

MADE IN EXIM PARTNERS!

June 28-29, 2018

Kazakhstan, Astana, Palace of Independence



CONVENTION
WORLD OF TRADE МИР ТОРГОВЛИ

INTERNATIONAL NETWORKING CENTER BETWEEN RETAILERS AND SUPPLIERS. ALL AREAS OF RETAIL BUSINESS

BUSINESS PROGRAM

EURASIAN CONGRESS, PROGRAM:

- IMPORTANT DATA ON RETAIL TRADE IN KAZAKHSTAN, CIS AND THE WORLD. ANALYTICAL SESSION.
- GRAND OPENING OF WORLD OF TRADE CONVENTION. POWER AND BUSINESS - ON THE FUTURE OF RETAIL.
- WHAT TO INVEST IN FOR BUSINESS GROWTH AND EFFICIENCY
- RETAIL IN DIGITAL ERA. THE BEST CASES ON THE WORK OF NETWORKS AND BRANDS ONLINE.
- SUPPLY CHAIN PERFORMANCE MANAGEMENT. Reduction of costs through the "smart" storage of goods.
- INTERNATIONAL TRADE: BARRIERS AND OPPORTUNITIES
- IT IN RETAIL: HOW TECHNOLOGY MAKES THE BUSINESS EFFECTIVE. TOP-10 BEST SOLUTIONS

"TRADE PRACTICE" CONGRESS, PROGRAM:

- BUSINESS START: HOW TO START PROFIT OFF A FRANCHISE?
- AUCTION OF FASHION BRANDS FRANCHISES
- LOYALTY PROGRAMS THAT WORK
- RETAIL AND DEVELOPMENT. Big talk about square meters. Part I. Retail business in the era of experience economy.
- RETAIL AND DEVELOPMENT. Big talk about square meters. Part II. Prospective store formats.
- SECRETS OF A SUCCESSFUL STORE: how to sell more and still please the buyer?
- EFFECTIVE CATEGORY MANAGEMENT. Best CatMan practices.

"THE DAY OF THE KAZAKHSTAN EXPORTER" CONFERENCE, PROGRAM:

- TRADE REGULATION IN KAZAKHSTAN. DOMESTIC MANUFACTURER SUPPORT.
- EFFICIENT SUPPLIER: SUCCESSFUL COOPERATION OF NETWORKS AND MANUFACTURERS.
- FIGHT AGAINST COUNTERFEIT GOODS
- QUALITY AND SAFETY OF PRODUCTS
- TRADE FINANCE: EFFECTIVE TOOLS FOR FOREIGN ECONOMIC ACTIVITY
- HOW TO ENTER A FOREIGN NETWORK.
- RETAIL AND DISTRIBUTION OF BEVERAGES. From confrontation to interaction.

MEETINGS OF TRADE PROFESSIONALS, WORKSHOPS AND MASTER CLASSES:

- WHAT DOES A MODERN CUSTOMER NEED? FOCUS SESSION
- PRACTICAL SEMINAR: CHANGES IN THE TAX CODE OF THE REPUBLIC OF KAZAKHSTAN.
- CONSTRUCTION MARKETS AGAINST LEROY MERLIN: what is in store for sellers of goods for home and repair?
- FASHION RETAIL: How to win the competition? Strategy of bright players!
- FASHION RETAIL: How to make a commercially successful collection?
- FASHION RETAIL: go online. How to run a successful online store.
- FOOD RETAIL: FRESH AND HEALTHY! NEW CUSTOMER NEEDS - BRAND ADVANTAGE
- KIDS RETAIL: CASUAL MEETING.

EURASIAN CONGRESS, PROGRAM:

09.00-10.15 EURASIAN CONGRESS. MAIN STAGE:

IMPORTANT DATA ON RETAIL TRADE IN KAZAKHSTAN, CIS AND THE WORLD. ANALYTICAL SESSION.

Key trends in world retail: where is the market moving? What global changes are taking place among players who set the rules of the game all over the world? What challenges do they face and what strategies does retailing respond to?

What is happening in the economy and politics in Kazakhstan and in key partner countries? Macro- and geopolitical risks and opportunities. How will all this affect my business?

