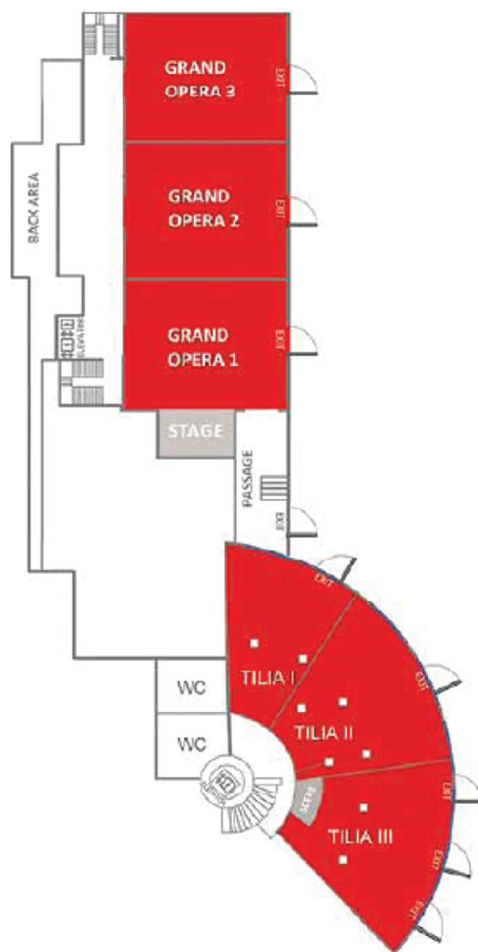
GRAND OPERA II  
SUSTAINABILITY AND  
DEMAND – SHOPPER  
BREAKOUT SESSIONS

#### GROUND FLOOR

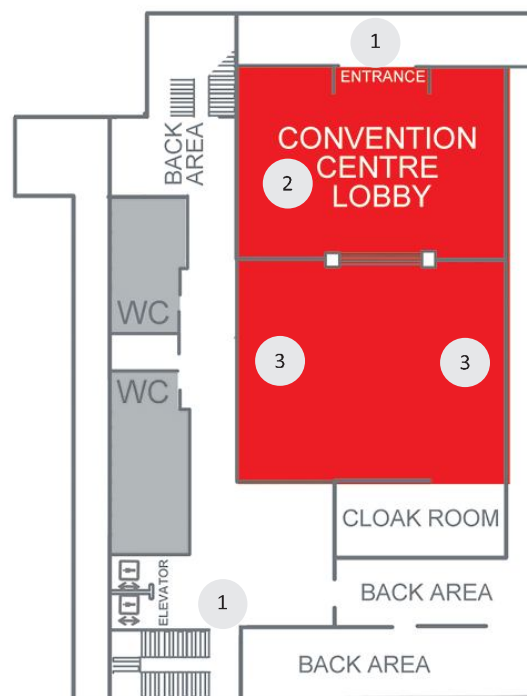
##### CONVENTION CENTRE LOBBY

1. ENTRANCE
2. REGISTRATION
3. EXHIBITION AREA

#### 01st FLOOR



#### GROUND FLOOR



09:30

## Registration

## Plenary - opening (Hall: GRAND OPERA III)

10:30

**Opening** by ECR Baltic Co-Chairs: Jonas Paulauskas, Nestle and Jorma Rautanen, Prisma

10:50

**"All We Have to Fear Is Fear Itself" - and the Eurozone.** Baltic market development 2013 by our regular economy observer Morten Hansen, Stockholm School of Economics, Riga

11:10

**Working together on demand side (category management) CEE business case** by Zdeňk MELOTIK and Vaclav KOUCKY, Nestlé Česko Patricia JAKESOVA, University of economics' in Prague, Czech Republic

11:30

The first time in ECR Baltics addressed sustainability topic on **food and packaging waste in the supply chain - why it's a real issue?** Followed by dedicated workshop by James Tupper, IGD (ECR UK)

11:50

Q&A

12:00

## Lunch Break

## Breakout Sessions on ECR Baltic work streams

### Hall: GRAND OPERA III

#### Enabling Technologies and Efficient Supply Chain.

##### Enabling Technology block

13:30

**Master Data Management and Data Synchronization, Common Baltic Product Card and Data Pool introduction in Baltics**  
by ECR Baltic working group

- **Introduction** by Edgars Pentjuss, ECR Baltic
- **Manufacturer and retailer benefits of Global Data Synchronization** by Birgit Patterer, Global Customer Supply Chain COE, Customer SC Development CEE&MEA, Kraft Foods CEEMA GmbH. (20m)
- **Datapool and Image Sync, lessons learned, roll out in Sweden** by Fernando Pereira, Saphety (20m)

##### Efficient Supply Chain block

14:25

**ECR Baltic EUR Pallets assessment cards and common exchange criteria** by ECR Baltic Pallets working group.

- **Manufacturer EUR pallets management optimization business case** by Jurgita Žalkauskė, Coca-Cola HBC Lietuva
- **Meeting ECR euro pallet exchange criteria in IKI retail network. Pallet sorting project** by Arturas Dirgincius, Sales executive UAB "Alsena"

