

AGENDA OF RETAILTEC CONGRESS**	
8:30-9:00 AM	Guest registration
9:00-9:10 AM	Opening of the Congress
9:10-10:20 AM	OPTIMISATION - THE NEW FACE OF THE FUTURE TRADE
10:20 -11:25 AM	Part 1 INCREASED COMPETITIVENESS THROUGH COST OPTIMISATION
11:25-12:00 AM COFFEE BREAK	
12:00-1:00 PM	Part 2 FOCUS ON THE CUSTOMER AND CUSTOMER LOYALTY
1:00-2:25 PM	Part 3 DIRECTION - INNOVATIONS
2:25-3:10 PM LUNCH	
3:10-4:50 PM	BEST PRACTICE SHARING SESSION
4:50 PM END OF THE CONGRESS	

Detailed programme

8:30-9:00 AM Guest registration

9:00-9:10 AM Opening of the Congress

OPTIMISATION - THE NEW FACE OF THE FUTURE OF TRADE

9:10-9:20 AM Optimisation - the new face of the future of trade

The ceremonial speech by the RetailTec Congress Co-Chairmen

- **Renata Juskiewicz**, President of the Board of Directors of POHiD, Vice President of EuroCommerce
- **Agnieszka Kubera**, Co-chair of the Program Council of RetailTec Congress, Products Managing Director Poland

9:20-10:20 AM How not to fall into the traps of optimisation?

CEOs Debate:

- Growth through optimisation
- How not to fall into the traps of optimisation while ensuring business continuity and nurturing business growth, e.g. through investment or innovation?

- New business models and challenges. How to remain resilient and how to build value in the industry in difficult times? What direction is the trade market going in?
- How to identify cost drivers. What actions should networks take to be more cost-optimal?
- How to implement long-term actions in business processes and thus build business value and achieve the desired goal?
- How does technology enable cost rationalization?

Speakers:

- **Wojciech Czernek**, CEO, PHZ Baltona
- **Marek Moczulski**, CEO BAKALLAND 2014-2019, CEO, DG Marek Moczulski
- **Jacek Palec**, CEO, Frisco.pl
- **Edyta Tkaczyk**, CEO, E.Leclerc Lublin
- **Marcin Walendowski**, Managing Director Finance, Board Member, Media Saturn Holding Polska
- **Janusz Włodarczyk**, Board Member for Sales, Lidl Polska

Moderator:

- **Piotr Mazurkiewicz**, Journalist, Rzeczpospolita

Part 1:**INCREASED COMPETITIVENESS THROUGH COST OPTIMISATION****10:20-10:35 AM Unlock the potential of operational optimization**

- How to increase competitiveness through cost optimization? We discuss rational implementation of improvements in 4 areas:
 - Supply chain - case: Franprix, Douglas
 - Promotions case: Coop
 - Commercial space - case: One-Stop
 - Labor costs - case: Coop

Case:

- **Kinga Wyganowska**, Senior Account Executive, RELEX Solutions

10:35-10:45 AM Price management and margin optimisation**Introduction to the debate:**

- **Anna Krawczyk**, Senior Commercial Executive, Nielsen iQ

10:45-11:25 AM Price management and margin optimisation**Debate:**

- Creating and leveraging new customer touch points with the retail chain's brand in X-commerce, stationary network on the basis of analysis of the customer's purchase path
- What does it give to have both stationary stores and X-commerce - real time tools in both stationary stores and online channels (in the area of supply chain, customer communication)
- Entering Marketplace - is it an improvement for everyone?
- What processes should be automated, what results should we expect from automation?
- Digital Transformation. Is it worth betting on ootb solutions - when to build your own? The biggest challenges encountered in transformations

Speakers:

- **Anna Krawczyk**, Senior Commercial Executive, Nielsen iQ
- **Patrycja Sass-Staniszevska**, President, Chamber of the Electronic Economy

- **Ewa Starkiewicz**, Head of Digital, Leroy Merlin
- **Maciej Wypych**, Director of Strategic Projects of the Commercial Department, Castorama Poland

Moderator:

- **Rafal Reif**, Head of Fashion & Retail Poland, Director, Accenture

11:25-12:00 AM COFFEE BREAK**Part 2:****FOCUS ON THE CUSTOMER AND CUSTOMER LOYALTY****12:00-12:10 PM Effective technology and a dedicated marketplace for entrepreneurs, the Vendora project from Credit Agricole Group****Case:**

- **Marcin Bukowski**, Head of Development, Member of the Board, Fast White Cat

12:10-12:20 PM Personalized, personal, human. Why and how technology deepens the consumer experience**Case:**

- **Maciej Kamiński**, Communications Capability Lead, Accenture Song
- **Michał Pawłowski**, Executive Creative Director, Accenture Song

12:20-1:00 PM And that I won't leave you... building and managing customer relationships in the digital age**Debate:**

- How to understand customer needs? How to adapt CX to changing customer needs in the digital age?
- Customer optimization - thinking in terms of investment rather than cost. How to contribute to customer growth and customer retention strategies?
- Inclusive Customer Experience not only in optimizing the customer buying process, but as increasing customer value and increasing the shopping cart
- Customer segmentation and personalization. How to improve the customer experience
- Personalizing the shopping experience - how does technology help increase the size of current and future shopping carts, maximize margins and strengthen customer loyalty?
- Building a sense of customer security in the digital shopping process?
- Seamless payments - how do payment developments meet customers' growing demands for convenience and security throughout the shopping path?

