

14-th **FMCG**  
**INDUSTRY**  
**FORUM**  
2015

# The main event of FMCG retail in Ukraine

September 30, 2015  
Kiev, Ukraine

## Contract Exchange Buyer-supplier bargaining tables

Unique opportunity for foreign FMCG-manufacturers  
to enter Ukrainian market

ORGANIZED BY



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[www.meetingpoint.ua](http://www.meetingpoint.ua)

# ABOUT

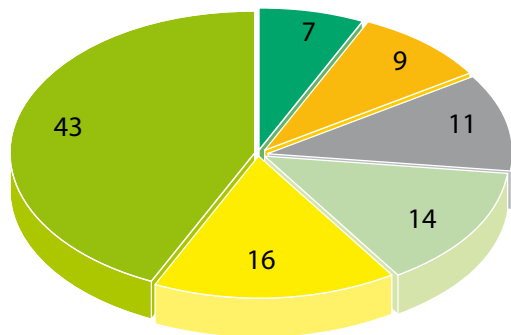
**FMCG INDUSTRY FORUM** is a unique communication and negotiation platform allowing top managers of largest retail chains and FMCG-producers to discuss current market development issues, openly talk about key problems and find solutions jointly

Since 2008 the forum annually brings together on its venue retailers, suppliers and distributors of consumer goods in Ukraine to share experiences concerning improvement of the system of sales, innovations, methods and characteristics of promoting consumer goods, and to discuss main issues of cooperation between suppliers and retailers.

Forum will bring together more than 200 participants from Ukraine, CIS and Europe, including: FMCG producers of goods (food, non-food), distributors of food and beverages; PRIVATE LABEL manufacturers and many others. To participate in the FMCG Industry Forum we invited more than 30 leading companies managing retail chains in Ukraine.

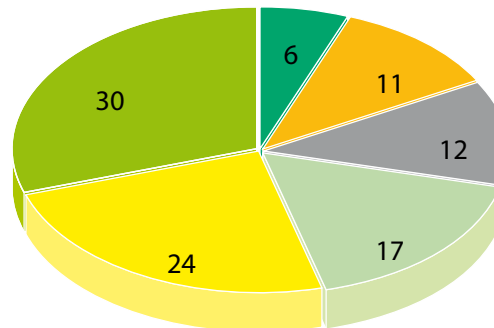


By the type of business activity, %

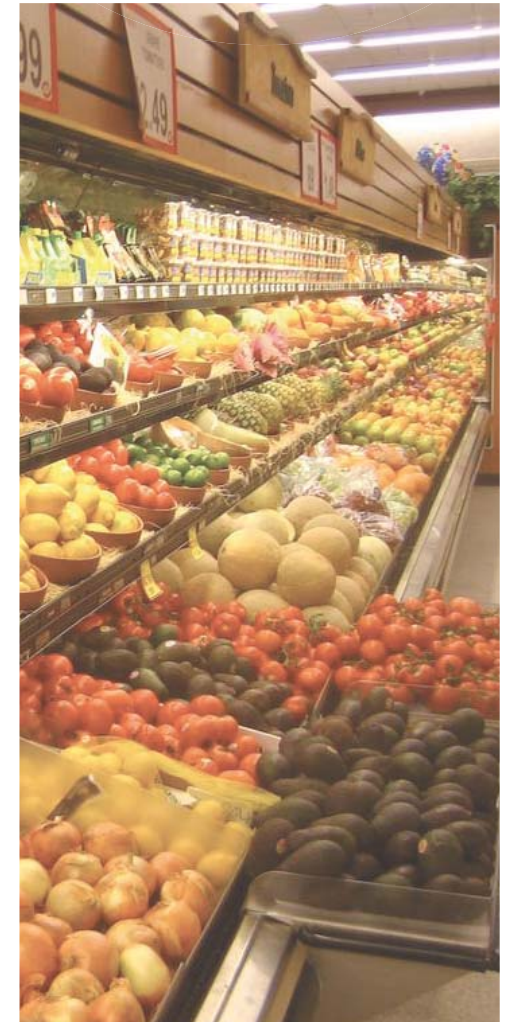


- 43 Producers of food and daily use products
- 16 Retail chains
- 14 Importers
- 11 Distributors
- 9 Companies providing solutions for business
- 7 Consultants, representatives of professional unions