14:55

## Coffee break

15:20

**Pallet Pooling - efficient solution in the supply chain –**  
Danone Waters & CHEP case study  
by Iwona Nowakowska – Supply Chain Director, Żywiec Zdrój (Danone Waters)  
Maciej Kubiak – Country General Manager, CHEP

15:40

**RTI's (Returnable-Reusable Transport Items) standardization and pooling initiative** - Introduction by Edgars Pentjuss, ECR Baltic

15:50

**Are you developing your Supply Chain enough? (Revenue, operational expenses, capital expenditure, risks). Case example: One-touch dairy solution in Finland** by Harry Broman, K.Hartwall

16:10

**Inventing new ways of delivering value** by Simon Moulson, Head of Retail, Linpac Allibert presentation sponsored by Schoeller Arca Systems and Bepco

16:30

**T-Scale - Pragmatic approach to sharing supply chains with holistic web-based platform** by dr inż. Marcin Hajdul, Head of Logistics Expertise Department, Institute of Logistics and Warehousing, Poznan, Poland

16:50

## Coffee break

## Plenary Closure (Hall: GRAND OPERA III)

17:15

**The next generation of Baltic shoppers: getting the buzz?** by Māris Dreimanis, Chairman of the Board, GfK Custom Research Baltic

17:35

**Key note on importance of Collaboration between retailers and suppliers** by Tomi Kuittinen, Vice President of Expert Services Analyse<sup>2</sup>

17:55

**Efficient Consumer Response Initiative in Europe focus for 2012 - 2022** by Maximilian Musselius, Managing Director, ECR Russia and Co-Chair of ECR Europe National Initiatives

18:10

**Closure and summary of the forum.**

18:25

Reception

### Hall: GRAND OPERA II

#### Sustainability and Demand Planning - Shopper

##### Sustainability block

Special workshop:

**Preventing Product and Packaging Waste from Occurring in the First Place Between Factory In-gate and Till: How to Improve Performance Together?**  
(1h:25m)

by James Tupper, IGD (ECR UK)

##### Demand Planning - Shopper block

##### Category Management - Case Estonia.

by Jukka Jokiranta, Managing Director, Focusit Finland  
Jorma Rautanen, Commercial Director, Prisma  
Teet Ruuval, Metsä Tissue, Sales Manager of Baltic Countries

**Maneuvering in promotional world** by Magdalena Lagodzka Nielsen Analytic Consulting Manager, CEE & Baltics

**POS Data Sharing and VMI: Optimizing Inventories through Collaboration** by Rūta Kryževiciūtė and Sven Uustalu, Telema

**Exploring marketing channels: Food apps and mobile applications in retail?** by Kalle Koutajoki – CEO, co-founder, Foodie.fm



# ECR Baltic Forum 2012 Participants and Sponsors:



## **We've got the products you need**

**Schoeller Arca Systems** offers a broad range of standard and tailor-made packaging solutions. Given our extensive range, Schoeller Arca Systems' solutions can be used for distribution, storage and retail display.

Schoeller Arca Systems is a result of the joining together of the Dutch company Schoeller Wavin Systems and the Swedish company Arca Systems.

Schoeller Arca Systems is the world's largest Manufacturer of returnable plastic packaging for material handling. The head office is based in Zwolle, The Netherlands. As Schoeller Arca Systems, we have more than 40 production and sales operations and over 1,000 employees, in nearly all the European countries, the American continent and in Asia.

Production and sales entity in Riga, Latvia is operating since 1996. Our customers are such important Baltic market players as Coca Cola, Fazer, RIMI, Maxima, Norma, A Le Coq and many others. We offer a large number of locally produced products as well solutions produced all over Europe.

Our current strategic target is the standardization of Baltic RTI market in close cooperation with OU BEPCO.

The company has more than 60 years' experience within packaging and logistics, the largest R&D department in the industry and is very service-oriented. With our 360° returnable plastic packaging model we strive to towards a full service proposition. We excel in the development of packaging solutions. However, we offer many more services: besides a wide range of innovative plastic packaging solutions, we offer a full circle of various services. We call this 360° in returnable plastic packaging solutions. To provide the best results for your company, we can take care of every step of your packaging process. We cover your logistics process from start to finish, right up to recycling.

It's our mission to keep our customers at the forefront of their markets.



**BEPCO** is a fast growing Returnable Transport Items (RTI) development and pooling company. Bepco's product range includes many of different industries' standard RTI's. In addition to standardized products, BEPCO focuses on developing and producing new and innovative solutions, suitable for the needs of diverse industries and their products. Eco-friendliness and efficiency in using nature resources are the key elements of BEPCO' development process.

BEPCO was established in Estonia, where it started its expansion to other Baltic countries. In Baltics, BEPCO manages the first „Foldable Big Box“ pool integrated to web-based asset tracking system. BEPCO's innovation pipe-line includes new modern crate system providing a unique opportunity for unified transportation of most food products in the supply chain.