10.30-12.00 GRAND OPENING OF WORLD OF TRADE CONVENTION. MAIN STAGE: POWER AND BUSINESS - ON THE FUTURE OF RETAIL.

Representatives of state authorities and heads of key ministries of Kazakhstan will greet guests on the main stage of the Convention. In their speeches, the speakers will talk about the implementation of key points of the President's message, namely, the country's digitalization, creation of a favorable investment climate and development of exports of national goods.

The world is changing so rapidly that in 10 years we will live in a completely different world. Only the speed of reaction to change and the proactive approach of the visionary determines the winner or the loser. Today, retail carefully reviews its strategies - the once conservative business is looking for, producing, innovating and trying to anticipate the buyer's expectations in every moment. Thus, by modernization, retail creates a special environment for all other business and space, pushing the whole surrounding world to change. Therefore, the approach to providing public services to the population is changing; the urban environment itself is changing - especially in large cities of the planet. We invited the most representative quorum of the heads of trade networks from the CIS countries, the Middle East and Asia on the main stage of the Convention, The leaders of the largest retail companies of Eurasia will describe how they see retail for the next 3-5 years. What are the most important trends of the new reality that can be identified and what will be the next big trend, after Omni-channel? And what needs to be done today to grow in the face of new trends.

12.00-13.30 Excursion around the exhibition with state representatives and VIP guests.

12.30-14.00 MAIN STAGE:

EFFICIENT SUPPLIER: SUCCESSFUL COOPERATION OF NETWORKS AND MANUFACTURERS.

It is not so difficult to start working with retail chains: retailers have a need for interesting products, especially in those categories where supplier rotation is traditionally high. Another question is that not every manufacturer is able to fulfill (regularly!) the requirements set out by networks. By terms of deliveries, by the stable quality of the assortment, by incentive shares, etc. How to work with the network for a long time efficiently and not "burn down"? How not to get on penalties? What requirements need to be met?

SPECIAL FOR PARTICIPANTS OF THE NEGOTIATION SESSION!

Focus sessions with commercial directors and purchasers of key retail chains in Kazakhstan. We will talk about the key points of the purchasing policy of the network.

12.30-14.00 "TRADE PRACTICE" CONGRESS, PRESS HALL:

WHAT TO INVEST IN FOR BUSINESS GROWTH AND EFFICIENCY?

Retail dignitaries - on development strategies and investment plans

Dozens of innovations and solutions are offered to the business today. Many of them cost thousands of dollars, plus implementation and support on the side of the customer. What and who really needs to be introduced into their business, and which solutions will be ineffective?

Speakers of the session are the dignitaries of the largest retail networks of the CIS. In the format of the interview, we will discuss the strategic plans for the development of key business players: what do the leaders invest today to get a competitive advantage tomorrow?

12.30-14.00 "DAY OF THE KAZAKHSTAN EXPORTER" CONFERENCE, VIP-HALL:

TRADE REGULATION IN KAZAKHSTAN. DOMESTIC MANUFACTURER SUPPORT.

Will the state support the domestic producer? Are there any compensations for national companies to create equal conditions with importers? Does the government plan to start regulating the relationship between retail chains and producers following the example of Russia? On measures of financial support of export by the state.

Within the session, we will ask direct questions to the representatives of the authorities and outline ways to solve the most acute problems. Market leaders: the heads of companies-manufacturers of consumer goods will share their vision of the future prospects of the industry.

*12.30 - 14.00 "BUSINESS START" CONFERENCE, CEREMONIAL HALL:
HOW TO START PROFIT OFF A FRANCHISE?*

Franchising is a tempting business. You get a ready-made "promoted" brand, a clear business plan, 24/7 support from partners; and banks with a greater willingness to provide funding for starting a business franchise than a clean start-up.

Why then do so many projects fail within just a year?

We will discuss with the experts:

How to choose a partner - what to look for when choosing and whether a particular brand is right for you? How to conduct preliminary research in your city for the launch of a franchise? Moreover, by what criteria to assess how honest is a potential partner in their financial indicators?

AUCTION OF FASHION BRANDS FRANCHISES!

In the format of a blitz presentation, 10 European fashion brands will show the participants the business model of their franchise offers, and each will be discussed in detail with the moderator, ProFashion Consulting General Director Ekaterina Eliseyeva.

