

## DAY 1 (PRE EVENTS):

### 10 November 2014 ECR Baltic Forum pre-events:

09:50	Retail - Manufacturer tour Start from Baltic Beach Hotel, Jūras iela 23/25, Jūrmala. Latvia Gathering in front of hotel entrance at 9:50, leaving at 10:00 Route on Google Maps: <a href="https://goo.gl/maps/gjeOw">https://goo.gl/maps/gjeOw</a>
10:45	Retail visit at Maxima chilled food distribution centre in Olaine (guide in Russian, English summary/translation by ECR Baltic staff).
12:00	Lunch break at <a href="#">LIDO</a> , Krasta iela
13:30	Manufacturer visit: Lavijas Balzāms, A.Čaka 160, LV-1012, Rīga, Latvija
15:30	Return to Baltic Beach Hotel, Jūrmala

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19:30	Ice breaking event with ECR Baltic Board, Speakers and Sponsors at Caviar Club, Baltic Beach Hotel, Jūras iela 23/25, Jūrmala. Dress code: smart business
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## DAY 2 (THE MAIN FORUM DAY):

### 11 November 2014 ECR Baltic Forum

09:00	Registration
10:30	Welcome message by forum moderator and keynote Mr. Daniels Pavluts, an international economic development consultant, former Minister of Economics of Latvia.
10:40	Opening by Saulius Bitinas, Coca Cola and ECR Baltic Board
10:50	Power of collaboration in FMCG and Retail for sustainable trading relationships by key note Kevin Hawkins (35 years' experience in training P&G sales teams)
11:20	ECR Europe - European Collaborative Supply Chain Management Guide, Hele Hammer and Sven Uustalu, Taliinn University of Technology
11:50	The Future of Retail Packaging 2016 and beyond – boosting retailer and brands sales with innovative packaging, Tomasz Żebrowski, Vice President Corrugated Central Europe and Aija Zemribo, Supply Chain manager, Corrugated Central Europe, Stora Enso
12:10	Food trends by Chef Karlis Robert Celms
12:30	Lunch break and networking (12:30 – 13:45)

### Breakout sessions:

	Technology, Multi-channel and Supply Chain stream	Demand Management (shopper) and Sustainability stream
13:45	Personalisation in the heart of online grocery services by Kalle Koutajoki, CEO and co-founder, Digital Foodie Ltd.	Research online, purchase offline - how consumer will get their share in Big Data by Zulfukar Tosun, Retail Baltic
14:05	Efficient and Reliable Consumer Information by Nuno Azevedo, GS1 Portugal	Profitable pricing strategy and effective promotions - mission possible! by Daiva Buckonyte, Nielsen
14:25	Logibar.net - Supply Chains Simple Benchmarking - first results & learnings, Mateusz Boruta, ECR Poland	Category management challenges in Russia (CatMania – category management simulation for Key Accounts), Maximillian Musselius, ECR Russia

14:45	Speed Docking: a joint compass for retailers and manufacturers towards a more efficient, responsive and sustainable value chain by Lisa Van den Bossche, Managing Director, ECR Belgium & Luxembourg and Tom Tillemans, Head of Logistics Excellence, H.J. Heinz Supply Chain Europe	The evolving nature of retail service quality (both retail to consumer, as well as supplier to retailer) in the Baltic states? by Brent McKenzie, MBA, PhD via Skype from Canada
15:10	RTI (returnable assets) pooling business case from Ukraine by Roman Kalenjuk, Schoeller Alibert	Voluntary European B2B Fair trade code: <a href="http://www.supplychaininitiative.eu">www.supplychaininitiative.eu</a> , what it is for Baltic food chain companies? by Christel Delberghe   EuroCommerce, Director of Policy, competitiveness and food via Skype from Brussels.
15:30	Smart Things - how RFID makes plastic crates smart at Selver by Janek Balonski, Logistics IT Partner	Industry initiatives addressing youth unemployment (ECR Feeding Europe's Future and Nestlé European Youth Employment Journey) by Ariana Rastauskaite Corporate Affairs Manager, Nestlé Baltics and Edgars Pentjuss, ECR Baltic
15:45	Coffee break (15:45 – 16:30)	

### Closing plenary

16:30	Sustainability in Action: A Broad Look at Sustainable Development in Business. Jonathan T. Scott, Founder and Director of the Center for Industrial Productivity and Sustainability
17:00	Differences between standalone and coalition loyalty programs around the world a case study of a new coalition loyalty model with Finish grocery chain by Gabi Kool, CEO Coalition Rewards, Latvia
17:20	Best practices and recommendations for retailers and shopper marketers to meet unexpected and irrational behaviour of shoppers by Constant Berkhout, owner & founder of Rijnbrug Advies
17:45	"The Baltic economies: A challenging 2015 ahead" by Morten Hansen, Stockholm School of Economics, Riga
18:05	Closure and summary of the forum
18:15	Reception at Marketplace (18:15 – 20:00)

Register before 7<sup>th</sup> of November!



Note: Agenda is subject to changes!

Learn more: [www.ecr-baltic.org](http://www.ecr-baltic.org) | +37126546645 | <mailto:info@ecr-baltic.org>

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## DAY 3 (SPECIAL CRM MASTER-CLASS):

12 November 2014

**extend your stay with Collaborative Relationship Management Master-Class with Kevin Hawkins.**

The course is designed for teams who interact with one or more major customers in their business. Ideally these teams will be “multi-functional” if the business is conducted by more than Buyers and Sellers.

### Collaborative Relationship Management Outline Agenda (in English)

9:00	Welcome Coffee, Introduction
10:00	Collaboration Challenge, Break
11:00	Experiences of Collaboration, How Teamwork evolves
12:00	Collaboration Model
13:00	Lunch
14:00	Collaboration Model
15:00	Break
16:00	How to improve "Virtual Collaboration", Summary and Action Plan
17:00	Close

*\*Participants prior to the master class are invited to fill in the ECR Project Team Assessment [Questionnaire!](#)*

### Why I should attend Collaborative Relationship Management Master-Class?

- Understanding your “Personal Collaborating Effectiveness” – your strengths and opportunities
- Increase your business success rate.
- Improve your professional relationships - groups outperform individuals on complex tasks and individuals then do better on later individual’s assignments as well.
- Get greater satisfaction working with others.
- Enhance your reputation in the organization.

### About facilitator:

**Kevin Hawkins** has more than 35 years professional experience in leading the development and deployment of Sales Capability programs for more than 10,000 employees of Procter & Gamble and its business partners in Central and Eastern Europe, Middle East and Africa (CEEMEA).

He has a background in the Sales function and is highly qualified to train Selling and Negotiation skills. Kevin also has wide experience of and is an authoritative and dynamic speaker on a range of Commercial skills. These include Leadership, Teamwork, Coaching, Motivation, Execution and Formal Presentation skills.

[Learn more!](#) | Register, [here!](#)

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