BEPCO's competitive advantage lies in knowing local market and its needs, and in ability to carry out fast and flexible development. Well-financed and aggressive development team guarantees customer-focused service, wherever our clients need it. For more information, please visit: [www.bepco.ee](http://www.bepco.ee)



**CHEP** is the global leader in managed, returnable and reusable packaging solutions, serving many of the world's largest companies in sectors such as consumer goods, fresh produce, beverage and automotive. CHEP's service is environmentally sustainable and increases efficiency for customers while reducing operating risk and product damage. CHEP's 7,500-plus employees and 300 million pallets and containers offer unbeatable coverage and exceptional value, supporting more than 500,000 customer touch-points in 45 countries. Our customer portfolio includes global companies and brands such as Procter & Gamble, Sysco, Kellogg's, Kraft, Nestlé, Ford and GM. CHEP is part of Brambles Limited. For more information, visit [www.chep.com](http://www.chep.com)

## **K.HARTWALL**

**K. Hartwall** [www.k-hartwall.com](http://www.k-hartwall.com) was established in Finland in 1932 and has become the global leading provider of Returnable Load Carrier Solutions. K. Hartwall want to change the industry for the better through modernising the goods delivery and handling. They do it by promoting the use of innovative, convenient and attractive Returnable Load Carriers that add value through minimising total logistics cost, environmental impact and Health & Safety risks as well as increasing their Customers' revenues. The key words behind their strategy: "Logistics Efficiency through Innovation"



Saphety offers solutions that allow paper-free, simple and automated business processes between organizations. This is accomplished in a secure, reliable, efficient, and economic way in accordance with the legal framework in force. For more information, please visit: [www.saphety.com](http://www.saphety.com)



**Baltic Pallet Pooling** is a local pool management service company.

For retailer and supplier, it's not just crate size that matters. To enable cost cuts of up to 60% and increase in-store product availability, there's always a more efficient solution. Together with Polymer Logistics, Baltic Pallet Pooling provides the customers with the most advanced "Retail Ready Packaging" solutions for the Baltics market. One Touch - from the factory to the retail floor! Everything's foldable, nestable and stackable.

We provide logistics and washing services for the empty trays and pallets, leaving you to concentrate on your core activities. This full service support concept takes a considerable work-load off your hands.

To find out more about our returnable packaging solutions and equipment, please visit: [www.pallet-pool.com](http://www.pallet-pool.com)



**GS1 Latvia** is a not-for-profit organisation that locally administers the global multi-industry system of identification and communication for products, services, assets and locations - the GS1 System. GS1 Latvia is one of 110 GS1 member organisations across 150 countries use GS1 standards as part of their daily business communications, representing over five billion scanning transactions day. GS1 Latvia was created to help Latvian business enterprises become more efficient; our fundamental role is to allocate GS1 numbers and barcodes, maintaining internationally accepted trading standards.

The GS1 System is an integrated system of global standards that provides for accurate identification and communication of information regarding products, assets, services and locations. It is the most implemented supply chain standards system in the world. It is the foundation of a wide range of efficiency-building supply chain applications and solutions and is composed of the following areas: GS1 Barcodes, eCom (EDI), GDSN, EPC Global, Traceability, Sustainability, MobileCom B2C, Upstream Integration

For more information, visit [www.gs1.lv](http://www.gs1.lv) and [www.gs1.org](http://www.gs1.org)

## Telema

**Telema** is the leading EDI operator in the Baltic States, offering IT solutions for automated data flow in supply chain processes. Telema transfers, converts, monitors and processes EDI trade documents such as orders, shipping notices and invoices.

There are over 2800 shops and over 800 suppliers in Telema system. Annually, more than 5 million documents are exchanged. Majority of Telema clients is from the Baltic States, but there are clients also in Finland, Poland, Germany and Netherlands, altogether in 13 countries. For more information, visit: [www.telema.eu](http://www.telema.eu)



**Edisoft** is an EDI service provider and system integrator in Estonia, Latvia, Lithuania and Russian Federation. Unconditional customer support, flexibility and scalability, a full range of supported business applications and seamless integration of our customers into the EDI communities of the Baltics and Russia make us stand out. Over 1300 contracted companies within EDI community including globally-known brands like: Arcelor Mittal, Kraft Foods, X5 Retail Group, Auchan, Wrigley, Statoil, Metro Cash and Carry and many others. For more information, visit: [www.edisoft.ee](http://www.edisoft.ee)



**New Vision** is retail industry dedicated provider of business technologies, system integration and professional services in the Baltic countries and, for selected products, outside the Baltic's.

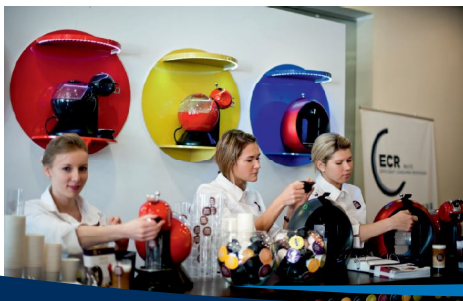
We seek to deliver most value out of ERP, Loyalty and Store solutions, System Integration and Rollout services, ensure uninterrupted everyday store operations thru pan-Baltic, vendor-neutral network of field engineers and multilanguage helpdesk, provide innovations that are aligned with business goals and bring factor of mutual partnership in a joint work. New Vision unites 170+ retail industry dedicated professionals and serves leading retail chains since 1993. For more information visit [www.new-vision.com](http://www.new-vision.com)



IEGULDĪJUMS TAVĀ NĀKOTNĒ









## ECR Baltic Forum 2012 Speakers:



**Remigijus Savickas (DOOR Training and Consulting Baltic) Forum Facilitator**

Remigijus Savickas is a trainer and partner of international training company "DOOR Training and Consulting Baltic". Remigijus is a certified creator of learning programs for adults "About Learning", Entrepreneurship trainer in ISM (International School of Management), member of the board in a few companies, consultant - practitioner, who has more

than 10 years practice in developing business and trainings. Business managers club facilitator. He specializes in sales, negotiation, personal motivation, presentation, managing changes and does trainings in Lithuania and abroad.

