



ASSOCIATION OF EUROPEAN BUSINESSES IN THE RUSSIAN FEDERATION

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Round Table organized by the AEB IT-Telecom Committee

Supported by ANTOR Business Solution, i2 CIS, CAS

Bridging the Gap in the Consumer Products Value Chain

Tuesday, September 23rd, 2008
9:30- 13:00 (registration from 9:00)
Novotel Moscow Center, Hall Berlin
Novoslobodskaya 23, Moscow

OPEN EVENT

AGENDA

Opening: Natalia Schneider, AEB IT-Telecom Committee Chair, Telenor

Moderation: Jonathan Pearce, Supply Chain Director, NESTLE Rossiya

9:00-9:30 – Registration, this will include coffee & snacks

Session 1

9:30-10:00

Retail and Consumer Packaged Goods Trends in Russia

Marco Spaziani Testa, Partner, Accenture (or Jan Mueller)

10:00-10:30

Sales Optimization by Using dedicated IT solutions. Tracing & Tracking of Moving Objects

Tobias Reisner, President, ANTOR Business Solutions

Alexander Timashev, General Director, ANTOR Business Solutions

10:30 Coffee Break

Session 2

11:00-11:45

How Consumer Products Companies Can Drive Sales and Brand Growth in Russia

Dr. Andreas Enders, Global Vice-President Product Marketing, CAS

11:45-12:15

Supply Chain Visibility & Effective Distribution Centers Operation as Key Elements of Consumer Products Value Chain

Igor Karpatchev, Managing Director, i2 CIS

12:15-12:40

Coca-Cola Hellenic IT Experience

Anton Trefilov, Coca Cola Hellenic, Country IT Manager

Questions & Answers

Working language: English (Russian translation will be provided)

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