

# CONFERENCE PROGRAMME

## 16.06.2016

9:00 – 9:30 Registration

9:30 – 10:15  **PMR**

### 1. In what directions do we go with private labels - trends and forecasts for the years 2016-2020

An overview of Poland's private label market situation in recent years c Market values and market development • Polish consumers' shopping habits and attitudes towards private labels • Private label market forecast: retailers' plans for private label development & mid-term macroeconomic outlook for the Poland.

Speakers: **Magdalena Szot** - Retail Analyst; **Jarosław Frontczak** - Head Retail Analyst (**PMR**)

10:15 – 11:00 

### 2. From private labels to private brands

From “me too” toward “me first” – private labels as category leaders • Speed and flexibility – faster and deeper in many product categories • Uniqueness and temporary monopolies • Consumer based brand management as the biggest challenge for retailers • Private brands as a strategic tool for loyalty building.

Speaker: **Joao Ramos** - Assortment Strategy Director (**JERONIMO MARTINS POLSKA**)

11:00- 11:45



### 3. Effective private label as part of loyalty-development for retail chains

When a low price is not enough - how to meet consumers' growing demands and expectations • Private labels in niche categories - a fad or an effective strategy? • When the 'premium' becomes Premium - market's development directions • Quality communication for private labels - from words to deeds • Cooperation model change - retail chain / supplier - a new balance of forces, strategic joint-projects as the basis for the private label's success.

Speaker: **Dorota Kałowska** - Polish Trade Chamber's expert, Partner & Strategy Consultant (**COBALT SPARK**)

11:45 – 12:30

### 4. DISCUSSION PANEL: "Private label in the years 2016-2020 - opportunities and challenges"

Participants: Maria Andrzej Faliński (POHID), Maciej Ptaszyński (PIH), Dorota Kałowska (Cobalt Spark / PIH), Andrzej Wojciechowicz (FMCG Consulting), Remy Medina (IPLC), Joao Ramos (JMP)

12:30 – 13:30 LUNCH break

13:30 – 14:15



### 5. The new private label consumers: a spotlight on innovation activity aimed at building consumer loyalty.

A detailed look into the European food and drink market, with a special focus on Poland • Consumer attitudes and preferences • Private label vs branded products • Retailer strategies • Inspiring new product developments.

Speaker: **Honorata Jarocka** - Food and Drink Analyst (**Mintel**)

14:15 – 15:00



### 6. 'Premiumisation' of the private labels

Going from private label to private brand • How private labels have to seek for differentiation to survive competition • The role of innovation • Customer choice vs. customer satisfaction • The hard discounter approach.

Speaker: **Remy Medina** – Food Business Invest consultant / IPLC Partner (**IPLC**)

15:00 – 15:45



## 7. Everyone is lying. Fortunately there is ethnography. How the observational research can help private labels.

False opinions about why and how consumers buy • Importance of ethnographic research for Private Labels and why private labels can get the most out of them • Get them involved - but how? In-depth understanding of consumers' attitudes and behaviour as the basis for effective private label strategy development • Known problem but the reasons for it are not clear • Effective POS communication

Speaker: **Marta Marcjanik** - Senior Market Researcher & Analyst (**Izmałkowa Consulting**)

15:45 – 16:30



## 8. Millennials' perception of (private) labels

Social changes which affect communication with the X and Y generations • Affiliation, recognition, self-realization - which is important for the of X and Y generations? Do private labels stand a chance to meet these needs? • Mobile matters - which and how many private label customers can also be found in the network? • What to say and how to speak to make 'Millennials' listen? • How to create private labels for Millennials.

Speakers: **Karolina Liberka** - Business Development Manager, **Daniel Biegaj** - Business Development Director (**FENOMEM**)