Certified trainer of global companies such as SONY, BARCLAYS, PHILIP MORRIS. He is also the author of the popular motivational seminar "You Can Do DIFFERENTLY". Remigijus enjoys playing golf and kite surfing.



**Jorma Rautanen (Prisma, ECR Baltic Co-Chair)**

Jorma Rautanen is a commercial director of Prisma Peremarket Estonia.

He's responsible areas are Purchasing department (FMG and hard goods) IT, and logistic. Jorma have been working in retail business for more than 15 years, most of it in Finland.

Jorma have been working in retail business for more than 15 years, most of it in Finland. He has

strong background in category management from Finland. He has been also in ECR Scandinavia forums. Jorma has also lot of knowledge about logistic in Finland. He has developed FMG logistic with Inex partners in Finland.

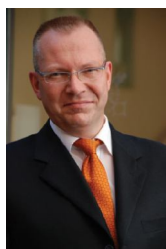
Jorma has also been as a buyer in hard goods sector so he understands also the difference between FMG and hard goods in many ways.



**Jonas Paulauskas (Nestlé Baltics, ECR Baltic Co-Chair)**

Jonas Paulauskas is a sales Manager in Nestlé Baltics. Jonas started his professional career in field of marketing, working both on the agencies and manufacturer sides. More than 12 years ago he joined Nestlé and moved to Sales functions. During 12 years he gained extensive experience in Sales, Category Management and business management areas. Was

actively involved in developing distribution chain, managing sales organization, and development of relationship with customers, jointly creating category strategies as well as researching consumers and shoppers behaviors. Currently Jonas is responsible for Food&Beverages, Confectionery, Culinary and Infant Nutrition categories sales in Baltic region.



**Morten Hansen (Stockholm School of Economics in Riga & NMS Consulting)**

Morten Hansen is Head of Economics Department at the Stockholm School of Economics in Riga and Director of NMS Consulting. Morten Hansen is a Danish citizen but a Permanent Resident of Latvia and has lived there since 1993. He often comments on and analyzes, nationally as well as internationally, the Latvian economy.



**Simon Moulson, Head of Retail, Linpac Allibert**

Simon has worked in the retail packaging industry for more than 20 years and has extensive experience in RTP supply chain solutions. He has worked on initiatives with many of the UK's major retailers and has developed strategies incorporating Maxipac, folding trays and dollies that have led to substantial cost savings all the way through the supply chain.



**Zdeněk MELOTIK (Nestlé Česko, Czech Republic)**

Zdenek Melotik is a Category and Channel Sales Development Manager in the Czech and Slovakian market

Zdenek started his professional career in field of marketing research and he worked in several marketing research companies such as Research International or Nielsen. His main field was the shopper insight and shopper research. Then he joined Nestlé as a Category

Development Manager for the Czech republic and Slovakia. From December 2011 till Sep 2012 he was presented in Baltics to develop the Category Growth story for the Hot Beverages.



**Vaclav KOUCKY (Nestlé Česko, Czech Republic)**

Vaclav Koucky is a Category Development Manager for Coffee&Beverages in the Czech and Slovakian market.

Vaclav start worked in Delhaize group within private label department. After internal promotion he started work in the field of space and range department. After that he joined Kaufland as a Space Manager from 2007 to 2009. In 2010 Vaclav joined Nestle as a Category specialist with focus at NDG and Pure soluble coffee.



**Patricia JAKESOVA (University of economics' in Prague, Czech Republic)**

Patricia nowadays works at a university, where she is leading the courses about the category management, wholesale and retail management. Patricia has very extensive retail experience, and during last 20 years, she has worked in many retail management positions at different retailers. She holds in the past position of the Fresh Market Manager at Delhaize group, Category

Buing manager at Tesco Stores. And last experiences she had from Ahold where she held the position of the Dry Food Director or the Director Special Project – Hypermarkets. Nowadays she leads lectures at University of Economics and special projects within university.



**James Tupper, ECR Learning & Change Manager, IGD.**

James manages the Efficient Consumer Response (ECR) UK Product & Packaging Waste Workgroup of suppliers, wholesalers and retailer – see box below. James helps companies to implement ECR practices in the food and

grocery industry through sessions and programmes that save them time and achieve step change business benefits. James joined IGD in 2002. He creates and facilitates Performance Improvement Programmes which fully engage cross-functional trading partner teams to align processes, increase availability and minimise reworking, escalation, fire-fighting and issue resolution costs. During over 50 In-store Excellence Sessions in 8 countries across 3 continents, 1000 people for 300 vendors have been helped by James to get first-hand experience of stacking shelves, building promotions and changing ranges and so identify how to improve their supply chain solutions and services to make it easier for retailers to sell more and waste less. Prior to joining IGD, James worked for Cranfield University for 15 years. James has 30 years' experience of developing people and business performance in the food and grocery industry across Europe, Asia, Africa and north America.



