



THE RESULTS 2016

WWW.RETAILWEEK.RU



RUSSIAN RETAIL WEEK

The event is a large-scale industry event with the participation of business and government. The event, which formed the main directions of retail industry development, determined the state approaches to the development of multi-format retail, resolves industry problems.

The Russian Retail week is held every year and includes:

- Extensive business program with the participation of the top government officials, heads of the federal authorities, state authorities of the consumer market of the Russian Federation, leading federal and regional retailers, the largest Russian and international organizations of suppliers and other participants in the consumer market
- The RETAIL'S WORLD Exhibition will demonstrate the industry's most advanced retail development technologies
- Professional competition RUSSIAN RETAIL AWARDS
- NETWORKS PROCUREMENT CENTER™ - direct individual negotiations on deliveries with representatives of federal procurement services and regional retailers and suppliers of consumer products
- Presentation of the regions' investment potential in the consumer market development
- Innovative RETAIL TOURS that will demonstrate modern logistics complexes and hypermarkets of the leading retail chains of Russia
- Sporting event RETAILIADA with the participation of employees of the Russian retail and members of their families



D. Manturov, Minister of Industry and Trade of the Russian Federation:

« The Russian Retail Week may be recognized a landmark event indicative of a new level of interaction between the trade business community and governmental authorities »



I. Yakubson, Chairman of the Supervisory Board of the Russian Retail Market Experts Association:

« Recently, the Russian retail is actively on the road of self-regulation, this way assumes a constant dialogue both at the business level and at the state. The new global discussion platform for such a dialogue between the state and business became the Russian Retail Week »



A. Karpov, Chairman of the board President of the Russian Retail Market Experts Association:

« The aim of the organizers of the Russian Retail Week to create the largest communication platform for open dialogue in the B2B, B2G, B2C. Every year significantly expanded business program the forum, which attracts a large number members.

Participation in the RRW can reveal commercial potential, to expand business contacts, to strengthen relationships with customers and partners to establish a new relationships and establish useful contacts »



A. Kalinin, President of all-Russian public organization of small and medium enterprises «OPORA ROSSII»

« In the context of domestic economy reform, increased attention of the country's senior management to SME problems, Russian Retail Week is a significant contribution not only to the strengthening of entrepreneurs' positions in retail industry, but also to the development of all small business in our country »

ORGANIZERS:



THE MINISTRY OF INDUSTRY AND TRADE OF THE RUSSIAN FEDERATION



THE RUSSIAN RETAIL MARKET EXPERTS ASSOCIATION

CO-ORGANIZERS :



THE RETAIL COMPANIES ASSOCIATION



THE UNION OF INDEPENDENT RETAILERS



THE COALITION OF THE KIOSKERS

SUPPORTED BY:



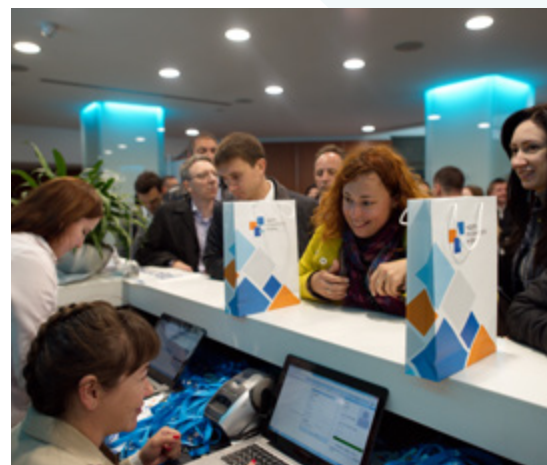
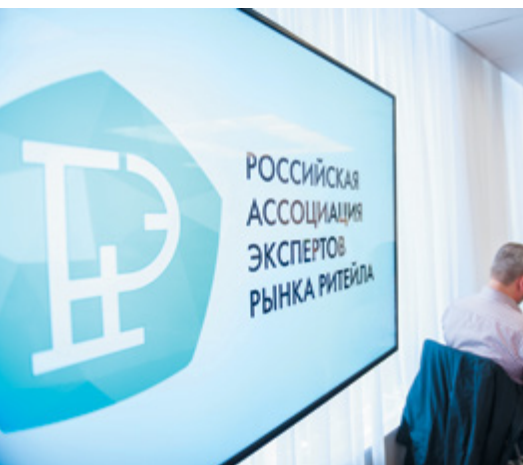
ABOUT THE RUSSIAN RETAIL WEEK