*12.30-14.00 "TRADE PRACTICE" CONGRESS, CEREMONIAL HALL:
LOYALTY PROGRAMS THAT WORK.*

The creation and development of loyalty programs requires enormous money. However, studies show that the effectiveness of such programs annually decreases. The buyer perceives bonus programs as an attempt to sell him unnecessary goods, and as a result, the network receives the opposite effect. What new solutions help to truly express gratitude to your regular customers? What conditions are **special** for a modern customer? Within the session, we will consider the most effective practices of introducing loyalty programs. We will analyze the foreign experience and experience of our colleagues from the CIS. We will analyze on cases the key business models and their results for networks of different scale; we will show the economic effect. Separately, we will discuss technologies that develop loyalty programs.

14.00-15.00 LUNCH

15.00-19.00 NETWORKS PROCUREMENT CENTER. NEGOTIATIONS SESSION.

15.00-16.30 EURASIAN CONGRESS, PRESS HALL:

RETAIL IN DIGITAL ERA. THE BEST CASES ON THE WORK OF NETWORKS AND BRANDS ONLINE.

Digital tools give unlimited opportunities for contact with their customers. Social networks are the strongest tool for attracting customers and communicating with them. Through social networks, people discuss buying, scolding and praising - sharing consumer experience, recommend and dissuade - act as voluntary (!) brand ambassadors. And they buy - so much that other social networks have long been recognized as an independent sales channel. The session will feature the most vivid, interesting and useful cases that will demonstrate the most current tools for brand promotion online: storytelling, video content. Work with bloggers.

15.00-16.30 «PRACTICE OF RETAIL» CONGRESS, CEREMONIAL HALL:

RETAIL AND DEVELOPMENT. Big talk about square meters. Part I. Retail business in the era of experience economy.

Globalization makes itself felt: most tenants can be found in every shopping center anywhere in the world. For successful business of all participants of the process, the mall must create its own, unique proposal.

Long-standing participants in big disputes about square meters - developers and retailers will meet on the stage, as well as new "anchors" - catering and entertainment. The agenda will include the following key issues.

1. Shopping center. Today, this is not only the place where the buyer meets the brand. This is already a story about life style, about meeting friends and relaxing. Shopping center in many small towns is almost the only center of cultural activity. Mix, which today attracts the buyer: competently selected F&B formats, movies + children's leisure. How to differ? Unique, "margaritaceous" F&B-matched concept, new brands and interesting designers, including national ones. In addition - creative formats (pop-up stores, shop in shop, corners). We will discuss the most interesting concepts implemented in the world retail.
2. Competent F&B pool, as well as places for family leisure (cinema, children's entertainment centers, etc.) is a key tool to attract traffic to the shopping center. At

the session, we will discuss: how does the trading space change, being guided by the "new anchors"? Restaurant trends and concepts in retail, joint marketing with retail chains, international experience.

3. We will discuss the best solutions, how to use non-target traffic and turn the visitor of the food court or ice rink into a buyer. How does the shopping center and retail cooperate in solving such problems? How and what technologies ensure the effectiveness of such cooperation? What co-branding campaigns show the best sales results?

15.00-16.30 FOCUS SESSION, VIP-HALL:

WHAT DOES A MODERN CUSTOMER NEED?

A potential buyer in your store. Do you know who he is? Why did he choose you? How much does he plan to spend? Do you have something to offer and does it meet his needs? Moreover, how do you make him become your regular customer? The leading retailers of the planet are puzzled these questions. Online and offline players develop sophisticated tools that enable you to build a forecast based on customer behavior, and those who succeed - start and ... win!

Purchasing habits are a matter of fine tuning. The result is influenced by many factors, such as basic (sex-age-marital status ...) and global mega-trends, which are especially acute in large cities.

Our special guest will talk about the most important results of an in-depth study of customer behavior. We will hear how the most promising buyers - women and representatives of the Z generation - make purchasing decisions. And what segments of customers are undeservedly left out.

Analysis of consumer insights allows you to create its own unique offer for each customer, increases loyalty and increases the average check. We will consider - on cases - how the best networks work with BIG Data effectively managing the customer experience.