**Maris Dreimanis, Managing Director and Chairman of the Board at GfK Custom Research Baltic**

Maris is a management professional with more than 15 years of experience spanning Finance, IT and Market Research. Prior to joining GfK he worked for global software house building online solutions for Fortune 500 and largest European companies including Standard&Poor's (The McGraw-Hill Companies) and Universal Music Group. With such

background and degree in Business Administration current focus for Maris is strategic management as well as multi-disciplinary links between marketing and high-tech, including social media and Big Data.



**Tomi Kuittinen, Vice President of Expert Services Analyse<sup>2</sup>**

Tomi has more than 18 years of experience in Category Management at every level from Unilever, Fazer and Atria. With a wide contact network in the Finnish market from both the supplier and the retailer side, his high expertise in process understanding make him an asset to our team. Tomi works in deep collaboration with all Finnish manufacturers and importers while leading our Expert Services team, which provides consultative help in implementing our software tools into customer's processes, helping them take the most benefit of our solutions and understand shopper and consumer motives by using our unique trend and attribute methodology.



**Birgit Patterer, Kraft Foods / Mondelez International**

Customer Supply Chain Development CEE (Central & Eastern Europe, Russia and Turkey)

- Develop regional Supply Chain strategies
- Manage key cross-country customer platforms
- Initiate and lead regional Customer Supply Chain projects
- Establish regional processes, guidelines and

procedures

- Share and implement best practices across the region
- Develop and execute roadmaps with the region's BUs and their key customers
- Collaborate with international and local key accounts
- Cross-organizational collaboration, relationship management
- Continuous improvement, system enhancements, driving efficiencies
- Distributor Supply Chain development
- Growth initiatives

Service level improvement

On-shelf availability & out-of-stock improvement

Inventory optimization

Route-to-market optimization

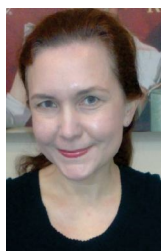
- Cost to Serve, Efficiency Bracket Pricing



**Fernando Pereira (Saphety)**

Fernando Pereira is the development director of Saphety Sync department. He's responsible for the Saphety Sync line of solutions that are target to implement data synchronization at a nation level. Fernando has more than 15 years of professional experience, the majority of which in the data synchronization area. He started in 1997

in a company named Catalogo Electronico de Productos dedicated to master data alignment. He has implemented master data alignment projects in several countries, like South Africa, Belgium, Sweden, Venezuela, Spain, Mexico and Greece, always in collaboration with local GS1 organizations. He was also responsible for the development of other electronic commerce and EDI solutions, dedicated to the electronic collaboration and integration of commercial partners.



**Jurgita Žalkauskė, Coca-Cola Hellenic Baltic, Country Logistics manager**

Previously:

- Managing director of NT Valdovs
- Procurement director at Lietuvos energija ;
- Various positions in Procurement at Carlsberg Breweries (Regional lead Buyer for North region, Carlsberg Baltic Procurement manager, SAP BPO (business process owner) for Procurement).

Education: EMBA by BMI (Baltic management Institute)

Vilnius university (Economics, Management of the Production).



**Magdalena Lagodzka, Nielsen**

Analyst by education and hobby. Graduated Quantitative Methods on Warsaw School of Economics. In Nielsen since 2007. Leads Analytic Consulting Unit for CEE and Baltics, dealing with marketing analyses, based on modeling of sales data. On everyday basis supports FMCG Clients in key decisions regarding pricing, promotions other

marketing mix elements.

Presentation will include insights from recent researches performed by Nielsen Analytic Consulting in CEE on promotions:

- How does promotional intensity look
- What implications can high promotional intensity have?
- Do promotional activities bring additional sales?
- How to make promotions more effective?



**Kalle Koutajoki – CEO, co-founder**

Kalle Koutajoki is an entrepreneur and co-founder of Digital Foodie Ltd. Kalle holds a Master of Science in Engineering and has worked in various marketing, operational management and sales positions. In the past Kalle was the Vice President of marketing & operations for Navicore Ltd. as well as Vice President of eCommerce for the publicly listed Wayfinder Systems. Prior to Digital Foodie, Kalle ran the eCommerce team at Wayfinder with full profit and loss responsibility

as well as worked as the general manager of Wayfinder Systems Oy, a subsidiary of Wayfinder Systems Group.



**Iwona Nowakowska, Supply Chain Director in Danone Waters Poland (Zywiec Zdroj)**

She is with Danone over 6 years, currently in charge of Supply Chain - planning, forecasting, customer service as well as distribution and logistics. Prior to this she spent more than 8 years in FMCG industry - among the others in Kraft Foods - gaining experience in Purchasing and Supply Chain domains.



**Mateusz Boruta, Managing Director, ECR Poland.**

Honestly believes that good cooperation between trading partners is beneficial and helps growing faster. Professionally creates environment for better dialogue and more efficient collaboration of companies through the unique platform – ECR organization (Efficient Consumer Response). Mateusz is co-author of optimization programs for value chains as well as single enterprises, mostly within FMCG industry. Among the effects of his

work are practical tools and knowledge supporting removing non-value-bringing costs from the supply chains. With combined logistics & marketing background, he is a successful consultant and trainer. In private life – avid mountain climber and trekker, biker and photographer.



