



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





SPEAKERS AND PANELISTS*

* Subject to change

TCG RETAIL – NAVIGATING TOWARDS 2030



Ragip Balcioglu
Chief Commercial Officer,
Arcelik Group



Stuart Blanch
Director Americas & EMEA
Consumer Category Sales,
Intel



Chris Braam
CEO BA Europe,
Electrolux



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



Bradley Hopkinson
VP Consumer & Device
Sales EMEA,
Microsoft



Pass Lei
Head of Innovation,
JD.com



Jan Lorbach
Sr. Director Strategic Insights,
GfK



Charles-Henri de Maleissye
Managing Director,
Fnac Vanden Borre



Gilles Morel
President EMEA & EVP,
Whirlpool



Victoria Neuhofer
“Millennial” Leader &
Founder, Damn Plastic



Martin Newman
Consumer Champion



Nathalie Ochalek
MD Communication & Relations,
Strategy Leaders



Carsten Olesen
President Consumer Audio,
HARMAN International



John Olsen
Managing Director,
Euronics International



SPEAKERS AND PANELISTS*

* Subject to change

TCG RETAIL – NAVIGATING TOWARDS 2030



Pierre Perron
SVP Commercial Europe,
Electrolux



Toby Pickard
Global Insight Leader,
IGD



Martins Prieditis
Deputy Head of Unit DG
Justice and Consumers,
European Commission



Remko Rijnders
Group COO & CEO Benelux,
MediaMarktSaturn



Sarah Schaefer
VP Sustainability Europe,
Electrolux



Remigijus Staras
CEO,
Topo Centras



Thierry de La Tour d'Artaise
Chairman,
Groupe SEB



Karl Trautmann
Management Board,
ElectronicPartner



Ozlem Unluer
Head of Sustainability,
Arcelik



Dr. Karsten Wildberger
CEO CECONOMY
& MediaMarktSaturn



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)
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MAY 24:

08:00	Registration and networking session opens
09:00	<ul style="list-style-type: none"> • Welcome by Chris Buecker, Founder of the International TCG Retail Summit • Conference host's opening remarks
09:15	<p>Surviving today to transition to future success Toby Pickard, Global Insight Lead, IGD <i>Panel discussion Questions & answers with audience</i></p>
09:55	<p>The three "i's" shaping our world today: invasion, inflation, interest rates <i>In conversation with: Prof. Dr. Andreas Dombret</i>, Sr. Advisor, Oliver Wyman & former EBM, Deutsche Bundesbank <i>Questions & answers with audience</i></p>
10:25	<p>Focus amidst disruptions – vital pillars bolstering 2030 strategies Speaker: Jan Lorbach, Senior Director Strategic Insights, GfK <i>Panel discussion Questions & answers with audience</i></p>
11:05	<p>Coolblue: anything for a smile Speaker: Pieter Zwart, Founder & CEO, Coolblue <i>Discussion with facilitator Questions & answers with audience</i></p>
11:40	Intro Retail Tech
11:50	Networking Lunch & Exhibition viewing time
13:15	<p>In a consumer empowered world, only truly customer centric brands will thrive and survive in the long-term Speaker: Martin Newman, Consumer Champion <i>Panel discussion Questions & answers with audience</i></p>
14:05	<p>Social commerce BLOW UP! Speaker: Victoria Neuhofer, "Millennial" Leader & Founder, Damn Plastic <i>Discussion with facilitator Questions & answers with audience</i></p>
14:40	<p>From Consumer Electronics to Experience Electronics Speaker: Dr. Karsten Wildberger, CEO, CECONOMY & MediaMarktSaturn <i>Discussion with facilitator Questions & answers with audience</i></p>
15:10	TCG Awards Ceremony
15:40	Networking break & Exhibition viewing time
16:40	<p>The rise of inclusive retail Speaker: Amanda Farr, Senior Director Marketing EMEA, Microsoft <i>Panel discussion Questions & answers with audience</i></p>