To understand the current situation in the Russian retail trade, analyze and share their own experiences, form the main the directions of development of retail, to raise relevant questions and solve the problems of the industry is possible only through dialogue between business and the state. It therefore, for two consecutive years, is a large-scale event in the sphere of retail trade – the Russian Retail Week.

The forum has become traditional and includes a great business program with participation of heads of Government of Russia, Federal authorities, public authorities consumer market of constituent entities of the Russian Federation, the leading Federal and regional retailers, the largest Russian and international organizations, suppliers, and other participants of the consumer market. At the site of RRW is arranged for direct individual negotiations about the supply with the participation of representatives of procurement services, Federal and regional retail chains and suppliers of consumer products.

In the framework of the forum will be held awarding of winners of RUSSIAN RETAIL AWARDS, that take into account achievements in all segments and retail formats and law is the most prestigious and impartial in the industry.

Bright end RRW – sporting event RETAILIADE with the participation of Russian retail and members of their families.



STATS OF THE RUSSIAN RETAIL WEEK



2015

3000+
participants

40+
business events

300+
retailers

250
speakers

24
nominations RETAIL AWARDS

150+
journalists

2016

4000+
participants

70+
business events

500+
retailers

450
speakers

22
nominations RETAIL AWARDS

170+
journalists

2017 *

5000+
participants

80+
business events

600+
retailers

500+
speakers

24
nominations RETAIL AWARDS

200+
journalists

*organizers forecast

RETAIL SEGMENTS REPRESENTED AT THE FORUM



FOOD



HOUSEHOLD
PRODUCTS



CLOTHES AND
SHOES



ELECTRONICS AND MOBILE
COMMUNICATIONS



COSMETICS AND
MEDICINES



JEWELRY
RETAIL



IT SERVICES AND
SOFTWARE



WAREHOUSE
EQUIPMENT



GAS
STATIONS




FURNITURE
RETAIL

PROGRAM OF EVENTS OF THE RUSSIAN RETAIL WEEK

FIRST DAY, 7 JUN, TUESDAY

	Mercury Hall	Coliseum Hall	Granat Hall	Expert Hall	Retail Hall	Amphitheatre Hall	Ural Hall	Baikal Hall	
08:30 - 09:00	Welcome coffee								
09:00 - 09:30		Legislation on trade. Current changes, practices and tendency of regulation	The Union of independent retailers of Russia event	Retail loyalty programs on the basis of payment cards co-brand. Visa international experience	The fastest growing and the most effective retail chains of Russia		Workshop for organizers b2b-events in retail	The first persons of fashion retail	
09:30 - 10:00									
10:00 - 10:30									
10:30 - 11:00									
11:00 - 11:30							Trade in Russia: moving forward or moving backwards?!		
11:30 - 12:00									
12:00 - 12:30									
12:30 - 13:00									
13:00 - 13:30								Current practices and trends in tax regulation and control	What solutions can offer the real estate market to support retailers?
13:30 - 14:00									
14:00 - 14:30	Public catering and retail	Trade of the 90's. «Veterans» of the trade movement speaks		Entrepreneurship access to the market	To do differently: how to achieve a competitive advantage today?	Wholesale and retail alcohol market regulation			
14:30 - 15:00									
15:00 - 15:30									
15:30 - 16:00								Geomarketing technologies and methods of the analysis in planning and optimization of retail outlets. Experience of retailers and developers of shopping center	
16:00 - 16:30							Brands in retail: how to attack and defend		
16:30 - 17:00		Revival of small trade formats – the matter of life and death of the russian producers			Market council and self-regulation in trade: what is necessary for business and the state?				
17:00 - 17:30									
17:30 - 18:00									
18:00 - 18:30	Cocktail								
18:30 - 19:00									
19:00 - 19:30									

