

## INVITATION

# ECR SEMINAR: EFFECTIVE COOPERATION BETWEEN RETAILERS AND SUPPLIERS

15 SEPTEMBER 2011, ČERNÁ LABUŤ (BLACK SWAN) GALERY, NA POŘÍČÍ 25, PRAGUE 1



Czech-Slovak ECR Initiative and Czech Confederation of Commerce and Tourism would like to invite you to the seminar Effective Cooperation between Retailers and Suppliers, which will be held in Prague on Thursday, 15 September 2011.

## AGENDA

- 14:00 - 14:15 Welcome and Introduction** *Torben Emborg (Nestlé) and Miloš Hammer (Makro C&C), CZ-SK ECR Initiative Co-Chairmen*
- 14:15 - 15:00 ECR Basic** *Jan Somers, GS1 ECR CEO BelgiLux, Lisa Van den Bossche, Marketing & ECR Manager for GS1 BelgiLux*
- An introduction to what ECR entails and how the related organizations work
  - What is Efficient Consumer Response (ECR)?
  - Why should your company do ECR?
  - How to start-up ECR?
  - ECR Europe: governance & projects
  - The Consumer Goods Forum: projects and future trends
- 15:30 - 16:15 ECR in Practice** *Jan Somers, GS1 ECR CEO BelgiLux, Lisa Van den Bossche, Marketing & ECR Manager for GS1 BelgiLux*
- ECR BelgiLux projects: Overview of all the past and future ECR BelgiLux projects, their deliverables and the results
  - ECR Recommendations
  - ECR Trainings
  - Sustainable Packaging – Shelf Ready Packaging
  - Labeling of Logistical Units
  - OSA - On the Shelf Availability
  - Source Tagging
  - Sustainable Transport
  - Pallet Pool
  - Digital Couponing
- 16:15 - 17:00 Czech & Slovak ECR Initiative Activities/Projects and Working Groups Update**
- Category Management – *Martina Lovětínská, WG Leader, Coca-Cola Hellenic*
  - GDSN - Global Data Synchronization - *Barbora Cikánková, WG Leader, Makro C&C ČR*
  - Electronical Communication EDI – *Barbora Cikánková, WG Leader, Makro C&C ČR*
  - Benchmarking – *Markéta Kulhavá, WG Leader, Danone*
  - Future Supply Chain – *Milan Strieženec, Ahold Czech Republic*
- 17:00 Discussion & Refreshment**

## SPECIAL GUESTS



### **Jan Somers – CEO GS1 Belgium & Luxembourg**

Jan SOMERS (45) started his career in the Brussels Parliament, became advisor to Minister W. DEMEESTER in the Flemish Government and became later on active in the European Shoe Industry Confederation, in BABM (Belgian Association for Brand Manufacturers) and ECR Belgium. The fusion of GS1 Belgium & Luxembourg and ECR Belgium in July 2007 brought Jan SOMERS to GS1 BelgiLux as Deputy CEO and ECR Manager.

Jan SOMERS has been CEO of GS1 Belgium & Luxembourg since January 2010.

### **Lisa Van den Bossche, Marketing & ECR Manager for GS1 BelgiLux**

Lisa Van den Bossche holds a master in experimental Psychology and General Management. She started her career as a Junior Sales at Danone, working as a sales representative and on internal projects. In February 2011 Lisa Van den Bossche became the ECR and Marketing Manager of GS1 BelgiLux. Guided by Jan Somers she is relaunching the ECR committee and the ECR projects in Belgium and Luxemburg. She focuses on 'new media'.



## ORGANISATIONAL INFORMATION

<b>Date and Time:</b>	15 September 2011, 14:00 - 17:00
<b>Location:</b>	Café/Galerie Černá Labuť (Black Swan), Na Poříčí 25, Prague 1, 8 <sup>th</sup> floor <a href="http://www.cernalabut.cz">www.cernalabut.cz</a>
<b>Language spoken:</b>	English. Translation is not organised.
<b>Price:</b>	The Seminar is for registered participants for free.
<b>Registration:</b>	Please click to this link to register: <a href="https://www.surveymonkey.com/s/GKN8NS9">https://www.surveymonkey.com/s/GKN8NS9</a> or send the e-mail to <a href="mailto:ecr@gs1cz.org">ecr@gs1cz.org</a>
<b>Transportation:</b>	Tram no. 3, 5, 8, 24 to the Bílá Labuť station Bus no. 133 to the Bílá Labuť station Subway: to station Florenc or Náměstí Republiky, and then 5 minutes by walk
<b>Parking:</b>	Florenc parking (under the bridge) or in OC Palladium or Kotva
<b>Contact:</b>	Czech-Slovak ECR Initiative, Na Pankráci 30, Prague 4, 140 00 Tel: +420 227 031 269 Fax: +420 234 633 147 E-mail: <a href="mailto:ecr@gs1cz.org">ecr@gs1cz.org</a> Web: <a href="http://www.ecr.cz">www.ecr.cz</a>



## About ECR:

The Czech-Slovak ECR Initiative (Effective Consumer Response) is a joint activity of retail chains, manufacturers and suppliers. Its main task is to increase efficiency and reduce cost differentials in the supply chain. The principle of the ECR is the intensive cooperation of individual members to optimize processes in the trade and logistics. ECR project originated in the mid-nineties in response to changes in supply chains, resulting from expansion of information technology. ECR is an international initiative - individual states draw on the experience and materials from many countries. In the Czech and Slovak Republics it works since 2001 and from 2011 is coordinated by the GS1 Czech Republic.

Contact: Česko-Slovenská iniciativa ECR/Czech-Slovak ECR Initiative  
Na Pankráci 30, Prague 4, 140 00  
Tel: +420 227 031 269  
Fax: +420 234 633 147  
E-mail: [ecr@gs1cz.org](mailto:ecr@gs1cz.org)  
Web: [www.ecr.cz](http://www.ecr.cz)



## About Czech Confederation of Commerce and Tourism:

20 years of existence and promotion of entrepreneurship in market environment and international contacts have brought the Czech Confederation of Commerce and Tourism to the position of an institution greatly respected by its members, professional public, state authorities and also professional European organizations.

The confederation represents top, independent, voluntary and a lobby organizations; federations, associations, big retail a distribution companies, consumer co-operatives, groups of independent retailers and franchise networks, small a medium enterprises in the commerce and hospitality sector, tourism and related services; a regional-structured organization that by means of its regional representation cooperates with municipal authorities to develop the regions socially and economically.

Contact: Czech Confederation of Commerce and Tourism  
Těšnov 5, Prague 1, 110 00  
Tel: +420 224 805 158, +420 224 805 159  
Fax: +420 224 230 606  
E-mail: [socr@socr.cz](mailto:socr@socr.cz)  
Web: [www.socr.cz](http://www.socr.cz)