



12th of November 2015
Riga

Panel questions: ECR Baltic Forum 2015 - Creating Value Together!

1. We are observing constant economy growth in the Baltic States after crisis back in 2007/2008, what is your expectation of coming 2-3 years in face of Russia food ban and what is potential impact on manufacturer & retail market?
2. What changes do you noticed with Baltic shoppers? What should be joint response of retailers & manufacturers to satisfy their needs?
3. In Western Europe "the race for space is over (opening new stores), now the race is on for differentiation (for individual offers, assortment, store formats and multichannel retailing)", how would you comment this regards to Baltics (your Country)?
4. In respect to retailer - supplier relations, new National regulations (an example for prohibition of unfair trading practices law in Latvia) are becoming in force as from 2016, what should change in current practice for food and drink industry? Any need for special regulations?
5. Efficient Consumer Response is about joint value creation for consumers, people/talent development, new technology introduction, sustainability and efficient supply chain, can you pin point areas where retailers and manufacturers should work together where we can have a greatest win win win (for retailer, manufacturer and shopper/consumer) potential?
6. Finally can you please point out what are the future trends which will impact the most FMCG/Retail in Baltics in the next 5 years?

(example: ultimate power shift to shopper/consumer, sustainability, new regulations, need for localization, multichannel, all digital, big data, continuous conflicts with Russia, other?)

The panel questions are subject to changes and final approval of ECR Baltic Board / Panellists.

ECR Baltic, biedrība
+371 26546645 **T**
+371 67332276 **F**
info@ecr-baltic.org **E**
Brīvības 149, Rīga, LV-1012, Latvija **O**
www.ecr-baltic.org **W**
LV40008143329 **VAT**
LV24HABA0551025981132 **IBAN**
HABALV22 **SWIFT**