



9 | INTERNATIONAL TCG RETAIL SUMMIT

THE LEADING INTERNATIONAL RETAIL CONFERENCE WITH AN
EXCLUSIVE FOCUS ON TECHNICAL CONSUMER GOODS RETAIL

MAY 23 – 25, 2023

**HOTEL HILTON PARK
VIENNA**

MEETING
DESTINATION
VIENNA
NOW • TOGETHER

PROGRAM





9 | INTERNATIONAL TCG RETAIL SUMMIT

MAY 23, 19:00
UNTIL MAY 25, 15:00
HOTEL HILTON PARK, VIENNA

#TCG2023

SPEAKERS AND PANELISTS*

* Subject to change

TCG RETAIL – NAVIGATING TOWARDS 2030



Ragip Balcioglu
Chief Commercial Officer,
Arcelik Group



Stuart Blanch
EMEA Consumer Sales Director,
Intel



Chris Buecker
Chairman,
TCG Summit



Marko Carevic
CEO,
Ananas



Hans Carpels
President,
Euronics International



Guillaume Charlin
MD & Senior Partner,
BCG



Dr. Jessica Distler
Partner & MD,
BCG



Prof. Dr. Andreas Dombret
Senior Advisor, Oliver Wyman &
former EBM Deutsche Bundesbank



Steven Epprecht
Co-Founder,
Strategy Leaders



Amanda Farr
Sr. Director Marketing EMEA,
Microsoft



Emmanuel Fromont
Corporate VP,
President EMEA, Acer



Thierry Gadou
Chairman & CEO,
SES-imagotag



Marta Gnjatovic
Head of Category Teams,
Coolblue



Stanislas de Gramont
CEO,
Groupe SEB



Pass Lei
Head of Innovation,
JD.com



Jan Lorbach
Sr. Director Strategic Insights,
GfK



Enrique Martinez
CEO,
Fnac Darty



Victoria Neuhofer
“Millennial” Leader &
Founder, Damn Plastic



Martin Newman
Consumer Champion



Anastasia Nicholl
Industry Lead,
TikTok



Nathalie Ochalek
Relationship Manager,
Strategy Leaders



Anna Ohlsson-Leijon
Chief Commercial Officer,
Electrolux Group



Carsten Olesen
President Consumer Audio,
HARMAN International



John Olsen
Managing Director,
Euronics International



Toby Pickard
Global Insight Leader,
IGD



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TCG RETAIL – NAVIGATING TOWARDS 2030



Alenka Potocnik Anzic
Marketing Director,
Hisense



Remko Rijnders
General MD Benelux,
MediaMarktSaturn



Sitare Sezgin
CEO,
TeknoSA



Erik Sonsterud
CEO,
Elkjop Nordic



Remigijus Staras
CEO,
Topo Centras



Thierry de La Tour d'Artaise
Chairman,
Groupe SEB



Karl Trautmann
Management Board,
ElectronicPartner



Dr. Karsten Wildberger
CEO,
Media-Saturn-Holding



Dr. Reinhard Zinkann
Executive Director &
Co-Proprietor, Miele



Pieter Zwart
Founder & CEO,
Coolblue

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PROGRAM OVERVIEW*

* Subject to change

MAY 23:

19:00 Pre-summit welcome reception (ends at 21:00)

MAY 24:

08:00 Registration and networking session opens

09:00 • Welcome by Chris Buecker, Founder of the International TCG Retail Summit
• Conference host's opening remarks

09:15 **Surviving today to transition to future success**
Toby Pickard, Global Insight Lead, IGD
Panel discussion | Questions & answers with audience

09:55 **The three "i's" shaping our world today: invasion, inflation, interest rates**
In conversation with: Prof. Dr. Andreas Dombret, Sr. Advisor, Oliver Wyman & former EBM, Deutsche Bundesbank
Questions & answers with audience

10:20 **Focus amidst disruptions – vital pillars bolstering 2030 strategies**
Speaker: Jan Lorbach, Senior Director Strategic Insights, GfK
Panel discussion | Questions & answers with audience

11:00 **Coolblue: anything for a smile**
Speaker: Pieter Zwart, Founder & CEO, Coolblue
Discussion with facilitator

11:35 Intro Retail Tech

11:45 Networking Lunch & Exhibition viewing time

13:15 **In a consumer empowered world, only truly customer centric brands will thrive and survive in the long-term**
Speaker: Martin Newman, Consumer Champion
Panel discussion | Questions & answers with audience