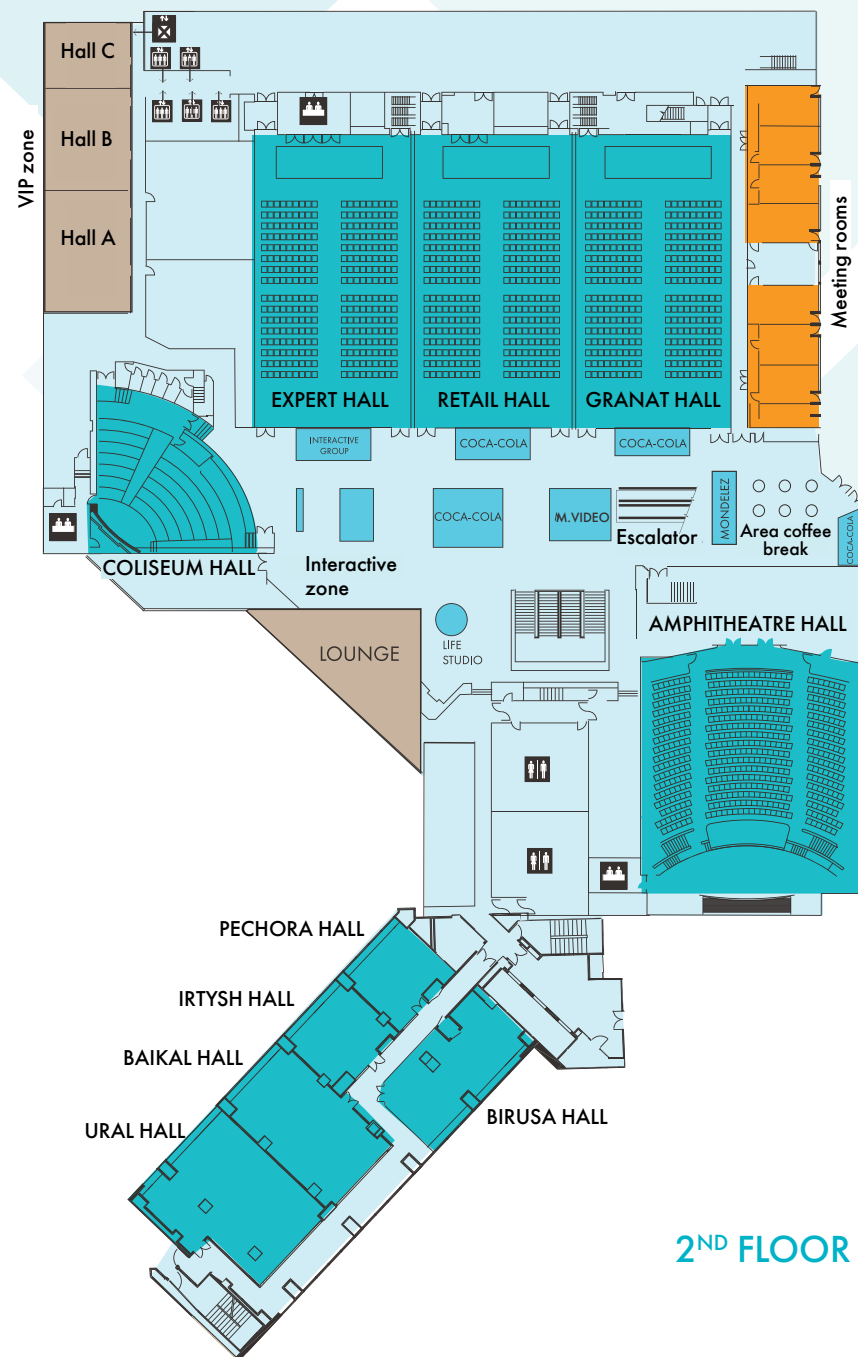
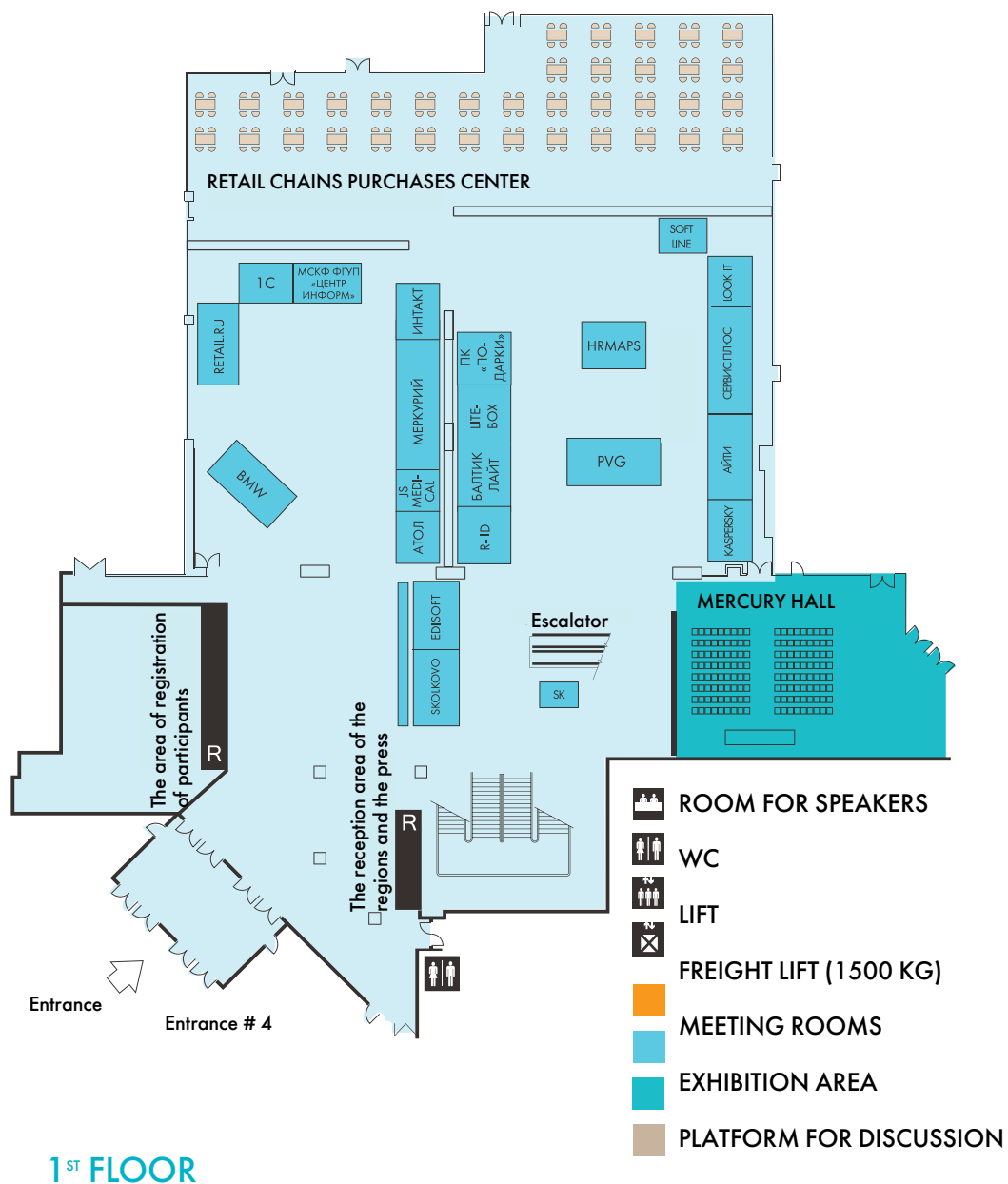
SECOND DAY, 8 JUN, WEDNESDAY