PROGRAM OVERVIEW*

* Subject to change

17:25	The TCG Women Leadership Program
18:00	End of conference Day 1
19:00	Dinner reception
20:00	Exclusive networking Dinner
MAY 25:	
08:30	Conference host's opening remarks
08:30	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 Questions & answers with audience</i>
09:15	<i>In conversation with:</i> Thierry de La Tour d'Artaise , Chairman, Groupe SEB <i>Questions & answers with audience</i>
09:45	Making sustainability in retail a reality Speaker: Guillaume Charlin , MD & Senior Partner, BCG <i>Panel discussion Questions & answers with audience</i>
10:35	Networking break & Exhibition viewing time
11:25	Promoting repair of goods for more sustainable consumption <i>In conversation with: Martins Prieditis</i> , Deputy Head of Unit DG Justice and Consumers, European Commission <i>Panel discussion Questions & answers with audience</i>
11:50	Sustainable product initiatives: challenges and opportunities for manufacturers and retailers <i>In conversation with: Sarah Schaefer</i> , VP Sustainability Europe, Electrolux; Ozlem Unluer , Head of Sustainability, Arcelik <i>Questions & answers with audience</i>
12:10	Networking Lunch & Exhibition viewing time
13:10	Influencers: content creators, multipliers or just an artificial waste of budget? Speakers: Nathalie Ochalek , MD Communication & Relations & Steven Epprecht , Co-Founder, Strategy Leaders <i>Discussion with facilitator Questions & answers with audience</i>
13:45	Leadership in times of ambiguity <i>In conversation with two TCG Leadership Award winners from past years:</i> <ul style="list-style-type: none"> • Hans Carpels, President, Euronics International (2022) • Dr. Reinhard Zinkann, Executive Director & Co-Proprietor, Miele (2019)
14:10	Omni-Channel: the future of retail Speaker: Pass Lei , Head of Innovation, JD.com <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 strategies are grounded in mirroring or anticipating changing consumer demands and expectations: ultimately, with new types of purchase journeys on- and offline, social selling and metaverse on the horizon, what does it take to impress customers who increasingly 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

Questions & answers with audience



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

From Consumer Electronics to Experience Electronics

Dr. Karsten Wildberger, CEO CECONOMY & MediaMarktSaturn



How to become an experience champion for the customers in times of fundamental change of the industry? Karsten Wildberger 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:



TCG
AWARDS

- 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 Program: Chris Buecker, Chairman, TCG Summit



Diversity remains a key challenge in the TCG sector, with around 92% of senior management positions being held by men in “hard core business”. This is at odds with the general consensus, that the workforce should reflect the customer base which it is serving. To remedy the situation and plug the gender gap, the TCG Summit has created a mentorship platform to empower the next generation of women, early in their careers or looking to take the next step into management. The mentoring program aims to help propel the careers of women across the TCG sector. It pairs experienced senior executives from across TCG with a one of the selected candidates, so they can share their experience and knowledge.

Panel discussion with two mentees and their respective mentors



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.

Discussion with facilitator
Questions & answers with audience



DAY 2

In conversation with:

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



Thierry de la Tour d'Artaise is a pioneer and visionary in the small domestic appliance industry. With his extensive experience, he has led the Groupe SEB through numerous crises in both mature and emerging markets, and under his leadership, the company tripled its turnover. He was also instrumental in major acquisitions such as Moulinex, Supor, and WMF. functions. Join us for an insightful dialogue with this industry leader.

Questions & answers with audience

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

Promoting repair of goods for more sustainable consumption

In conversation with: **Martins Prieditis**, Deputy Head of Unit DG Justice and Consumers, European Commission



The rate at which we throw away goods prematurely in the EU has been on the rise in the last decades. How should we tackle this phenomenon and the society's reluctance to repair? The Commission is addressing some of the causes of this problem in various initiatives. It is already acting and will continue to promote repairable design, accessibility of spare parts and information on reparability of goods. They are all key enablers for transition to more sustainable consumption. With the recent proposal promoting the repair of goods, the Commission wants to make repair an easier and more attractive choice for consumers and ultimately making a new paradigm – buy, use, repair – a reality in the EU.

Panel discussion

Questions & answers with audience

Sustainable product initiatives: challenges and opportunities for manufacturers and retailers

In conversation with: **Sarah Schaefer**, VP Sustainability Europe, Electrolux; **Ozlem Unluer**, Head of Sustainability, Arcelik



As part of the wider EU Circular Economy Action Plan, upcoming regulations such as the EU Digital Product Passport and the EU Green Claims will introduce rules that foster transparency and reliability related to sustainability information on products and manufacturing processes. Retailers are increasingly demanding manufacturers to disclose more information on environmental/social impacts of their products, and we see retailers promoting products with their sustainability features in the market when informing consumers. Such initiatives can help consumers make informed choices, but should be carefully constructed to eliminate green washing, and the industry needs a unified set of criteria that makes an electronics product "sustainable" compared to others in the market. We will examine expectations from manufacturers, retailers, the challenges and the opportunities of the upcoming regulations and how we can benefit from a unified set of criteria as an industry.

Questions & answers with audience



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 in times of ambiguity

In conversation with two TCG Leadership Award winners from past years:

Hans Carpels, President, Euronics 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, JD.com



A reform is coming in the European retail industry. The choice is to ignore it or embrace it in a positive way. Let us tell you about the new concept designed for omnichannel sales in Europe. JD.com strongly believes in the opportunities to innovate the way we shop: convenient and advantageous for customers; efficient and productive for the company. The key is #omnichannel: In China the online player successfully launched the 7Fresh model in 2018 in which the supermarket also acts as an efficient logistics hub for online deliveries (30 minute 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: an organic combination of pick-up points partnered with 3rd parties and robotic pick-up shops where the customer can independently collect their order, or even do it on the spot. The pick-up business started in 2022 in the Netherlands is giving good results, thanks to aggressive prices – 10% less than discount store – 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.