



Retail Institute
ITALY

EHI Retail Institute®

GROCERY

F^{FORUM} EUROPE

15 settembre 2020

9.30 | Introduzione a cura di Retail Institute Italy

PANEL 1

9.40 -10.30 "TRADE WARS":

Saturated markets, economic slowdown and new channel competition

Scenario:

■ Romolo de Camillis, Retailer Director, *Nielsen*

Round Table :

■ Giangiacomo Ibba, Presidente, *Crai*

■ Eleonora Graffione, Presidente, *Consorzio Coralis*

■ Albino Russo, AD, *Ancc*

Chairman: Armando Garosci, Direttore Largo Consumo

PANEL 2

10.30 – 11.20 | **Global Outlook: Perspectives for Retail around the World**

1. Brenda Sánchez Guzmán, Executive Coordinator, *ALAS*
2. Nick Harris, Vice President and European Operations & Business Development, *Coinstar*
3. Sindy Wong, Head of Tourism and Hospitality, *Invest HK*
4. Jacques Creyssel, Director General, *Fédération du Commerce et de la Distribution & President FIRA*

Moderatore: Armando Garosci, Direttore Largo Consumo

Commentano:

Marco Zanardi, Presidente, *Retail Institute Italy* e Giorgio Santambrogio, CEO, *Gruppo VèGè*

Intervista "live" a:

■ Michael Gerling, CEO, *EHI*

PANEL 3

11.20 – 12.10 | **BRINGING UP THE CULT OF INNOVATION**

Scenario:

■ Gian Maria Gentile, Manager, *SCS*

Round Table:

■ Marco Pierazzoli, Head of Business Development & New Business, *Everli*

■ Marco Magnocavallo, CEO and co-founder, *Tannico*

- Mario La Viola, Direttore Marketing, Format, Rete e Sviluppo, *Crai*
Chairman: Daniele Tirelli, Professor of Economics, IULM

PANEL 4

12.10 – 13.00 | OMNICHANNEL AND IN-STORE EXPERIENCE STRATEGY

The new customer experience between physical distancing and digital proximity

Scenario:

- Luca Pellegrini, Professore di marketing, *IULM*

Round Table:

- Emna Neifar, Chief Commercial Officer, *Cortilia*
- Marco Basile, Senior Enterprise Account Executive, *Salesforce*

Chairman: Luca Pellegrini, Professore di marketing, IULM

13-00 – 14.30 | BREAK

PANEL 5

14.30 – 15.30 | SUSTAINABILITY: *Value for the company*

Scenario:

- Giulia Anita Morgana Luciani, Key Account Manager, *Too Good To Go*

Round Table:

- Michele Andriani, CEO, *Andriani Spa*
- Andrea Montagna, Amministratore Delegato, *Bonduelle Italia*
- Giorgio Elefante, Direttore Generale, *DOPla*

Chairman: Andrea Farinet, Professor of Economics and Business Management, LIUC