**Arturas Dirgincius, Sales executive UAB "Alsena"**

Meeting ECR europallet exchange criteria in IKI retail network. Pallet sorting project. Robotex business case with IKI (UAB Palink) regarding robotization of pallet sorting system in IKI distribution center in Panevezys, Lithuania.





**Maciej Kubiak, Country General Manager CHEP POLAND.** Maciej Kubiak is President of Polish subsidiary of CHEP, company, which specializes in pallet management and pallet rental services. He joined CHEP in 2001 and has been successfully developing CHEP and building brand recognition on the local market. Prior to his Country General Manager role, he has held various leadership managing Asset Management, Sales and Retail Sales teams where he focused on growing pooling network in Poland and CE countries. Maciej has many years of experience and knowledge in supply chain management.



**Maximilian Musselius (ECR Russia)**

Maximilian is the Executive Director of ECR-Russia. Graduated from Moscow State University n.a. Lomonosov, Economics (Master of Management) and Law (Civil Law) faculties. In 2000-2003. - Marketing Director Gambro Sweden AB, in 2003-2004 - Marketing Director, Senior Consultant, Kelis Consulting. Successful organizer and manager of numerous projects and initiatives within Russian ECR - one of the most active organizations within ECR Europe.



**Dr. eng. Marcin Hajdul, Institute of Logistics and Warehousing, Poznan**

Head of Logistic Expertise Department, Project manager at the Institute of Logistics and Warehousing. Graduated from the Poznan University of Technology, Faculty of Working Machines and Transportation and Faculty of Engineering Management As a recognized specialist in the field of logistics he is the Board member of the European Logistics Association and of the Polish Logistics Association (PTL). At ILiM he is involved in the research, EU and commercial projects as well. He has participated and managed several projects of EU Framework Programme, including those co-funded by FP5, FP6, FP7, INTERREG III&IV. He has been cooperating with such companies as: PEPSI-COLA General Bottlers Poland, Solaris Bus & Coach, Intermarche, Sweedwood, Unilever, Bonduelle, Nivea, Lindt, Nestle, Energizer, Kompania Piwowarska, Polkomtel, Opoczno.



**Teet Ruuval, Metsä Tissue, Sales Manager of Baltic Countries**

Teet is the Sales Manager of Baltic Countries at Metsä Tissue (Consumer), one of the largest tissue paper supplier in Europe. Teet have been working in retail business for more than 15 years, most of it in Estonia. Before Metsä Tissue Teet worked for a Fazer Bakery & Confectionery in Estonia for 13 years, managing Confectionery business unit and later Bakery and Confectionery sales unit. Graduated from Tallinn University of Technology, MBA.



**Jukka Jokiranta (Focuset Finland)**

Jukka is a recognized cooperation process and Category Management expert in consumer goods industry and one of the first ECR Learning Programme Partners. Jukka has delivered several consulting projects in retailer-manufacturer cooperation and business development with multinational consumer goods companies in Finland, Russia and Baltics. Jukka has over 10 years experience in sales and business process development from different industry sectors. Jukka holds an MSc in Industrial Engineering and Management.



**Harry Broman, Sales Unit Manager (Nordic & Baltic countries), K. Hartwall**

Harry Broman is a Sales Unit Manager at K. Hartwall and is responsible for the sales and development in the Nordic and Baltic region (Finland, Sweden, Norway and the Baltic countries). He has more than 10 years of experience in process development in logistics and services and has been a part of the K. Hartwall Global sales and marketing team since 2012.



**Jani Peltonen, Account Manager (Sales Finland & Baltic countries), K. Hartwall**

Jani Peltonen is a Account Manager at K. Hartwall and is responsible for the sales in Finland and the Baltic countries. He has more than 10 years of experience in solution selling in logistics and services and has been a part of the K. Hartwall Global sales and marketing team since 2008.



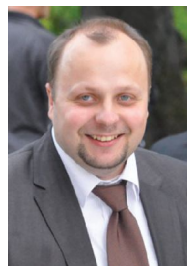
**Rūta Kryževiciūtė, Telema Lithuania Country Manager**

Telema the leading EDI provider in the Baltics, and has successfully run the operations of the affiliate since 2009. Before joining Telema she worked in real estate and finance sectors. Her particular strengths lie in strategic planning and business development. She is an expert in B2B relations and has put a lot of effort into developing EDI business area in Lithuania. Rūta obtained her MBA in Economics from the Vilnius Gedimino Technical University.



**Sven Uustalu, Product Manager of Telema**

Sven is Product Manager of Telema, the leading EDI provider in the Baltics. His field of expertise is VMI (Vendor Managed Inventory) as well as other inventory management related services like Telema MMT (Sales Force Automation system). Sven's education from the Estonian Business School and his vast experience in marketing and project management have given him good analytical skills and market knowledge. He strongly believes in the future of inventory management related services and is determined to lead the growth. He is currently obtaining a Masters Degree in Supply Chain Management from the Tallinn University of Technology.