	Mercury Hall	Coliseum Hall	Granat Hall	Expert Hall	Retail Hall	Amphitheatre Hall	Ural Hall	Baikal Hall	VIP zone Hall A		
08:30 - 09:00	Welcome coffee										
09:00 - 09:30		De-dollarization of lease relations: role of the state, prospects, solutions		AUTO-RETAIL 2016		Place of Russia on the world food map			Market understanding: trends, competitors, consumers		
09:30 - 10:00											
10:00 - 10:30											
10:30 - 11:00											
11:00 - 11:30											
11:30 - 12:00		Corporate social responsibility of business					Let's talk about food products: what are we forced to sell		Mobile technologies in auditing and merchandising for the retail	Strategy. Segmentation and differentiation (who pays, whom to pay, why our product will be bought)	
12:00 - 12:30											New in the labour legislation
12:30 - 13:00			Competent suppliers workshop			Russian e-commerce in the current economic situation. Session I: analytics of the e-commerce market. Current situation, trends and forecasts					
13:00 - 13:30	Workshops for purchasers										What are the regional authorities waiting for from federals: «manual control» or «modern rules of the game»?
13:30 - 14:00											
14:00 - 14:30		Reducing cost in the supply chain from producer to the store shelf: the urgent demand of the time	Products and prices. Assortment policy and pricing. New products. Unique selling point management				Analysis of mistakes at setting up the retail store. Workshop from professionals	Specialized business game for building multicultural interaction	NON-STOP Analysis of business cases		
14:30 - 15:00											
15:00 - 15:30	Personnel management in retail					Session II: how to increase online sales in the in the conditions of demand decrease? Key trends in marketing. Secure payments. innovations					
15:30 - 16:00					Supply chains management (trade-marketing). Promotion channels activation						
16:00 - 16:30								Food stamps program – the most effective mechanism of the expenditure of state funds on support of persons in need	Demand for milk and dairy products during economic recession	Continuity of family business	
16:30 - 17:00		Street retail – the missing link of trade in the cities. How to recreate it?									
17:00 - 17:30				SMM (social CRM). Loyalty to the group		Round table with the developers of technological innovations in the field of e-commerce (under support of la french tech and skolkovo)					
17:30 - 18:00											
18:00 - 21:00				 RUSSIAN RETAIL AWARDS 2016							