14:00 **Social commerce BLOW UP!**
Speaker: Victoria Neuhofer, "Millennial" Leader & Founder, Damn Plastic
Discussion with facilitator | Questions & answers with audience

14:35 **Let's go: moving from consumerism to creating experiences in electronics retail**
Speaker: Dr. Karsten Wildberger, CEO, Ceconomy & Media-Saturn-Holding
Discussion with facilitator | Questions & answers with audience

15:00 TCG Awards Ceremony

15:30 Networking break

16:30 **The rise of inclusive retail**
Speaker: Amanda Farr, Senior Director Marketing EMEA, Microsoft
Panel discussion | Questions & answers with audience



PROGRAM OVERVIEW*

* Subject to change

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|-------|---|
| 17:15 | The TCG Women Leadership Program |
| 18:00 | End of conference Day 1 |
| 19:00 | Dinner reception |
| 20:00 | Exclusive networking Dinner |

MAY 25:

| | |
|-------|---|
| 08:45 | How to grow three times faster than the competition and triple sales in seven years Speaker: Remigijus Staras , CEO, Topo Centras <i>Discussion with facilitator</i> |
| 09:20 | <i>In conversation with:</i> Thierry de La Tour d'Artaise , Chairman, Groupe SEB <i>Questions & answers with audience</i> |
| 09:40 | Making sustainability in retail a reality Speaker: Guillaume Charlin , MD & Senior Partner, BCG <i>Panel discussion Questions & answers with audience</i> |
| 10:20 | How TikTok is accelerating the future of commerce through entertainment and storytelling Speaker: Anastasia Nicholl , Industry Lead, Tiktok <i>Panel discussion Questions & answers with audience</i> |
| 11:10 | Legislative proposal "Right to repair" and the EC initiative on "Green claims" <i>In conversation with:</i> Director, European Commission |
| 11:35 | The TCG Sustainability Leadership Forum: <ul style="list-style-type: none"> • Introduction • First milestones |
| 12:00 | Networking break |
| 13:00 | Influencers: content creators, multipliers or just an artificial waste of budget? Speakers: Nathalie Ochalek , Relationship Manager & Steven Epprecht , Co-Founder, Strategy Leaders <i>Discussion with facilitator</i> |
| 13:40 | Leadership during uncertain times <i>In conversation with the winners of the TCG Leadership Award of the past years:</i> <ul style="list-style-type: none"> • Hans Carpels, President, Euronics International • Carsten Olesen, President Consumer Audio, Harman International • Dr. Reinhard Zinkann, Executive Director & Co-Proprietor, Miele |
| 14:00 | Omni-Channel: the future of retail Speaker: Pass Lei , Head of Innovation Department, JD.com & General Manager Ochama <i>Discussion with facilitator Questions & answers with audience</i> |
| 14:45 | Key takeaways Declan Curry, Conference Host |
| 15:00 | End of the 9 th International TCG Retail Summit |



DAY 1

Surviving today to transition to future success

Toby Pickard, Global Insight Leader, IGD



Retailers and suppliers are operating in the most complex environment for decades. In this session, Toby Pickard will focus on the range of issues retailers must respond to in the short term to deliver cost savings, sales, and profit growth, and look at the key priorities over the longer term to ensure they remain relevant and fit for the future.

Panel discussion

Questions & answers with audience

In conversation with Prof. Dr. Andreas Dombret, Sr. Advisor, Oliver Wyman & former EBM, Deutsche Bundesbank

The three "i's" shaping our world today: invasion, inflation, interest rates



Since early 2022, the world order has changed in a way which seemed unthinkable: adding to the economic challenges which were induced by the pandemic, the war in Ukraine added another layer of economic uncertainty, with significant commercial knock-on effects: soaring inflation led to recession scenarios in many parts of the world. Rising interest rates trigger significantly reduced levels of consumption in the private sector, in particular non-essential consumer goods. Andreas will help us to de-couple the individual macroeconomic and commercial effects and will shed light on potential scenarios for 2023 and the years ahead.

