

<b>FORUM OF FOOD BUSINESS LEADERS</b>	<b>RETAIL ACADEMY</b> Co-organizer: 	<b>WorldFood Kitchen</b>	<b>COOKING MARATHON</b>
Forum Hall, Hall 14, Pavilion 3	Retail Academy Hall, Hall 15, Pavilion 3	WorldFood Kitchen Hall, Hall 14, Pavilion 3	Cooking Marathon Hall, Hall 15, Pavilion 3

**SEPTEMBER 19, TUESDAY**

11:00 - 12:30 <b>ANALYTICAL SESSION</b> Actual figures and facts on the food market from leading analysts Moderator: Kirill Tereshchenko, KOTANI	11:00 - 13:00 <b>CATEGORY DEVELOPMENT CONFERENCE: FRESH FRUITS AND VEGETABLES</b> Moderator: Natalia Marova 	<b>FORUM "NEW NORMALITY"</b> 	<p>All 4 days the best chefs will cook dishes from the products of the exhibitors and help with the promotion of their products</p> <p>General partner: <b>EFKO FOOD Professional</b></p>
13:00 - 15:00 <b>MAIN PLENARY DISCUSSION</b> Food retail leaders <b>NEW CHALLENGES AND RISKS, WORK ON ERRORS AND SEARCH FOR GROWTH POINTS</b> Moderator: Kirill Tereshchenko, KOTANI	13:30 - 18:00 <b>CONFERENCE DAIRY INDUSTRY TRANSFORMATION.</b> Trends that define the future	11:00-12:30 Food and sustainability: what we will have to give up in the near future, and what is the alternative now	
15:15 - 15:45 <b>INTERVIEW ON STAGE:</b> Vladislav Kurbatov, CEO, <b>Pyaterochka, X5</b> Host: Kirill Tereshchenko, KOTANI	<p>При поддержке Правительства Москвы и Департамента экономической политики и развития города Москвы</p>	12:45-14:30 Restaurant concepts, is it worth focusing on trends or following the request of the audience?	
16:00 - 17:00 <b>PRACTICAL SESSION B2B NETWORK PROJECTS</b> Best Examples of Retail Partnerships Moderator: Kirill Tereshchenko, KOTANI	Moderator: Marina Petrova, Deputy Chairman of the MCCI Committee for the Development of Entrepreneurship in the Agroindustrial Complex, General Director of Petrova Five Consulting	14:45-15:45 Local products as the core concept and a lever for the development of gastronomic tourism	
		16.00 – 17.00 Chef's personal brand: how to create and monetize it	

**SEPTEMBER 20, WEDNESDAY**

<p>11:00 - 14:45 <b>RETAIL TECH CONFERENCE</b> CUSTOMER EXPERIENCE IN GROCERY AND e-GROCERY Moderator: Irina Ratina, RetailTech</p>	10:30 - 12:30 <b>CATEGORY DEVELOPMENT CONFERENCE: CONFECTIONERY</b> Moderator: Natalya Marova 	<b>FORUM "PRODUCTIVE: GOOD FOOD IS GOOD BUSINESS"</b> 	<p><b>COOKING MARATHON</b></p> <p>General partner: <b>EFKO FOOD Professional</b></p>
	13:00 - 14:30 <b>CONFERENCE ON THE DEVELOPMENT OF THE CATEGORY: Private Labels</b> Moderator: Natalia Marova 	10:30-12:00 <b>ROUND TABLE</b> Products for the restaurant business: what do we choose, where and how do we supply, and how much does it cost?	
	15:00 - 17:00 <b>CATEGORY DEVELOPMENT CONFERENCE: BRANDED AND SPECIALIZED RETAIL</b> Moderator: Natalya Marova 	12:30-14:00 <b>CONFERENCE</b> Smart kitchen management: how to feed tasty and earn a lot at the same time	
	17:10 - 18:00 <b>MASTER CLASS ON CATEGORY DEVELOPMENT FISH and SEAFOOD</b> 	14:30-16:00 Innovations in the restaurant business - is there a place for creativity? What ideas from other fields can be adapted for restaurant development?	
15:15 - 17:00 <b>INFOLINE SESSION</b> RETAILER AND MANUFACTURER: COLLABORATION AS A WAY TO SAVE BUSINESS 		16:30-18:00 <b>CASE SESSION</b> The concept of a profitable restaurant is the experience of restaurateurs. Success Calculator	

**SEPTEMBER 21, THURSDAY**

11:00 - 13:00 <b>CASE CONFERENCE:</b> CREATING ADDITIONAL VALUE TO A PRODUCT, SERVICE, SHOP Moderator: Natalya Marova 	11:00 - 12:00 <b>AWARD CEREMONY WORLDFOOD ORGANIC</b> 	<p><b>FORUM "CORPORATE AND ORGANIZED CATERING: FROM CANTERS TO FACTORIES-KITCHEN AND INDUSTRIAL CATERING"</b></p> <p></p>	<p><b>COOKING MARATHON</b></p> <p>General partner: <b>EFKO FOOD Professional</b></p>
13:30 - 15:30 <b>PLENARY DISCUSSION</b> RESTAURANT BUSINESS MARKET: ADAPTATION TO MODERN CONDITIONS, EXPORT OF BRANDS, COOPERATION WITH RETAIL CHAINS 	12:15 - 17:00 <b>CONFERENCE:</b> TRENDS AND GROWTH DRIVERS 2023-2024: READY FOOD. ULTRA NICHES: HLS, FARMING, ORGANIC. OPPORTUNITIES FOR MANUFACTURER AND DIFFERENTIATOR FOR RETAILER Moderator: Elena Vorontsova, FoodRetail Club		
16:30 - 18:00 <b>GRAND AWARD CEREMONY</b> PRODUCT OF THE YEAR COMPETITION	17:00 - 18:00 <b>CONFERENCE:</b> RUSSIAN ORGANIC PRODUCTS: PRODUCTION, SALES, PROMOTION 		

**SEPTEMBER 22, FRIDAY**

11:00 - 14:00 <b>PITCH SESSION</b> FOODTECH STARTUPS, CHANGING MARKET 	11:00 - 15:00 <b>BIG MEETING OF DAIRY MARKETING CLUB 2023: NEW OPPORTUNITIES FOR BUSINESS GROWTH</b> 	11:00 - 15:30 <b>FORUM "RESTAURANT BUSINESS: OPPORTUNITIES AND CHALLENGES"</b> 	<p><b>COOKING MARATHON</b></p> <p>General partner: <b>EFKO FOOD Professional</b></p>
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