



# E-GROCERY CONGRESS @ANUGA 2017

10<sup>th</sup> October 2017 in Cologne



## E-GROCERY CONGRESS @ANUGA 2017

### Global Visions & Future Trends

#### KEY TOPICS

Congress language English

##### **Seamless commerce – The smooth customer experience**

Optimise your customer touchpoints in order to generate buying impulses, secure customer loyalty and take advantage of new distribution channels.

##### **Power & dynamics! – How online marketplaces and providers are disrupting the retail market**

Develop the best strategies to cooperate with online giants and handle vertical integration.

##### **The shops of the future – Multimedia and networked shopping experiences**

How to present your products, emotionalise the shopping experience and provide convenience for the customer.

##### **Predictive analytics – From data to delight**

Ways to analyse and leverage your data to maximise customer satisfaction.

##### **Your buyers of tomorrow – Get to know and understand the millennial generation**

How is the customer behaviour changing and what effects does it have on online grocery?

##### **Efficient in the "last mile"**

Learn all about innovative and efficient logistics solutions for fresh food.

ORGANISER:



CONCEPT/ORGANISATION:



SPONSORS:



emmasbox



ANALYST PARTNER:



[www.anuga.com/E-Grocery\\_Congress](http://www.anuga.com/E-Grocery_Congress)



## Moderation:

Lisa Byfield-Green, Senior Retail Analyst, LZ Retailytics



9.00 Registration and Welcome Coffee

9.45 **Opening of the E-Grocery Congress @Anuga 2017**

Koelnmesse GmbH

## Status Quo: Global Visions & Future Trends @E-Grocery



10.00 **Future Online Grocery Trends Based on the Experience of a Grocery Pure Player**

Gerard Scheij  
Co-Managing Director, Picnic



10.20 **Rising Aspirations & Growing Population – Is E-Commerce the Solution for the Indian Grocery Market?**

Kumar Rajagopalan  
CEO, Retailers Association of India (RAI)



10.40 **Improving Shopability in the Era of Connected Commerce**

- From revolutionising marketing to serving connected customers
- Trends and strategies to develop relationships with the buyers of tomorrow

Marek Kempka  
Director Shopper Technology Europe, Nielsen



11.00 Q&A

11.10 Networking & Snacks

## Online Marketplaces & Main Challenges @E-Grocery



11.40 **The E-Commerce Marketplace and its Impact on the Future of Grocery**

Anne Rösener  
Owner, CLIENT MIND



12.00 **Panel Discussion**

**Disruption @E-Grocery: How is the Balance of Power Shifting in the Fresh Food Sector as a Result of Online Marketplaces?**

Discussion with representatives from online and bricks & mortar retailers, e.g. James Williams, Director Fresh Ops Programs, Jet.com, Max Cao, Head of Sourcing & Investment, JD Fresh and others.



12.50 **Handling Vertical Integration – How Producers are Disrupting the Retail Market**

Ekkehard Lughofer  
Head of Marketing and Sales (CMO),  
ADAMAH BioHof



13.10 Q&A

13.20 **Power Session: Innovation Slam** – Have you developed an exciting innovation for the E-Grocery market? Present it here! In this connection, simply contact Irene Kudryavy.

13.30 Networking & Lunch Break



## 14.30 Parallel specialist forums

Select one of the exciting themes and discuss it in the interactive sessions



### 1. The dynamic secrets of startups – opportunities or threats?

**Moderation:** Fabio Ziemßen

Blogger, Speaker & Coordinator, EFood & FoodTech efood-blog.com



### 14.30 Unlocking New Sales Potential Through the Power of Recipes

Robin Rendahl, CEO, Northfork.ai



### 14.40 Stay Hungry, Stay Foolish – Opportunities and Threats for Startups in the Transforming Food Industry

Alexander Djordjevic, CEO & Co-Founder, Foodist



14.50 Open Discussion



### 2. Efficiency in the “last mile” – learn all about innovative and efficient logistics solutions for fresh food

**Moderation:** Lisa Byfield-Green



### 14.30 Strategies for the Dilemma of the Last Mile

Björn Weber, Head of LZ Retailytics



### 14.40 emmasbox – Providing Fresh Food with Click & Collect

Michael Reichelt, Founder & Managing Director, emmasbox, open ideas GmbH



14.50 Open Discussion

## Seamless Customer Experience @E-Grocery



### 15.20 Rethink Grocery – How Frictionless Commerce Will Change Everyday Life

- How will everyday life and shopping change in the future?
- What is new in online grocery?
- “Hot stuff” and innovations for the next few years

Jens Drubel, Founder & CEO

and Max Thinius, company spokesman, All you need



### 15.40 E-Commerce – The Cutting Edge: Opportunities and Risks for Online Promotions

Dominic Blank, Founder & CEO, POSpulse



15.50 Networking & Snacks

### 16.20 The Shop of the Future – Multimedia and Cross-linked Shopping Experiences

- How to present your products and emotionalise the shopping experience
- Click & Collect, digital POS, E-Stores – Providing Convenience for the Customer with Concerted Systems

Matthew Brown, Director, Ecochamber



### 16.40 Predictive Analytics – From Data to Delight

Shivanku Misra, Director, Data Science & Analytics Business Intelligence, HEINEKEN USA



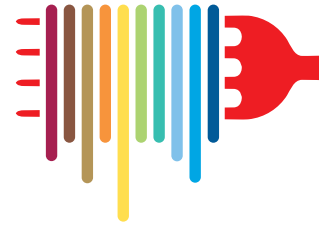
17.00 Wrap up

17.30 End of the E-Grocery Congress @Anuga 2017



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## THIS IS WHAT AWAITS YOU:

- ✓ Best practice of the global players
- ✓ Panel discussion with the power retailers
- ✓ Inspirations and concrete recommendations for your strategy
- ✓ Current trends and developments in E-Grocery
- ✓ Networking with international industry experts



## WHO WILL YOU MEET AT THE E-GROCERY CONGRESS @ANUGA 2017?

Board members and CEOs of grocery retailers and producers, online marketplaces, start-ups and associations.

Kindly invited are further decision makers and executives working in the following fields:

- ✓ Digital Strategy
- ✓ E-Commerce
- ✓ Omni-Channel-Management
- ✓ Online Marketing
- ✓ Purchase
- ✓ Logistics

**Early Bird Offer · Order your ticket now and save 100,- €!**

Early Bird 395,- € (season ticket for Anuga 2017 included) until 15th September 2017

495,- € regular (season ticket for Anuga 2017 included)

VAT is charged at the current rate and is subject to VAT legislative changes. Please be aware that you can only enter the congress center and the trade fair by showing your ticket. Further information will be sent to you shortly by Management Circle AG.

### Venue

Congress-Centrum Nord Koelnmesse,  
Messeplatz 1, 50679 Cologne

### Room reservation

Please make your reservation directly under  
[www.anuga.com/anuga/travel-and-accommodation/overnight-stay](http://www.anuga.com/anuga/travel-and-accommodation/overnight-stay)

**Your contact persons – we are happy to help you with your questions:**



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### Registration and Customer Service

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**Order your ticket now: [www.anuga.com/E-Grocery\\_Congress/registration](http://www.anuga.com/E-Grocery_Congress/registration)**

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