



## Growth Strategies in Uncertain Times

Monday, 20 March, DAIS Cultural Center – Amphitheatre, Athens  
(8:30am – 17:50pm)

[www.selfserviceceoforum.gr](http://www.selfserviceceoforum.gr)

### Programme

8:30 – 9:00	Registration, Morning Refreshments
9:00 – 9:30	<b>Introduction:</b> Xenia Mantziari, Head of self service Business Unit
9:30 – 9:40	<b>Welcome note:</b> Ioannis Giotis, Vice-President, SEVT (Federation of Hellenic Food Industry)
9:40 – 9:50	<b>Welcome note:</b> Nikos Karageorgiou, President, Greek Association of Branded Product Manufactures
<b>International Keynote Speaker</b> 9:50 – 10:35	«Better Together at Ahold Delhaize» Dick Boer, President & CEO, Ahold Delhaize Group
10:35 – 10:45	Q&A
10:45 – 11:15	<b>On stage interview:</b> Antonis Papaderakis, General Secretary of Commerce, Ministry of Economy & Development  Interviewed by Platonas Tsoulos, Editor in Chief, Naftemporiki, Editor, self service magazine
11:15 – 11:25	Q&A
11:25 – 11:35	«We Do Innovate» John Sofianidis, IT Service Delivery Manager Italy & Greece, Beiersdorf Hellas AE
11:35 – 12:10	Coffee break-refreshments

12:10 – 12:25	<p>«<i>Innovation for profit maximization</i>»</p> <ul style="list-style-type: none"> <li>• <b>Marco Caretto</b>, Group Head of Sales for Refrigeration and Retail, <b>Carel Industries S.p.A.</b></li> <li>• <b>Matteo Gaspari</b>, Sales Manager Refrigeration and Retail, <b>Carel Industries S.p.A.</b></li> <li>• <b>Ioannis Paraskevopoulos</b>, CEO &amp; Partner, <b>Integral AE</b></li> </ul>
12:25 – 12:40 <b>Research</b>	<p>«<i>New categories and the perspective growth opportunities for the supermarket sector: the customers' view</i>»</p> <p><b>Prof George Doukidis</b>, Athens University of Economics, Scientific Consultant, <b>Institute of Retail Consumer Goods – GR (IELKA)</b></p>
12:40 – 12:45	<b>Q&amp;A</b>
12:45 – 12:55	<p>«<i>Experiential Retail: How Wi-Fi can provide Customer Engagement and boost your sales</i>»</p> <p><b>Aimilia Lapa</b>, Partners Business Manager, <b>Hewlett Packard Enterprise</b></p>
12:55 – 13:15	<p>«<i>Moving sand</i>»</p> <p><b>Aristotelis Panteliadis</b>, CEO, <b>Metro SA</b></p>
13:15 – 13:20	<b>Q&amp;A</b>
13:20 – 13:40	<p>«<i>The ABC of Customer Relationship</i>» <i>Brand, Market &amp; Growth, an equation with a common denominator: The customer</i></p> <p><b>Zeta Cheimonidou</b>, VP Marketing &amp; Strategy Greece, <b>AB Vassilopoulos SA (Ahold Delhaize)</b></p>
13:40 – 13:45	<b>Q&amp;A</b>
<b>13:45 – 14:55</b>	<b>Lunch</b>
14:55 – 15:00	<p>«<i>Growth through investment in innovation</i>»</p> <p><b>Antonis Mavridoglou</b>, CEO, <b>Delta Trofima SA, Barba Stathis SA</b></p>
15:00 – 15:05	<b>Q&amp;A</b>
15:05 – 15:20	<p>«<i>Even in uncertain times, added value is added sales</i>»</p> <p><b>Ioanna Christopoulou</b>, General Manager, Consumer Division, <b>L'Oréal Hellas SA</b></p>
15:20 – 15:25	<b>Q&amp;A</b>
15:25 – 15:40	<p>«<i>Food Innovation: the key to become leader from follower</i>»</p> <p><b>Constantinos Domazakis</b>, Vice President, <b>Creta Farms SA</b></p>

15:40 – 15:45	Q&A
15:45 – 16:15	<p><b>1<sup>st</sup> discussion panel</b>  <i>«Strengths and weaknesses of the Greek food retail industry, in the new economic and retail environment»</i></p> <p><b>Coordinator: Konstantinos Macheras</b>, President, Institute of Retail Consumer Goods – GR (IELKA)</p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• <b>Dimitris Koutsopoulos</b>, CEO, <b>Deloitte Ελλάδας</b></li> <li>• <b>Leonidas Kovaivos</b>, Partner, IT Advisory Services, <b>Ernst &amp; Young (EY)</b></li> <li>• <b>Dimitris Papakanellou</b>, Consulting Director, <b>PwC</b></li> </ul>
16:15 – 16:25	Q&A
16:25 – 16:55	<p><i>«Changing retail environment and new trends shaping the future of the grocery retail market»</i></p> <p><b>International Keynote Speaker</b></p> <p><b>Miloš Ryba</b>, Senior Retail Analyst International, IGD</p>
16:55 – 17:05	Q&A
17:05 – 17:35	<p><b>2nd discussion panel</b></p> <p><i>«Online activity of supermarkets in the Greek market – future trends and investments»</i></p> <p><b>Coordinator: Panayotis Gezerlis</b>, CEO &amp; Head of Consulting, <b>Convert Group</b></p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• <b>Dionysis Zivas</b>, Co-founder, CEO, <b>Net Spirit SA (WeLoveSupermarket.gr)</b></li> <li>• <b>Dimitris Koroneos</b>, Omnichannel &amp; Loyalty Director, <b>AB Vassilopoulos SA (Ahold Delhaize)</b></li> <li>• <b>Zina Mavroidi</b>, CEO, <b>e-fresh.gr</b></li> <li>• <b>Vasilos Stassinoulis</b>, Co-founder, CEO, <b>Yoda.gr</b></li> <li>• <b>Savvas Tortopidis</b>, General Manager of IT Department, <b>D. Massoutis SA</b></li> </ul>
17:35 – 17:45	Q&A
17:45 – 17:50	<b>Closing remarks</b>