	Retail Hall	Amphitheatre Hall	Ural Hall	Baikal Hall	VIP zone Hall A
Free					EDISOFT Business breakfast «The introduction of electronic factoring the example of a large retailer»
Finance in retail		Knowledge ready organisation nomination	Workshops for buyers		
Attracting new customers to the stores, loyalty programs, cross-promotion, targeted marketing based on purchase			Effective strategy of the retail in the payment market		

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PLAN HALLS OF THE WORLD TRADE CENTER



PARTNERS OF THE RUSSIAN RETAIL WEEK



Strategic partner



Official partners



Sponsors



Technical partner



Partners of the Russian Retail Awards



Suppliers of the Russian retail Week



Technical partner of the IT section



Partner knowledge



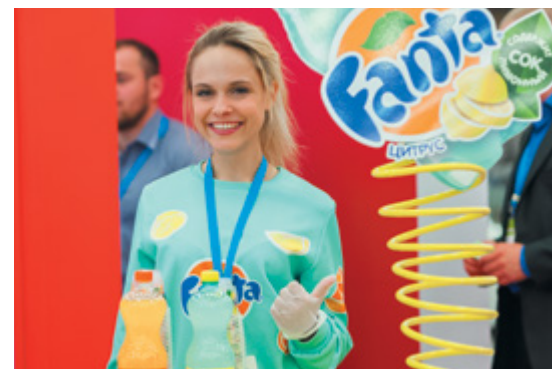
Partner for corporate mobility



Partner registration

Sponsors sessions





NAMED THE WINNERS OF RUSSIAN RETAIL AWARDS 2016



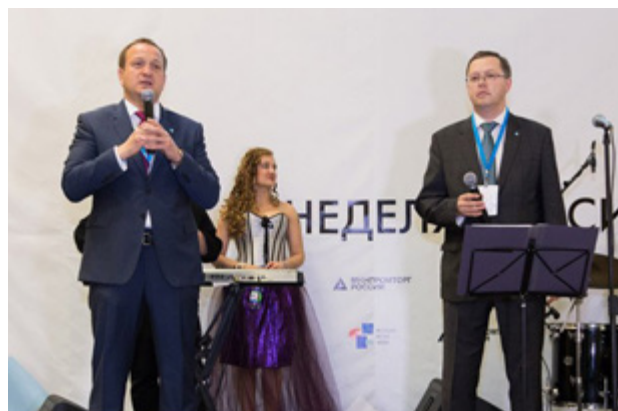
RUSSIAN RETAIL AWARDS 2016

In the framework of the forum «Russian Retail Week», which was organized by the Ministry of industry and trade of the Russia Federation and the the Russian Retail Market Experts Association, summed up the results of the annual professional industry awards RUSSIAN RETAIL AWARDS.