16.30-17.30 BIG COFFEE BREAK, NETWORKING

17.30-19.00 EURASIAN CONGRESS, PRESS-HALL:

SUPPLY CHAIN PERFORMANCE MANAGEMENT. Reduction of costs through the "smart" storage of goods.

The buyer makes his choice in favor of those stores, where he finds a wide range, cost effective and convenient service. And in order to ensure all three requests, the retailer needs to promptly process the receipts and be constantly ready for changing modes.

The main questions of the session: how to provide the necessary level of logistics service? How to achieve daily low costs throughout the supply chain? Separately, we will consider cases for optimizing the management of warehouse processes and increasing the transparency of these processes. We will discuss what solutions provide growth of profit through the reduction of costs for the warehouse management.

17.30-19.00 BIG ROUND TABLE, OVAL HALL:

FIGHT AGAINST COUNTERFEIT GOODS.

The counterfeit is one of the most ambitious domestic problems. As for drinks, at best, these are products that were produced without payment of excises and taxes, at worst - a fake dangerous for health and life. Trademarks are copied and falsified, which undermines the buyer's confidence both to the manufacturer and to the retailer - the retailer of the goods. In other words, the problem concerns everyone.

During the round table, we will discuss how each participant in the chain of production and distribution of drinks can influence the situation as a whole in order to cut off the fakes that come to the market as much as possible. Representatives of trading networks, manufacturers and distributors of the companies-manufacturers of drinks will bring in the offers. Representatives of the authorities will talk about the latest bills and initiatives designed to control the illegal production of beverages.

As a result of the round table, the first edition of the joint regulation on counteracting the spread of counterfeit in the market of alcoholic and non-alcoholic beverages in Kazakhstan will be developed.

17.30-19.00 «PRACTICE OF RETAIL» CONGRESS, CEREMONIAL HALL:

RETAIL AND DEVELOPMENT. Big talk about square meters. Part II.

Perspective store formats

Retail transforms, and the space where the buyer meets with the brand changes. Forecasts about the imminent death of traditional forms of trade were not justified, moreover - online leaders go offline (Amazon, eBay, Alibaba, "Ulmart" ...). Within the session, we will discuss:

- What are the most popular shopping centers? Giants or Mini-Formats?
- What formats have a development perspective in food retailing?
- Trend for new format niches: as wholesale-centers, liquidators, mass merchandisers.

17.30-19.00 PRACTICAL SEMINAR, VIP-HALL:

CHANGES IN THE TAX CODE OF THE REPUBLIC OF KAZAKHSTAN.

Since January 1, 2018, amendments to the Tax Code of the Republic of Kazakhstan have come into force. The consultation seminar is dedicated to discussing key changes, interpreting formulations and discussing the discrepancies.

2 day, June 29, 2018

*09.00-10.30 OPENING OF THE SECOND DAY OF THE CONGRESS. MAIN STAGE:
INTERNATIONAL TRADE: BARRIERS AND OPPORTUNITIES.*

What innovations are being prepared in terms of the import policy between the EEU states and the countries of Europe, Asia and the Middle East? What are the opportunities for manufacturers and retailers to open up to expand into neighboring markets? What decisions do not suffice at the state level to support the further development of trade relations? How is the "New Silk Road" from Western Europe to Western China being implemented? What fresh logistics solutions in transcontinental trade emerged due to the project "One road - one way", and how are retail and manufacturing companies integrated in them?

Representatives of the government, as well as ambassadors of foreign countries and international experts will speak at the session.

*09.00-10.30 "DAY OF THE KAZAKHSTAN EXPORTER" CONFERENCE, OVAL HALL:
QUALITY AND SAFETY OF PRODUCTS*

The countries of the Eurasian Union plan to introduce uniform approaches for all participating countries in the field of control over the production and sale of food products. A number of documents have already been prepared that are designed to regulate measures of responsibility for violations. However, the control over implementation and execution remains at the national level.

The most important monitoring tool in this case is the active participation of the business and its self-regulation. However, the domestic business even EEU without initiatives is concerned about the dominance of low-quality products, risking its brand, offering goods with unchecked quality. The lack of a transparent control system, the unreliability of the product certification system (procedures for verifying the safety and quality of products can easily be violated) - all these are tempting "loopholes" for unscrupulous entrepreneurs.