Questions & answers with audience

Focus amidst disruptions – vital pillars bolstering 2030 strategies

Jan Lorbach, Senior Director Strategic Insights, GfK



When day-to-day challenges are high on the agenda, it is often hard to stay focused on long-term success strategies. Such are grounded in mirroring or anticipating changing consumer demands and expectations: ultimately, new shapes of purchase journeys on- and offline, social selling and metaverse on the horizon, what does it take to impress customers who more and more embrace sustainability and brands with a purpose? What can we take away from today's research, as new business models come to life and concepts like owning and belonging may fundamentally change? Join Jan in his speech and learn where retail must be prepared already today to be successful in 2030.

Panel discussion

Questions & answers with audience

Coolblue: anything for a smile

Pieter Zwart, Founder & CEO, Coolblue



Many webshops consist of images, prices, and buttons. The images are the same everywhere, the order buttons have to work. That leaves only the price to compete on. We don't want that. That's why we go beyond picture, price, and button. We build leading customer journeys. Customer journeys from start to finish.

Discussion with facilitator



DAY 1

In a consumer empowered world, only truly customer centric brands will thrive and survive in the long-term

Martin Newman, Consumer Champion



Martin is one of the world's leading authorities on customer centricity and customer experience. He will bring his framework for customer centricity to life with case studies and examples from retailers and brands with great cultures who deliver the best experiences both for their employees and their customers, leveraging technology to empower and drive convenience, who are both focussed on sustainability and diversity and inclusion and who have genuine purpose and authenticity at their heart.

Panel discussion
Questions & answers with audience

Social commerce BLOW UP!

Victoria Neuhofer, "Millennial" Leader & Founder, Damn Plastic



Business as usual - old-timers laugh about new developments and just like that they miss an entire opportunity. To give a recent example: e-commerce is for old people. Those old-timers laugh at TikTok and Snapchat. And guess what showed up on the horizon: SOCIAL Commerce. But for some reason, these guys couldn't see the opportunity. Don't be like them. Get on board before the ship has sailed.

Discussion with facilitator
Questions & answers with audience

Let's go: moving from consumerism to creating experiences in electronics retail

Dr. Karsten Wildberger, CEO, Ceconomy & Media-Saturn-Holding



How to become an experience champion for the customers in times of fundamental change of the industry? Karsten Wildberger, CEO of CECONOMY and MediaMarktSaturn pursues the goal of successfully shaping the future of retail with the right customer experience across all channels, the right services and exciting new business models. The unifying and consistent element for MediaMarktSaturn is experience, which is created in four different dimensions: Employee, Shopping, Usage, Impact.

Discussion with facilitator
Questions & answers with audience

TCG AWARD CEREMONY

Official announcement of 2023 award winners in the following categories:



- Category Specialist
- Technology Innovation
- Sustainability
- Leadership
- Brand of the Year
- Retailer of the Year



DAY 1

The rise of inclusive retail

Amanda Farr, Senior Director Marketing EMEA, Microsoft



It is widely accepted that this is the Age of the Consumer and in this keynote we will explore how inclusivity is at the heart of connecting with the consumer – listening and understanding their needs and wants every day. We will share examples from around the world of best practices and data and insights into the latest trends into changing consumer values, how behaviour is shifting and what this means for our industry.

Panel discussion
Questions & answers with audience

The TCG Women Leadership Program

Introduction
In conversation with program participants

DAY 2

How to grow three times faster than the competition and triple sales in seven years

Remigijus Staras, CEO, Topo Centras



Being the dominant leader in a country and also the most dynamic retailer: Topo Centras, Lithuania's frontrunner in TCG, will share the key ingredients of its success. Their key learnings:

- Excellent customer experience - maintain net promoter score at the highest level
- Evolving from an omnichannel strategy to a new generation proactive retail strategy
- Adopting innovation at an extremely fast pace and a "take everything they give you" approach

Within the Euronics Group, Topo Centras was selected as "Retailer of the Year" in 2021 and 2022.

Questions & answers with audience

In conversation with:

Thierry de La Tour d'Artaise, Chairman, Groupe SEB



Questions & answers with audience



DAY 2

Making sustainability in retail a reality

Guillaume Charlin, MD & Senior Partner, BCG



Sustainability has become a strategic priority for retail businesses, and some of the world's largest retailers are making real headway in significantly reducing the climate impact along their value chains or embedding sustainable behavior throughout their own organizations. It is a positive sign that the retail sector as a whole is taking sustainability more and more seriously. However, most of the retailers fall within the "opportunistic initiatives" stage of the journey. While they have set bold ambitions, they have not yet achieved the full integration of sustainability into their corporate strategy and throughout the organization. What are the biggest hurdles retailers are currently facing in making sustainability a reality? How can they successfully overcome these hurdles? And what are the benefits they can harness from putting sustainability at the center?