8 June 2016 in the world Trade Center took place a solemn ceremony of awarding prize of the Russian Retail Awards, which brought together the owners and top managers of retail chains and has become the largest event on the composition and quantity for all the history of the industry awards in the retail trade.

The winners were determined by the expert Council, which is based on the data provided by the participants and a special interview highlighted the best of quantitative and quality indicators for the year. The jury includes independent experts from the Ministry of industry and trade of the Russia Federation, the Russian Retail Market Experts Association, the Union of independent networks of Russia, Nielsen Russia, the Commonwealth of manufacturers of proprietary trademarks «RusBrand», Deloitte, INFOline, Law firm Gaffer&Gaffer.

In 2016, the award was presented in 22 categories. The winners are the following representatives of the Russian retail market.



- | | |
|---|---|
| 1. Leader of the year - Food segment: "INTERTORG" | 12. Fastest growing company of the year - the segment of |
| 2. Leader of the year - the segment of Household appliances and electronics: "ELDORADO" | Non-Food: "MAGNIT KOSMETIK" |
| 3. Leader of the year - the DIY segment: "PETROVICH" | 13. Private label – Food segment: "AZBUKA VKUSA" |
| 4. Leader of the year - Fashion segment: GLORIA JEANS | 14. Private label – segment Non-Food: "SANGI STIL" |
| 5. Leader of the year - the segment Online: EXIST.RU | 15. Advertising campaign of the year: "M.video" |
| 6. Leader of the year - the retail Pharmacy segment: "SANSON FARMA" | 16. Loyalty programme of the year: "SPORTMASTER" |
| 7. Leader of the year - the Children's goods segment: "DETSKIY MIR" | 17. The atmosphere of purchase: «INVENTIVE RETAIL GROUP" |
| 8. Leader of the year – the segment of Cosmetics and Perfume: "LETOILE" | 18. Best regional network – Food segment: "GK NORMAN-VIVAT" |
| 9. Leader of the year – the segment of Jewelry: "SUNLIGHT" | 19. Best regional network – segment DIY: "MAKSIDOM" |
| 10. Leader of the year – Drogerie segment: "ULYBKA RADUGI" | 20. Event of the year: pharmacy network «A.V.E. GROUP» for a series of mergers and acquisitions that have dramatically reshaped pharmaceutical market |
| 11. Fastest growing company of the year - Food segment: "KRASNOE&BELOE" | 21. Rights of consumers – Online: OZON.RU |
| | 22. Rights of consumers – Offline: "TEHNOSILA" |

The winners were awarded with certificates and commemorative statues, representing a stylized tree symbolizing the maturity of the industry, market transparency and civilized partnership, and the desire to make people's lives brighter and better. The prizes were manufactured by ADAMAS, official partner of the Russian Retail Week. Today, this miniature sculpture is established on the basis of the logo of the contest recognizable symbols of professional achievement in the retail sector.

RESULTS OF THE RETAILIADA 2016



11 June 2016 in the framework of the Russian Retail Week, the largest industry events of the Russian retail market took place Retaliada – sports event with participation of employees of companies in the FMCG sector and members of their families.