**Edgars Pentjuss, the host and managing director of ECR Baltic**

(Efficient Consumer Response Initiative in the Baltic States). Previously he has worked for GS1 Latvia whereas he was in charge of barcode verification LAB, EDI (eCom), MobileCom projects and ECR Baltic Coordination.

Edgars has a broad cross Industry experience running number of e-commerce projects in banking and finance. He started his career in IT for shipping industry responsible for container application introduction and EDI. He has studied Port Management and European Business Studies at Antwerp Business School. Now passionate about innovations and shopper engagement technologies.

## ECR Baltic 2012 gathers 28 speakers from 10 Countries and more than 70 companies and 150 participants.

Get full ECR Baltic Forum 2012 participants list, here:

1WorldSync GmbH, Pieno Zvaigzdes, Vilniaus paukstynas, Nielsen Polska Sp. z o. o., Aldaris, AS Rigas Miesnieks, Baltic Pallet Pooling SIA, Baltijos Aliejus UAB, BFGS SIA, Birštono mineraliniai vandenys, Chep, Cido Grupa, CLAIRE Foods OÜ, Coca Cola Hellenic, Container Centralen, Door Training & Consulting, EBM GRUPP AS, ECR Baltic, ECR Poland, Edisoft Estonia OU, Edisoft Systems UAB, Edisoft Latvia, ELLAS Grupa SIA, EPAL National Committee in Baltic States, Estrella Baltics, Euromonitor International, Fazer Lietuva, GS1 Denmark, GS1 Latvia, GS1 Lithuania, Havi Logistics SIA, IliM & ECR Polska, Institute of Logistics and Warehousing, Itella Logistics OÜ, K. Hartwall Oy Ab, Kraft Foods, Kraft Foods Lietuva, Kronus SIA, Logistics IT Partner, LogSol Ltd., Maxima Group, Metrosystem OU, Nestle Baltics, New Vision, Nutricia SIA, Osama JSC, OU BEPCO, OY Lantmannen Unibake Ab Finland, Paulig Coffee AS, PAKi Logistics GmbH, Prisma Peremarket AS, Rigas dzirnavnieks a/s, Rimi Baltic, Prekybos namai "Hermis", Saphety, Saarioinen Eesti OÜ, Schoeller Arca Systems, Selver AS, Telema AS, Telema Latvijas filiāle, Valio, JULISA, Palink, Tromina, Prisma LT, Vilniaus duona, Wrigley Baltics, Wrigley Baltics filiāle Latvijā, Unilever

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Bluetooth – make your bluetooth device discoverable, and receive blue tooth message to check if you have won some gifts from organizers (for Blackberry users, security code: 0000).



NFC – all ECR Baltic roll-ups are equipped with smart tags for near field communication with your mobile, try it!

## What is ECR?

The ECR ("Efficient Consumer Response") movement effectively began in the mid-nineties in Europe and was characterized by the emergence of new principles of collaborative management along the supply chain. It was understood that companies can serve consumers better, faster and at less cost by working together with trading partners.

At the heart of ECR was a business environment characterized by dramatic advances in information technology, growing competition, pressure on margins, global business structures and consumer demand focused on better choice, service, convenience, quality, freshness, safety and sustainability and the increasing movements of goods across international borders aided by the internal European market.

This new reality required a fundamental reconsideration of the most effective way of delivering the right products to consumers at the right price.

Non-standardized operational practices and the rigid separation of the traditional roles of manufacturer and retailer, as well as the lack of collaboration between them, threatened to block the supply chain unnecessarily and failed to exploit the synergies that came from powerful new information technologies and planning tools.

To better serve the consumer, ECR set out to invert the traditional model and break down non-productive barriers. The impacts were extensive and continue to resonate across industry.

Learn more: [www.ecr-europe.org](http://www.ecr-europe.org)

## What is ECR Baltic?

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.

## ECR activities and competence areas:

### Cutting unnecessary costs and bringing efficiencies

- EDI (Electronic Data Interchange)
- Master Data Synchronization
- Global Identification standards for Products and Parties
- Reducing Losses (Shrinkage)
- Shelf-Retail Ready Packaging
- Logistic Initiatives
- Collaborative planning forecasting and replenishment
- Traceability in supply chain
- RFID

### Generating Demand

- Category Management
- Efficient Promotions
- Efficient new products introductions
- Shopper-Consumer Insight
- Out-of-Stocks reductions
- Efficient Assortment
- Consumer Relationship Management

## Currently active ECR Baltic working groups:

- Master Data Management and Data Synchronization working group – the users group for GDSN Certified Data Pool Introduction in Baltics and alignment of attributes for products master data (common Baltic product card development) and master data quality assurance;
- EUR Pallet assessment working group, who has issued EUR Pallets Assessment Cards (exchange criteria) – a very practical tool to assess EUR pallets for further exchange, repair or disposal;
- RTI (Reusable Transport Items) unification and pooling initiative. Active in dairy, meat, bakery, fruits and vegetables categories with the aim to reduce a number of RTI types from around 100 different types of crates to 5-6 on the Baltic market;
- EDI working group working on alignment of retail e-Invoice attributes promotion of “order to cash” and it's lighter version “4DOC” electronic documents business model;
- Previously active working groups: Education and Training Committee and Category Management – Shopper;

**Each ECR Baltic member can initiate ECR working group.** ECR Baltic working groups are composed of experts (lead by Manufacturer and Retailer representative) of the subject and have a limited life, in line with the objectives and deliverables as defined.