Panel discussion

Questions & answers with audience

How TikTok is accelerating the future of commerce through entertainment and storytelling

Anastasia Nicholl, Industry Lead, Tiktok



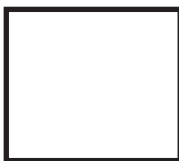
The TikTok community is fundamentally shifting how people experience commerce. From hashtags like #AsSeenOnTikTok to #TikTokMadeMeBuyIt, TikTok has fast become a destination for people to discover, purchase, review, and share the biggest trending items of the season. This shift is vital against a backdrop of an engagement gap between brands and consumers. The truth is consumers today crave education, inspiration, and entertainment before they buy. They want brands to understand them, connect to them on their terms and grow with them as their attention shifts. In fact, 1 in 3, globally, want commerce to be entertaining. Discover how your brand can tap into the shopping mindset through "shoppertainment" and how to get ready for the future of commerce.

Discussion with facilitator

Questions & answers with audience

Legislative proposal "Right to repair" and the EC initiative on "Green claims"

In conversation with: **Director**, European Commission



To reach the objectives specified in its Green Deal, the European Commission has taken measures favoring a circular economy such as eco-design standards, availability of spare parts, the right to repair and the upcoming initiative on green claims. A Director of the European Commission will share insights with the audience about the latest status, next steps and timeline.

Panel discussion

Questions & answers with audience

The TCG Sustainability Leadership Forum

Introduction

First milestones



DAY 2

Influencers: content creators, multipliers or just an artificial waste of budget?

Nathalie Ochalek, Relationship Manager & Steven Epprecht, Co-Founder, Strategy Leaders



Influencers are used by just about every consumer goods company these days. Discount codes here, artificially posed photos there and lots of marketing budget used for such activations. While discount codes provide the illusion of great direct revenue and sales, isn't brand awareness the true goal of an influencer campaign? And can influencers really generate better sales than the actual sales force? How do you use the power of influencers correctly, when is it overused and which concepts lead to success? Together, we critically scrutinise the influencer landscape and guide you towards the answers to these questions.

Discussion with facilitator
Questions & answers with audience

Leadership during uncertain times

In conversation with the winners of the TCG Leadership Award of the past years:

Hans Carpels, President, Euronics International
Carsten Olesen, President Consumer Audio, Harman International
Dr. Reinhard Zinkann, Executive Director & Co-Proprietor, Miele



The pandemic, the war in Ukraine, rising costs, labor shortages, supply chain issues, cooling of economies and new hybrid work models. Many uncertainties and changes at the same time. What are the recommendations of the TCG Leadership Award winners of the past years? Do leaders need to reinvent themselves? What leadership skills are expected by their team and their own workforce? And how to ensure to stay attractive to Generation Z as an employer in the future?

Panel discussion

Omni-Channel: the future of retail

Pass Lei, Head of Innovation Department, JD.com & GM Ochama



A reform in Europe retail industry is coming. Ignore or embrace it in a positive way. Let us hear the new concept designed for omnichannel sales in Europe. JD.com strongly believes in the opportunities to innovate the way of shopping: convenient and advantageous for customers, efficient and productive for the company. The key is #omnichannel: in China online player successfully launched the 7Fresh model in 2018 in which the supermarket also acts as an efficient logistics hub for online deliveries (30 minutes of delivery within 3 km). Today 50% of the turnover of those shops comes from online deliveries and 50% paid at the checkout. A successful model, with over 100 stores already open. For the European market, given the high cost of labor, the tech giant has instead designed Ochama: a robotic pick-up point where the customer can independently collect his order, or even do it on the spot. The four centers opened last year in The Netherlands are giving good results, thanks to aggressive prices, 10% less than discount stores, and JD.com is ready for further expansion.

Discussion with facilitator
Questions & answers with audience

BE THERE...
... WHEN THE “WHO’S WHO”
OF INTERNATIONAL
TECHNICAL CONSUMER
GOODS RETAILING MEETS IN
PERSON FROM MAY 23-25, 2023!



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9 | INTERNATIONAL TCG RETAIL SUMMIT

Technical Consumer Goods (TCG):
Consumer electronics, photo, domestic
appliances, information technology,
telecommunications.