By the level of management, %



- 30 Sales director
- 24 Trade Mark Development Director
- 17 Business Director
- 12 Company owner and top manager
- 11 Purchasing director
- 6 Analyst, consultant



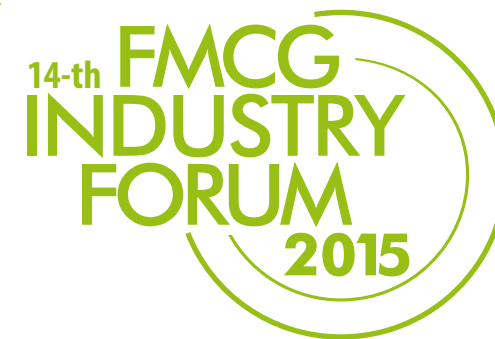
# CONTRACT EXCHANGE

Buyer-supplier bargaining tables (Contract Exchange) is a special format of 10 minutes meetings with the representatives of departments of purchase, private labels and import of the largest networks of Ukrainian retail. Contract Exchange is a unique opportunity for foreign FMCG-manufacturers to enter Ukrainian market.

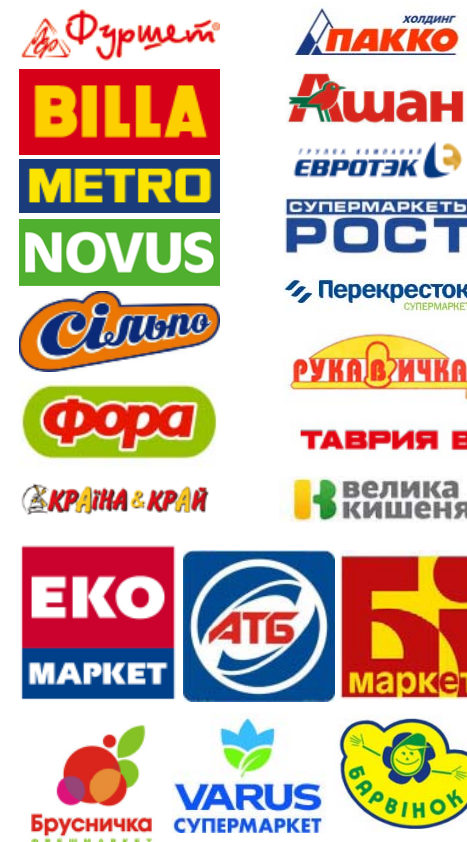
Participants of the buyer-supplier bargaining tables (Contract Exchange):

- representatives of Purchase departments of retail chains
- representatives of Private label departments of retail chains
- representatives of Import department
- Ukrainian manufacturers of FMCG brands and FMCG products
- foreign manufacturers of FMCG brands and FMCG products

Month prior to the beginning of the forum an official listing of participants of the Contract Exchange will appear on the web site of the event. Every registered delegate of the forum can plan and conduct 10 minute negotiation sections about the supply of its products in retail chains.



AMONG THE PARTICIPANTS  
OF PREVIOUS  
"CONTRACT EXCHANGE"



# TERMS OF PARTICIPATION

## PARTICIPATION IN ABSENTIA – 300 EURO

### Delegate's package includes:

- Information materials
- Presentation materials of the Congress (except the presentations, not given by speakers according to their companies' policy)
- Photo-report of the congress
- Placing promo materials about your products into delegate's packet
- Placing product or company logo on the screensaver of the Contract Exchange

## FULL PARTICIPATION – 600 EURO

### Delegate's package includes:

- Attending the event, participation in every section and discussion
- Informational materials of the event
- Lunch and coffee breaks
- Presentation materials of the Congress
- Photo-report of the congress
- List of forum participants
- Placing product or company logo on screensaver of the Contract Exchange
- Personal plan of meetings within the framework of Contract Exchange

### Discounts:

Participation of 2nd end the following representatives of the company – 50%

## "EXHIBITION PARTNER" PARTICIPATION PROGRAM – 1000 EURO

### Delegate's package includes:

- Participation of 2 representatives of the company in every section and discussion
- Placing company logo with the status "Exhibition partner" in all information materials of the Forum on screensaver of the forum and of the Contract Exchange
- Placement of display stand within a mini-exhibition with the permission of distribution of branded information materials to potential clients
- Informational materials of the event
- Lunch and coffee breaks
- List of forum participants
- Personal plan of meetings within the framework of Contract Exchange
- Presentation materials of the Congress
- Photo-report of the congress