The team took the following places:

Metro – the champion

The Ministry of Industry and Trade of the Russian Federation – 2nd place

Sportmaster – 3rd place

Coca-Cola – 4 place

Silver Play-Off:

X5 Retail Group – 1st place

M. Video – 2nd place

Adamas – 3rd place

The Russian Retail Week – 4th place

Individual awards were presented to the following players:

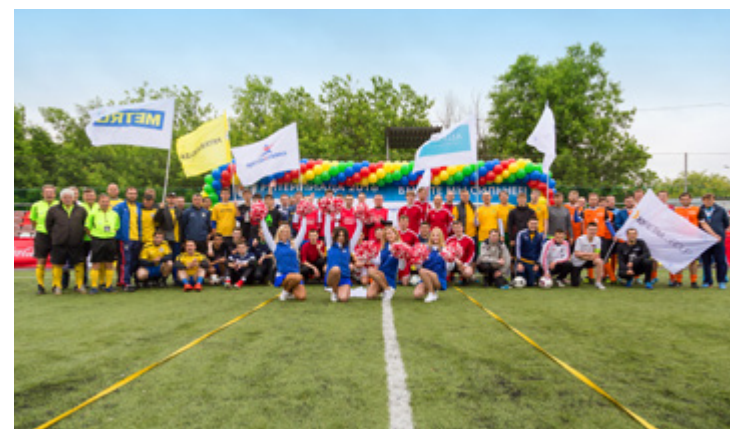
Best goalkeeper: Eugene Krasnov (The Ministry of Industry and Trade of the Russian Federation)

Best defender: Andrew Chernyh (Coca Cola)

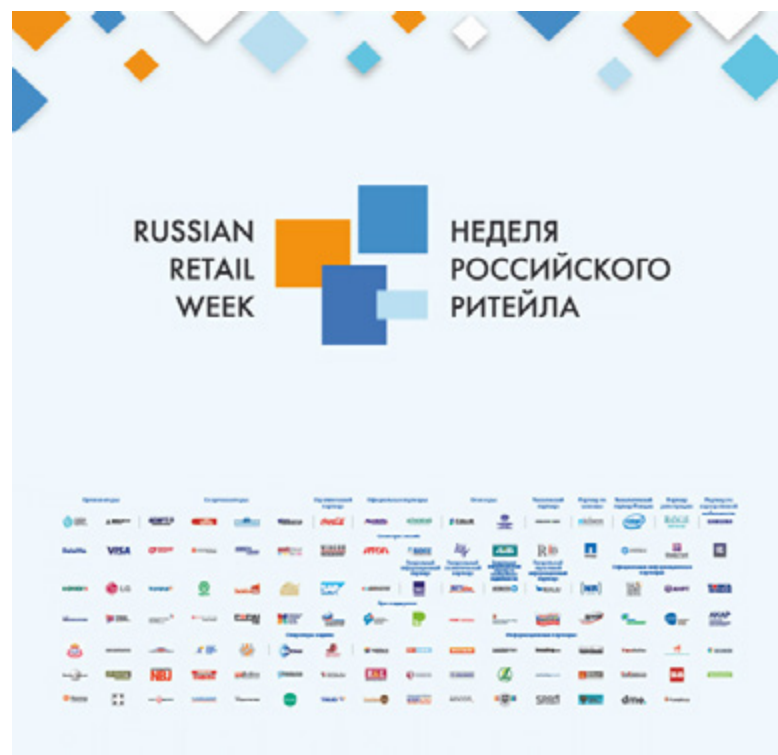
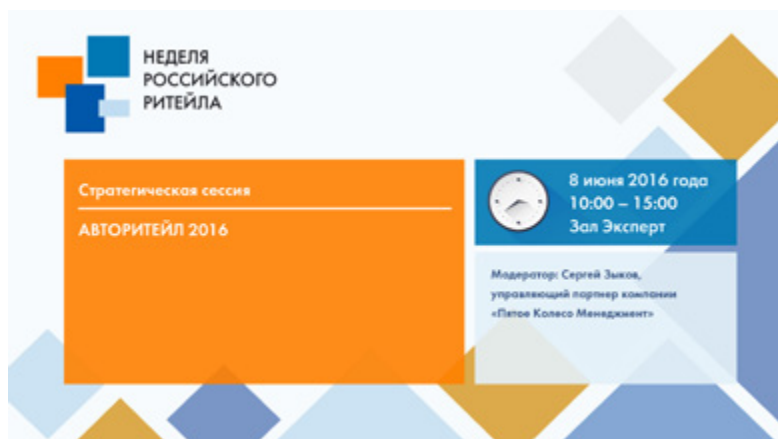
Best forward: Alexander Somov (Sportmaster)

Best player: Ilya Sevastyanov (Metro).