Within the session, we will discuss:

Gaps in the system of product quality regulation and measures necessary to eliminate them;

Objective and transparent mechanisms for testing and verifying the quality of goods and products;

Systems encouraging companies to improve the quality of products (publication of the results of independent examinations, development of the public image of "KazKachestvo" project.

Open work with customer experience and claims activities with manufacturers.

09.00-10.30 DISCUSSION OF TRADE PROFESSIONALS, OVAL HALL:

CONSTRUCTION MARKETS AGAINST LEROY MERLIN: what is in store for sellers of goods for home and repair?

DIY retail market in the CIS is not homogeneous. Somewhere, as in Russia, retail chains crowd out small retail and construction markets. Somewhere, like in Kazakhstan, the integration of civilized retail has just begun.

What is the future of DIY retail? Which store formats will survive, and which ones will be forced to close? Is it possible to fight the expansion of international retailers? And if so, how: differentiate by assortment, offer lower prices (is it possible, by the way?), bet on the service?

Representatives of the opposing sides will take part in the open discussion.

09.00-12.30 FOCUS SESSION, VIP HALL:

SECRETS OF A SUCCESSFUL STORE: How to make a store that will sell a lot and at the same time please the customers?

In the era of rapid development of online shopping, the traditional sales point is almost the only place where the buyer meets the brand in reality. This is the most important advantage of a physical store in front of a virtual store, and it must be used as efficiently as possible. Those who provide the buyer with a pleasant shopping experience, in addition to quality goods, will have a solid advantage.

The most effective retail concepts, design solutions for the design and organization of the trading space, "atmospheric" ideas and layout - all this we will analyze in the focus of the session with an international expert. Together we will see how all these solutions work for sales - when every square meter works to the maximum.

09.00-12.30 AUTHOR SEMINAR. VIP HALL:

FASHION RETAIL: How to make a commercially successful collection?

Guess the tastes of the consumer. Learn to predict fashion trends. Customize the entire process of creating a collection - from the production of a fashionable product to promotion.

At the session, firstly, we will hear an expert report on fashion trends for the next couple of years and how consumers' tastes change.

Secondly, we will analyze in detail assortment matrices, in which there is a balance between profitability and cost reduction. We will hear an expert opinion on how to forecast the demand in order to eliminate the shelf warmers.

09.00-10.30

11.00-14.30 NETWORKS PROCUREMENT CENTER. NEGOTIATIONS SESSION.

*13.00-14.30 "DAY OF THE KAZAKHSTAN EXPORTER" CONFERENCE, OVAL HALL:
TRADE FINANCE: EFFECTIVE TOOLS FOR FOREIGN ECONOMIC ACTIVITY*

What kinds of financial support for exporters exist in local markets?
What is most in demand today? What tools are most needed? Currency risk insurance: benefits and pitfalls. How and what trade finance tools help to optimize working capital?

13.00-14.30 PRACTICAL SEMINAR. VIP-HALL:

FASHION RETAIL: go online. How to run a successful online store.

Today, Kazakhstan is one of the few countries where e-commerce is in a privileged position on a tax basis. Logistics is developing, fulfillment and e-commerce centers are appearing, the quality of services is improving. The national postal operator predicts that by 2020, the e-commerce market in Kazakhstan will grow almost 3-fold. Obviously, competition is exacerbated! And to win this fight, the online store should be the place to get the perfect customer experience. Online "showcase", content, customer advice, delivery and packaging - everything should be "on the level". We will discuss the best cases among colleagues!

14.30-15.30 LUNCH

*15.30-17.00 "DAY OF THE KAZAKHSTAN EXPORTER" CONFERENCE, MAIN STAGE:
HOW TO ENTER A FOREIGN NETWORK.*

How to enter Europe, the trading networks of the CIS countries? How to work with China? The rules of the game in foreign markets. The requirements that must be met in order to "stand on the shelf" in the European/Russian network. Nuances in logistics, marketing in trade networks of different countries.

15.30-18.00 PRACTICAL SEMINAR. PRESS HALL:

FOOD RETAIL: FRESH AND HEALTHY! NEW CUSTOMER NEEDS - BRAND ADVANTAGE

A shop that has its own bakery, its own cooking, a food market with fresh vegetables and fruits. An expanded range that includes products for vegetarians, people with intolerance to certain cereals, a wide range of dairy products. This is how modern consumers want to see the food supermarket.

