

FOOD SECTOR Forum

4th British Polish Food Sector Forum

17th March, Warsaw

www.bpcc.org.pl/agrifood_en www.tag-poland.eu



ORGANISERS



Lean Manufacturing - Brand Value - Investment

The British Polish Chamber of Commerce - BPC and Trusted Adviser Group – TAG, invite you to take part in the 4th British-Polish Food Sector Forum.

Polish and UK industry speakers

will focus on:

- Lean manufacturing-process optimisation, employee engagement
- Retail trade cooperation between UK and Poland
- Trends in food retailing, prices & consumer preferences
- Valuation of food companies and tax optimisation
- Increasing brand value
- Increasing product value by going organic
- Lean logistics solutions for domestic and international trade
- Market trends in the UK and Poland; packaging and marketing

Who should take part?

- Owners, directors of food manufacturing companies
- Production directors implementing LEAN, Six Sigma, CI
- Producers and suppliers of products and services used by the food industry, i.e. packaging, logistics, distribution, marketing
- Finance directors and those responsible for IPO and Investor relations
- Directors responsible for HR, Sales and Marketing in food manufacturing

CHALLENGES in the food sector

The Polish food manufacturing sector will continue to experience significant challenges in retail market consolidation, supplier pressures to optimise production and reduce costs as well as challenges in exporting to such countries as the UK.

Lean manufacturing, cost avoidance, brand positioning, business valuation and market preferences and trends are key to food manufacturers in remaining competitive and surviving the next few years.

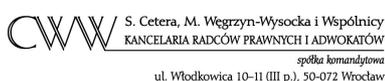
Food producers will have to make a clear choice: either they will have to focus on high-volume, low-margin production, or else concentrate on niche markets, making specialty products in lower volumes which will allow higher margins. In the volume end of the market, lean producers will have the edge.

This Forum is designed to offer business owners and managers in the food industry an opportunity to meet industry experts, managers and owners of food companies from Poland and the UK, to exchange best practice and better prepare for competition, consolidation and growth. The organisers expect around 100 delegates at the Forum. The event is organised as an interactive experience where delegates will be able to participate in discussions during presentations, as well as numerous business mixer opportunities.

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SPEAKERS

PROF. ANDRZEJ BLIKLE, Chairman of the Board of A.Blikle, Chairman of the Family Firms Initiative

- Brand reputation – a practical case study over 141 years on the basis of TQM practices

Case study

MARK FORKUN, Managing Partner, Gnosis Business Solutions

Executing Lean-Leadership – Process optimisation, Employee engagement

- Why Lean Management is the right path for Polish firms
- How to engage employees in improving production processes

Case study

MARCIN TURSKI, Sales Director, Raben Group

Continuous process optimisation and innovation in logistics & distribution - example of Fresh Logistics

Case study

JANUSZ SELWA, Trading Director Grocery Food, Tesco Polska

- What we are looking for in our relationships with suppliers

PIOTR KONDRACIUK, Director, Agencja Rynku Rolnego (Polish agricultural market agency)

- Regional, traditional and organic food market development in Poland

ANDREW KINAST, Partner, Blackstones Audit

- Tax optimisation in the context of raising a company's valuation

MACIEJ DOLATA, President, Inspire Smarter Branding

Cultural differences between Poland and the UK and their influence on advertising strategies

- Characteristics of five key dimensions that culturally differentiate markets
- A discussion of advertising strategies on these two markets – campaign case studies

Case study

ANDRZEJ FALINSKI, Managing Director, POHiD

- Current and future trends in food wholesale and retailing
- Market implications what they will mean for food producers

BARTŁOMIEJ JUSZCZYK, CEO and owner, Agencja Interaktywna Grupa AdWeb

Packaging - creating, communicating, selling the product to the market, avoiding typical mistakes

- Modelling packages to the rhythm of the life cycle of the product on the market

Case study

PIOTR FRELEK, small and medium entrepreneurs' adviser, Getin Noble Bank

Financial product for the food manufacturing sector

STEFAN KIRK, Glenboden as a Chairman of Forum

Simultaneous translations both in English and Polish will be provided.

All presentations will be fully interactive!

Case study

FORUM AGENDA

09:00 **Registration, morning coffee, networking**

09:30 Opening of the Forum by representatives of BPCC and TAG – putting Poland's food sector into macroeconomic perspective

Session 1: The Lean Imperative

09:40 **Mark Forkun, Gnosis:** Why the food sector should be on the road to continuous improvement. Executing Lean Leadership - process optimisation, cost reduction & employee engagement

11:00 **Coffee and networking**

Session 2: Optimising the Process, Raising Company Value

11:15 **Andrew Kinast, Blackstones Audit:** Tax optimisation and increasing a companies' value

11:35 **Mark Forkun, Gnosis:** Lean w praktyce, Przywództwo-gry symulacyjne

12:35 **Piotr Frelek, Getin Noble Bank:** Financial product for the food manufacturing sector

12:55 **Lunch and Networking**

Session 3: Working with Retailers, TQM

13:35 **Prof. Andrzej Blikle, A.Blikle:** Building and protecting brand reputation for 140 years; the importance of TQM in today's food manufacturing environment

14:35 **Andrzej Faliński, POHiD:** Current and future trends in food wholesale and retailing and what they will mean for food producers

14:55 **Marcin Turski, Raben:** Continuous process optimisation and innovation in logistics & distribution. Case study – example of Raben Fresh Market

15:20 **Janusz Selwa, Tesco:** What we look for in our relationships with suppliers.