To new adventures in the fields, to the new Retailiada!



SCREEN SAVERS, BANNERS AND PROMOTIONAL PRODUCTS



MEDIA PARTNERS OF THE RUSSIAN RETAIL WEEK



ИНФОРМАЦИОННОЕ
АГЕНТСТВО РОССИИ

General analytical partner



General analytical partner



General information partner on commercial real estate

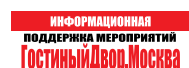


General industry information partner



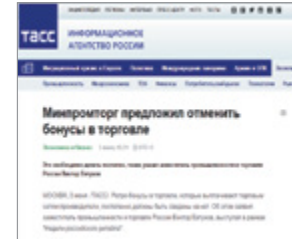
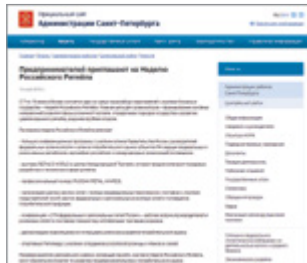
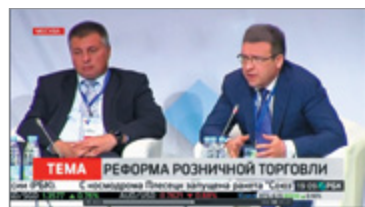
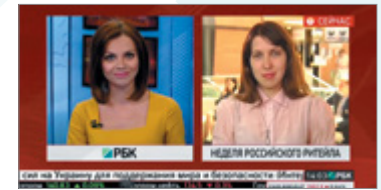
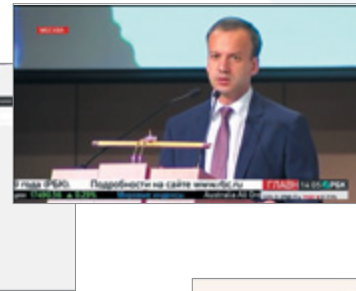
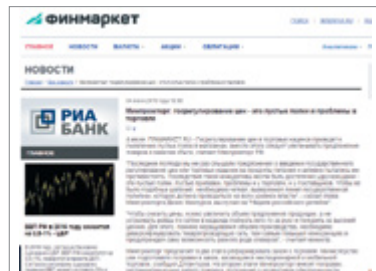
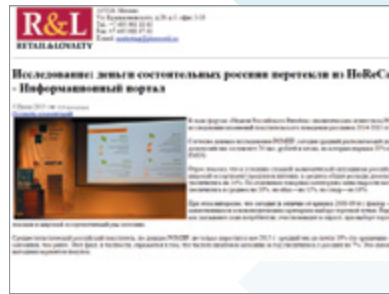
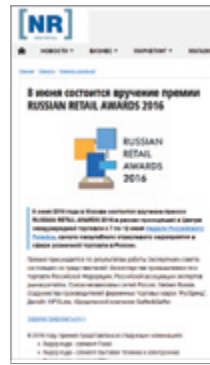
Official media partners

Media partners



MEDIA PUBLICATIONS ABOUT THE RUSSIAN RETAIL WEEK

Every year about the Russian Retail Week have published more than 300 materials, including articles and interviews. Also the stories come on the television and the radio.



OPERATOR AND GENERAL BUILDER



Official operator of the Russian Retail Week – the company «Retail Event». «Retail Event» is engaged in organization and holding international specialized exhibitions, conferences and seminars in Moscow, regions of Russia, countries of near and far abroad. One of the key events of the company is the Russian Retail Week, held in the format of business-to-government and business-to-business.



GRANAT
GROUP OF COMPANIES

All the technical part of the organization and exhibition development of the Russian Retail Week carried out the group of companies «Granat». The company has a professional approach to participation in exhibitions. Construction of exhibition stands, development of souvenir products, creating media content, support business conferences and other services only «Granat»!





Don't miss the main industry event in 2017!

THE RUSSIAN RETAIL WEEK

From 5 to 10 June 2017

Make your schedule and agree the individual terms now!

We are waiting for you!

WWW.RETAILWEEK.RU

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