## The roles of ECR working groups in general:

- Develop deliverables (tools, best practice manuals, codes of practice, position papers ...)
- Help the formation of pairs of practice
- Organize and implement the dissemination of deliverables.

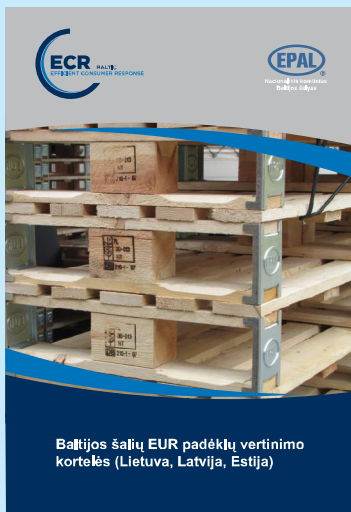
**ECR Europe and ECR National Initiatives deliverables: Over 30 European “blue books” and 250 national best practices. Available for download at [www.ecr-europe.org](http://www.ecr-europe.org) and [www.ecr-all.org](http://www.ecr-all.org)**

### ECR Baltic:

**Category management brochure: “What it is?”. Available in English, Estonian, Latvian and Lithuanian**



**EUR Pallet assessment cards. Available in English, Russian, Lithuanian, Latvian and Estonian.**



**RECOMMENDATIONS for PALLETS and RTI (Returnable-Reusable Transport Items) for dairy, meat, bakery, fresh fruits and vegetables:**

**RTI (Returnable-Reusable Transport Items) for dairy, meat, bakery, fresh fruits and vegetables:**

for RTIs, it is recommended to limit the number of crate types from more than 100 different types currently circulating in Baltics to 5-6. The crates must be compatible so that they can be piled up. The formats shall be limited to 60 x 40 cm and 30 x 40 cm as per recommendations below. Height tolerance +/- 3 mm.

Dairy products & crates set				
External Dimensions (LxWxH mm)	Internal Dimensions (LxWxH mm)	Load Max	Primary packaging types	Suitable for
300 x 400 x 118 (H +/- 30)	285 x 380 x 92 (H +/- 30)	5 kg	75 mm diameter caps (18 pcs) 16 mm diameter caps (13 pcs) 200/250 ml pure packs (15 pcs)	Yogurt, cream, sour cream, cheese, quark, etc.
300 x 400 x 178 (H +/- 30)	285 x 380 x 144 (H +/- 30)	10 kg	16 mm diameter caps (13 pcs) 400/500 ml pure packs (15 pcs)	Yogurt, cream, sour cream, cheese, quark, etc.
300 x 400 x 238 (H +/- 30)	285 x 380 x 204 (H +/- 30)	20 kg	1000 ml pure packs (13 pcs) 1500 ml pure packs (9 pcs) 1000 ml plastic bottles (12 pcs) 1000 ml poly packs (12 pcs)	Milk, soft cheese, quark, etc.
Meat, Bakery, Fruits & Vegetables crates set				
External Dimensions (LxWxH mm)	Internal Dimensions (LxWxH mm)	Load Max	Primary packaging types	Suitable for
500 x 400 x 178 (H +/- 30)	500 x 360 x 144 (H +/- 30)	20 kg	Any packages that fit	Meat & bakery products
500 x 400 x 248 (H +/- 30)	500 x 360 x 214 (H +/- 30)	25 kg	Any packages that fit	Fruits & Vegetables

\* approved by ECR Baltic working party on 11.04.2012, Riga

**Download all ECR Baltic publications at [www.ecr-baltic.org](http://www.ecr-baltic.org) or via short link: [bit.ly/ecrallpb](http://bit.ly/ecrallpb)**

## Notes:

[illegible]

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**BOOK IN YOUR DIARY NOW:**

### **ECR EUROPE FORUM AND MARKETPLACE FROM 14-15 MAY 2013, Brussels**

With special extended program of company visits for ECR Baltic participants from 16-17 May. Options include (at no additional cost, except travel and accommodation, subject to minimum group of 10 participants):

#### **Germany:**

1. Metro Future Store, Düsseldorf,
2. DHL Innovation Centre, Troisdorf,
3. GS1 Germany Knowledge Centre/Value Chain live!, Cologne

#### **UK:**

IGD training style workshop on retail digital innovation

#### **Netherlands:**

1. Dinalog a logistics competence centre,
2. Ahold distribution centre

#### **France:**

1. Laser research centre in Paris : trends and experiences around digital;
2. DHL or Geodis or Deret (electrical trucks). Urban deliveries in Paris;
3. Sephora point of sales in Paris, with a focus on "CRM in action"

#### **Belgium:**

1. Delhaize DC Fresh II,
2. Danone,
3. Campina

**Please contact ECR Baltic for more details!**

#### **NOVEMBER 2013**

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24	25	26	27	28	29	30

**SAVE YOUR DATE  
FOR THE NEXT  
ECR BALTIC FORUM  
on 14th of  
November 2013!**

## ECR Baltic members:



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.

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W2 <http://www.ecr-all.org>