15:40 **Coffee and networking**

Session 4: Marketing: Brand Value, Packaging, Customer

15:50 **Bartłomiej Juszczyk, AdWeb:** Packaging – how to create, dress and communicate. Modelling packages to the rhythm of the life cycle of the product on the market

16:10 **Piotr Kondraciuk, ARR:** Regional, traditional and organic food market development.

16:30 **Maciej Dolata, Inspire:** Cultural differences – UK and Poland and their effect on advertising strategies.

16:50 **Panel Question & Answer session.** Moderator, Mark Forkun Gnosis Business Solutions

17:10 **Closing address by BPCC & TAG**

Promotional activities surrounding the event

The organisers have prepared a comprehensive marketing platform to ensure that information about the event reaches all potentially interested companies in Poland. The event is being promoted in the following ways:

Official website

Full information about the event is to be available and regularly updated on the websites of BPCC and TAG, with further information on the pages of media partners. Delegate registration can be completed online.

Direct mailing

Event newsletters including patrons' logos and contact information is to be mailed to several thousand companies in Poland with food manufacturing associations.

Information available on sector-focused websites and trade publications

In the run-up to the event, the organisers will be maintaining a dialogue with online and printed food manufacturing related media. Information about the sponsors will be included.

ORGANISERS

The British Polish Chamber of Commerce was set up in 1992 to develop bilateral trade and investment links, promote best business practice and network its 500+ member firms, which between them represent around a quarter of all foreign investment present in Poland. The BPCC, which represents firms from 11 countries, is one of the most active and best-recognised international chambers in Poland. The Chamber works closely with business and government to create a better business environment. It is active in major cities across Poland and in London.

Trusted Adviser Group (TAG) is an association of highly experienced advisers who run their own consultancy businesses and have extensive experience of providing specialist services to investors in Poland. Each of the members of TAG brings experience of hands-on advisory work for foreign investors and established businesses. Services include audit and accountancy, company formation, corporate finance, entry strategy, human capital, interim management, legal and taxation, logistics, marketing & PR, architectural planning, property, transaction and real estate market, translation services. Working in the form of an association, TAG's aim is to give clients the opportunity to work with professionals who know each other well and provide access to a full range of services which are tailored to specific needs.

Cost of participation:

| | |
|--------------------------|-------------------|
| BPCC/TAG members: | 500pln+VAT |
| Non members: | 600pln+VAT |

20% discount for 2 or more delegates from the same company.

VENUE: Expo XXI, ul.Pradzynskiego 12/14, Warsaw, hall A.

How to register:

| | |
|--|---|
| Registration form is available on the BPCC website: | |
| Online application | http://www.bpcc.org.pl/agrifood_en |
| Fax | +48 22 390 84 76 |
| Additional information | +48 22 390 84 77 |





APPLICATION FORM
17 March 2011,
Expo XXI, ul.Pradzynskiego 12/14, Warsaw, hall A.



For online application please visit www.bpcc.org.pl/agrifood_en. Alternatively please complete and return this form by fax: +48 22 390 84 76.

I confirm my participation in the 4th British Polish Food Sector Forum and would like ticket(s).
Price includes participation in seminars, face-to-face meetings, coffee breaks and lunch.

Booking to 18 February:

- BPCC/TAG Member 400pln + 23% VAT Non-member 500pln + 23% VAT

Booking after 18 February:

- BPCC/TAG Member 500pln + 23% VAT Non-member 600pln + 23% VAT

Promotional Opportunities – 20% discount for 2 or more delegates from the same company

Company name:

Delegate name: Job title:

Email: Tel:

Address (for correspondence):

Name and job title of each additional delegate:

Address (for invoicing, if different from above):

I hereby consent to the processing and release of my personal data contained in this form to third parties involved in this event at the discretion of BPCC on behalf of Brytyjsko Polskie Usługi Sp. z o.o. based at ul. Fabryczna 16/22, 02-446 Warszawa, Poland and Trusted Adviser Group Sp. z o.o. based at Al.J.Ch.Szucha 3/14, 00-580 Warsaw, Poland.
 Your data will be used solely for marketing purposes. Your agreement is voluntary and you have the right to access or remove your data.

Please invoice me for the sum of: pln + 23% VAT

Payment is due on receipt of pro-forma invoice which will be issued by return. All payment costs must be borne by the sender. Payment is mandatory and refunds will not be issued for no-shows.

Date: Signature:

More information: Magdalena Mikorska, event brand manager, magda@tag-poland.eu, phone. +48 22 390 84 77