

23rd Edition of Russian Fashion Retail Forum (RFRF 09/2019) at CPM

“HOW TO CHALLENGE DIGITALIZATION IN THE RUSSIAN FASHION RETAIL SECTOR: REVIEW ON PAST PERFORMANCE, ACTUAL STATUS; PREVIEW ON ESSENTIAL DEVELOPMENT STEPS REQUIRING DIGITAL IMPLEMENTATION”



WEDNESDAY 4/9/2019

- 01:00 p.m. Opening of RFRF EXECUTIVE CONFERENCE**
Welcome – messages by Thomas Stenzel, CEO of OOO Messe Düsseldorf Moscow, Anoush Gasparian, Commercial Director of Fashion Consulting Group (FCG) and Olesya Orlova, CEO of PROfashion Media Group
- 01:10 p.m. Power Point Presentation hosted by OOO Messe Düsseldorf Moscow (MDM) “Development of Apparel Exports from the member states of EU-28 to Russia Review 2018/17, Forecast on 1st Half Year 2019/18”**
Speaker: Reinhard Doepfer, Managing Partner of ITMM GmbH, Stuttgart and Chairman of European Fashion and Textile Export Council (EFTEC)
- 01:30 p.m. Power Point Presentation hosted by Fashion Consulting Group (FCG) “The Russian fashion retail sector in the digital era: key economic indicators, consumer behavior and current market trends”**
Speaker: Anoush Gasparian, Commercial Director of Fashion Consulting Group (FCG)
- 02:30 p.m. RFRF SEMINAR SESSIONS PART 1**
hosted by Fashion Consulting Group (FCG)
- 02:30 p.m. Seminar powered by Practical Fashion Solutions “How to combine offline and online retail? Key instruments of how to catch your target customers via online market places: Russian and European examples”**
Speaker: Ekaterina Eliseeva, CEO of Practical Fashion Solutions
- 03:30 p.m. Seminar, powered by FCG “What are the key commercial trends for SS 20 and how to manage effectively the assortment planning process for omni-channel retailers?”**
Speaker: Galina Kravchenko, Head of Assortment Department of Fashion Consulting Group, Head of trend analytics FCG/FashionSnoops.com
- 04:30 p.m. Panel Discussion hosted by Fashion Consulting Group and OOO SCHNEIDER GROUP “Fashion Retail goes tech: which are the essential transformation steps for classic fashion businesses to survive?”** Moderator: Lars Flottroug, Partner and Board Member of OOO SCHNEIDER GROUP, Moscow; Panel-participants: Yulia Nikitina, CDO (Chief Digital Officer) Lamoda Group, Anoush Gasparian, Commercial Director of FCG, Andrey Gorb, Sales Director CIS, VAN LAACK GmbH, Mönchengladbach, Germany, Andrey Golub, Founder & CEO ELSE Corp, Milan / Italy; Expert RAEC Fashion Tech Cluster, Alexey Kozlov, Director Shared Services CIS, WORTMANN FOOTWEAR GROUP, Tatyana Konstantinova, Managing Partner of RSVP(tbc)
- 06:00 p.m. End of first RFRF-Day**

Access to the 23rd edition of RUSSIANFASHION RETAIL FORUM is free-of-charge under the condition that visitors present their CPM-Badges for scanning at the entrance of the seminar room.

RFRF addresses as audience: Owners, CEOs, Commercial Directors, Fashion Merchandising Executives, Store Managers, operating in the offline and online Fashion retail business in Russia, EAC-Countries, Baltic States and Central Asia. Access to RFRF-Sessions is free-of-charge for registered CPM-visitors, under the condition that they agree to present their visitor-badges for scanning at the entrance of the RFRF conference room.

THURSDAY 5/9/2019

- 11:00 a.m. RFRF SEMINAR SESSIONS PART 2**
being shared between PROfashion Media Group, Fashion Consulting Group (FCG) and Practical Fashion Solution
- 11:00 a.m. Seminar powered by Fashion Consulting Group (FCG) “Practice-oriented solutions in digitalization: How digital solutions transform customers’ shopping experience”**
Speaker: Natalia Chinyonova, Senior consultant on business technologies in fashion at Fashion Consulting Group (FCG)
- 12:00 a.m. Seminar powered by Fashion Consulting Group (FCG) “Practice-oriented solutions in digitalization: How digital solutions optimize the procurement process for fashion retailers and brands”** Speaker: Ekaterina Adamovich, CEO of e-CRA digital-showroom
- 01:00 p.m. Seminar powered by PROfashion Consulting “Digital solutions for the design of retail space and shop windows in fashion retail”**
Speaker: Marina Polkovikova, Founder of VMC, PROfashion Consulting Specialist
- 02:00 p.m. Seminar powered by PROfashion Consulting “Motivation of sales staff, virtual customer service and Key Performance Indicators for the management of Human Resources”** Speaker: Alexey Plyasheshnikov, Managing Partner of RETAIL ADVISOR, PROfashion Consulting Specialist
- 03:00 p.m. Seminar powered by PROfashion Consulting “Application of technologies that change business processes in fashion retail: The shop concept “4.0”**
Speaker: Boris Agatov, independent Expert on the introduction of innovative Store concepts, Author of “Concept Store 4.0”
- 03:45 p.m. Panel Discussion powered by OOO Messe Düsseldorf Moscow (MDM) and RAFI: “Digital Product Marking of clothing as a crucial element of the state regulation on production and circulation of the Light Industry”** Panel participants: Vera Volkova, Head of the Consumer Industry Project at CRPT center for research in perspective technologies CHESTNY ZNAK; Ramil Suleymanov, international logistics expert, General Director of the logistic company ART DELIVERY; Natalia Miloserdova, expert on foreign trade, General Director of the importing company Art Trade, expert from SKB Kontur; Moderator: Svetlana Romanova, International expert in the field of promotion and export of light industry goods, Profashion Consulting expert
- 05:15 p.m. Educational Seminar powered by Practical Fashion Solution “You carry leftovers?” Digital solutions for online retail of remnants: Examples from reality on best practice of securing a second retail life cycle for past seasons’ merchandise applied by small and large fashion retailers”** Speaker: Ekaterina Eliseeva, CEO of Practical Fashion Solutions
- 06:00 p.m End of second RFRF - Day**