The trend for fast food, snacks - at the same time, healthy and fresh food, is growing. And this means that retailers should find a match and change the range to meet the expectations of the buyer.

How to start own production in the network? How to present the concept of fresh and healthy food inside the trading space? How to form a competitive assortment? How to professionally meet the new needs of customers, creating a unique advantage to your brand?

15.30-17.00 DISCUSSION OF TRADE PROFESSIONALS. OVAL HALL:

FASHION RETAIL: How to win in competition? Strategy of bright players!

In a convenient format of the round table, in the circle of heads of retail chains, selling clothes and shoes, we will discuss the pressing issues. How to compete with international networks and clothing markets, especially in terms of price dumping? What strategy and what positioning should we adhere to in order to keep the niche in competition with other trading formats? Cooperation with designers as a way to offer a unique assortment to the buyer: successful cases. Non-standard marketing solutions and interesting collaborations. Experience of local and foreign retailers. All these issues will be discussed in the format of the meeting of the club of directors of fashion retail.

15.30-17.00 MEETING OF TRADE PROFESSIONALS, OVAL HALL

KIDS RETAIL: CASUAL MEETING.

Heads of retail of children's goods will meet for the first time at a round table. Together with an experienced moderator, we will discuss the current state of the market, as well as the most acute and important issues. How has the children's market changed in the last year? What perspectives of development and threats do the owners of the «children's» business see? How do they solve the problem of stagnant demand and how do they stimulate sales? A special guest will also take part in the session - a large Russian retail network that will tell you about his experience in building successful sales. All the most pressing questions are at the round table, in the format of a lively discussion!

15.30-17.00 «PRACTICE OF RETAIL» CONGRESS, VIP-HALL:

EFFECTIVE CATEGORY MANAGEMENT. Best CatMan practices

Serious changes in the world of retail and consumer behavior are increasingly reinforcing the importance of effective category management. Ideas of strategic planning and effective interaction of suppliers and retailers are becoming more and more in demand when working with new customers. What are the strategies of CatMan implemented by

leading retail chains and FMCG brands in Kazakhstan, Russia and Europe? How does the "multi-channel" buyer affect the process of category management? What promo strategies today bring the greatest commercial effect, and when the promo budget goes "into a pail"? At the session, we will discuss best practices from category management.

17.30-18.30 DISCUSSION SESSION, OVAL HALL:

RETAIL AND DISTRIBUTION OF BEVERAGES. From confrontation to interaction.

The share of trade networks in the structure of the sale of beverages in Kazakhstan is still low. The law regulating the relationship of retail and manufacturers still does not exist.

Manufacturers complain on too strict requirements of networks: on retro bonuses, on return of unclaimed products, on deferred payments. On complete indifference to the quality of products on the shelves, the reluctance to sever counterfeit. On unequal supply conditions for large multinational companies and national producers.

Networks criticize manufacturers for inflexible pricing, inarticulate marketing, a large margin.

For the first time on one stage, the largest beverage producers and top managers of the main trade networks in Kazakhstan will meet.

Experts will discuss the possibility of cooperation to increase the sales of beverages in networks. They will express mutual claims on trade margins, terms of supply, marketing policy of manufacturers and networks. Proposals will be made on how to adjust the relations of producers and retailers to guide them to a civilized channel.

17.30-18.30 «PRACTICE OF RETAIL» CONGRESS, CEREMONIAL HALL:

IT IN RETAIL: HOW TECHNOLOGY MAKES THE BUSINESS EFFECTIVE. TOP-10 BEST SOLUTIONS.

How to maintain the position in the market in the face of increasing competition with global players? Only by making your business even more effective, seriously and quickly changing, transforming and adapting your business processes. What technologies today help to provide business with flexibility and speed of reaction? What should you invest in order to get the three most important effects: reducing costs, improving the quality of services, increasing productivity? How does the digital transformation work in practice? At a session in the format of blitz presentations, technology suppliers will present their products. Experts - heads of retail business - will discuss each decision in detail, assess the prospects of investments. The outcome of the session will be voting: what is the retail ready to invest right now?