Speakers:

- **Jacek Żurowski**, Regional Director for Central Europe, Zebra Technologies
- **Karol Półtorak**, Vice President of Development, Customer and Digital, CCC
- **Piotr Truszkowski**, Head of B2B, Allegro
- **Szymon Walach**, Vice President of the Management Board, InPost

Moderator:

- **Katarzyna Zubrzycka**, Head of Merchant and Acquirer CEE, Visa

Part 3: DIRECTION - INNOVATIONS

1:00-1:45 PM Time for smart retail - what technologies are changing the industry?

Debate:

- How does technology support and contribute to operational efficiency?
- Which innovations will have the greatest impact on the retail landscape?
- The DNA of innovation - how do you create a culture of innovation within a company? How can companies manage this?
- Harnessing the potential of technology in retail development - AI, VR, Chat GPT, blockchain. What is already in place and used by companies in Poland?
- Green transformation as a strategy and a way to positive business (energy efficiency, optimising supply management, plastic reduction and producer responsibility)

Speakers:

- **Aneta Ciszewska**, Environmental Manager, Jeronimo Martins Polska
- **Andrzej Grochowalski**, CIO, Leroy Merlin
- **Adrian Kurowski**, General Director of Visa in Poland
- **Konrad Synoradzki**, Senior Manager, Product & Engineering, Allegro
- **Dawid Szymula**, Field Sales Representative, Google Cloud

Moderator:

- **Karol Tokarczyk**, Digital Economy Analyst, Policy Insight

1:45-1:55 PM Customer data management - how to do it well, moving to omnichannel?

Case:

- **Katarzyna Manios**, Business & Commerce Transformation Consultant, Unity Group

1:55-2:25 PM Supply chain management from a technological point of view

Debate:

- Supply Management Optimization. What is the true value of supply chain optimization?
- How to integrate entire value chains - from automation to delivery time and internal employee activities?
- Warehouse investment strategies
- Logistics industry perspectives

Speakers:

- **Piotr Dopierała**, Director of Logistics and Supply Chain, Auchan Retail Poland
- **Igor Matus**, Wiceprezes Zarządu ds. Zarządzania Łańcuchem Dostaw, CCC
- **Piotr Zastocki**, Director of the Control Center, Kaufland Poland Markety

Moderator:

- **Łukasz Wysokiński**, Managing Director Fulfillment, InPost

2:25-3:10 PM LUNCH

BEST PRACTICE SHARING SESSION

3:10-3:25 PM Financial credibility of the franchisee - how to confirm it

- Why vetting a franchisee is important - risks
- How franchisors check the credibility of their contractors
- What tools support the process of checking franchisee credibility and how to use them

Case:

→ **Izabela Gutowiec**, Strategic Client Manager,, BIK Group

3:25-3:40 PM TBD

Case:

→ **Paweł Kusz**, Advisory Solution Consultant, ServiceNow

→ **Paweł Pietryka**, Senior Manager - Cloud First ServiceNow Practice Lead, Accenture

3:40-4:10 PM Process automation through the use of data

Debate:

- Data Technology. What opportunities does it bring for retail chains?
- Data analysis and the use of algorithms - how to track customer movement?
- Data optimisation, enforcement and use
- Cyber security and how to effectively protect yourself from threats??

Speakers:

→ **Maciej Czajkowski**, Agile PMO & OpEx Director Agile PMO & OpEx Director, Frisco.pl

→ **Artur Drobiecki**, Head of Sales, Limitless Technologies

→ **Karim Sylla**, Analytics Director & Data Science, Żabka Group

Moderator:

→ **Joanna Kowal**, Data Science Manager, Allegro Pay

4:10-4:50 PM Effective optimisation of customer service

Debate:

- Effective optimization of customer service
- Digitization in practice. How to deliver an exceptional customer shopping experience in an era of increasing automation and dehumanization of store operations
- Hyper-personalisation. Using technology to create a connected and personalized shopping experience

Speakers:

→ **Małgorzata Bochenek**, Country Business Development & Digital Manager, IKEA Retail Poland

→ **Karolina Tarnawska**, Global Indirect Procurement Director, Pepco

→ **Piotr Lubiewa-Wieleżyński**, Director of Commercial Formats and Concepts Department, Carrefour Poland

→ **Wojciech Wieroński**, Group CFO, BoardMember, OTCF

Moderator:

→ **Magdalena Czackowska**, COO, Head of Strategy & Communication, Omnisense



23 PAŹDZIERNIKA 2023
Sofitel Warsaw Victoria

4:50 PM END OF THE CONGRESS

**Persons in the process of confirmation*

*** The organizer reserves the right to change the program.*