



LIM LVIV  
2018

# 5th international trading forum



LIVE  
INTERNATIONAL  
MARKETPLACE

12-13 | OCTOBER | 2018  
LVIV, UKRAINE



Thank you! You are important!

#lim2018 #youareimportant



# LIM LVIV 2018

5-th International Trading Forum

12-13 October

## LIM IS

Live powerful international platform for B2B business development between key buyers and key suppliers of FMCG goods and complementary services.



**450+**  
**DELEGATES**

Top managers and executives of the best Ukrainian and foreign manufacturing, distribution, B2B and retail companies.

**20+**

**COUNTRIES**

Already get cooperation with Ukrainian companies inside of the project.



EU countries, USA, UK, countries of Asia, Africa, the Baltics and Scandinavia.

## FORMATS

Speeches | Discussion | Exhibitions (goods and services)  
Tastings | B2B negotiations tables | Informal communication

## LIM-LVIV

## FORUM MAP



SPEAKERS  
AND EXPERTS

**50**

#limspeakers

BUSINESS  
INNOVATIONS  
INVESTMENTS  
EXPORT  
RETAIL  
PRIVATE LABEL  
TCL



**ARENA  
LVIV**



**50** stands  
+ common shelf

#limexhibition



#99tables



#vipcocktail

#limgoals



## 12 October, Friday [ ARENA LVIV STADIUM ]

08:30-10:00:	<b>Registration, pick-up badge, welcome coffee. Acquaintance with goods and services from forum partners (exhibition area)</b>		
10:00-10:15:	<b>GRAND MEDIA HALL. Forum opening session.</b> Presentation of forum opportunities for Delegates. How to achieve the goals with which you came to the forum. Who is in the room and what is most interesting to you in the context of your business. <i>Recommended for: all Delegates</i>		
10:15-12:20:	<b>GRAND MEDIA HALL. General session. Meaningful business – best retail, distribution and manufacturing “Made in Ukraine”.</b> <b>Keys to the topic:</b> <ul style="list-style-type: none"> <li>- Ukrainian market profile: laconic business analysis of trends and market opportunities. Key areas of cooperation</li> <li>- The state of the economy in dynamics and what it will bring to business. How to deal with potential risks</li> <li>- Western Ukraine business profile: opportunities for business and development</li> <li>- Meaningful business: short dialogues with the leaders of the best Ukrainian retail, distribution and production businesses.</li> <li>- Transdisciplinary approach to personal and business development. Horizontal development of team members as a necessary condition for business survival and success in future world.</li> <li>- Short presentation of upcoming practical sessions from leaders (sessions’ moderators)</li> </ul> <b>Session primary goal:</b> Present the best business opportunities in Ukraine, cooperation with Ukraine, as well as critical factors of business success in the future – through the market leaders’ opinions. <i>Recommended for: all Delegates</i>		
12:20-12:50:	<b>Coffee-pause, first exchange of contacts</b>		
12:50-14:30:	<b>Three parallel sessions:</b>		
	<b>GRAND MEDIA HALL. Business session. Investments &amp; innovations (part 1)</b> <i>Recommended for: RU’, RG, B2B, and TOPs not involved in parallel sessions</i>	<b>CONFERENCE HALL. Export of goods and services to foreign markets (part 1)</b> <i>Recommended for: MUE, RG-buyer, DE, B2B</i>	<b>MEDIA CONFERENCE HALL. Retail channels and assortment. Brands’ and Buyers’ strategies in Ukraine (part 1)</b> <i>Recommended for: RUU-buyer, RUI-buyer, MUU, MI, DUU, DUI, B2B</i>
	<b>Session primary goal:</b> Get real metrics to assess business status, relevant tools to move to a higher level of performance. What to invest in and which innovations to use. <b>Keys to the topic “Investments”:</b> (4 “stages”)	<b>Session primary goal:</b> Provide enough information to select the export market and determine the strategy. To inform about real possibilities of export and cooperation with foreign trade partners. What resources will be needed. <b>Keys to the topic:</b>	<b>Session primary goal:</b> To present best sales channels in Ukraine - best retailers - partners of manufacturer. Provide enough information on the prospects for the development of the range, key tools for managing the assortment and cooperation “supplier-retailer”. To highlight key innovations which will be needed



	<p>and how to act effectively in each case):</p> <ol style="list-style-type: none"> <li>1) There is no need for external investment, the available resources are not maximized. Time, will, right people and perseverance - what is needed to bring the existing system to the maximum. Technologies that are worth using. Creating a sustainable platform for reaching the next level of business development.</li> <li>2) Resources work at maximum - where now to invest in the existing business. What will determine the success of business tomorrow.</li> <li>3) Strategic investments - the expansion of "production capacity," including external markets.</li> <li>4) Investments in diversification.       <ol style="list-style-type: none"> <li>a) Synergy: investments in a "related" business, based on key advantages and available intangible assets.</li> <li>b) "Unexpected" investments: in a completely different, profitable and promising business.</li> </ol> </li> </ol> <p><b>Keys to the topic "Innovations":</b></p> <ol style="list-style-type: none"> <li>1) People should work where people are needed. The rest of the business processes should work on technology.</li> <li>2) The latest innovations in the field of working with data - between good and evil. How to use the latest technologies and innovations at the maximum, while protecting yourself and the privacy of your client.</li> <li>3) <b>Customer Experience benchmarks</b> – sourcing ideas and technologies beyond FMCG business.</li> </ol>	<p>Laconic presentation of Ukraine's export potential in FMCG categories.</p> <p>Selection of the market and selection of a suitable trading partner. How to productively analyze consumer preferences, potential product niches and retail channels.</p> <p>Export: entry points and foothold for expansion.</p> <p>Countries most attractive for opening a representative office for the purpose of trading in a particular region of the world.</p> <p>Necessary services for trade in a particular country: certification, logistics, legal support of foreign trade transactions.</p> <p>Intermediaries when entering the foreign market - who will be most useful, how to determine the partner and terms of cooperation.</p>	<p>to increase trade figures and level of consumer's satisfaction.</p> <p><b>Keys to the topic:</b></p> <p>Key retail channels in dynamics – goods must be presented here.</p> <p>Consumer trends and assortment know-hows.</p> <p>Brands' strategies and innovations.</p> <p>Private labels – PL key figures and innovations overview.</p> <p>Imported goods in Ukrainian chains – latest analysis and trends.</p> <p>Presentations of product offers from representatives of countries (foreign missions Import2Ukraine).</p>
14:30-15:20:	<p><b>Lunch in the Stadium restaurant, tasting of products presented at the forum and acquaintance with the expositions of partners (exhibition area)</b></p>		

15:20-18:00:	<b>Three parallel sessions:</b>		
	<b>GRAND MEDIA HALL. Business session. Investments &amp; innovations (part 2)</b>	<b>CONFERENCE HALL. Export of goods and services to foreign markets (part 2)</b>	<b>MEDIA CONFERENCE HALL. Retail channels and assortment. Brands' and Buyers' strategies in Ukraine (part 2)</b>
	<p>“10 Presentations” – 10 speeches for 10 minutes to present best latest innovations for retail, trading and manufacturing business.  <b>Conclusions:</b> innovations and technologies worthy to be implemented in FMCG business in 2018-2019.  <b>Discussion topic:</b> how to create strong innovative environment in your company: how to select, involve, motivate and develop best ever innovations team in your company.</p>	<p>Cases of manufacturers, distributors and foreign buyers. Trade experience in the markets of countries: CIS, USA, Canada, China, Gulf countries, Africa, Middle East, Scandinavian region and others.  <b>Entering USA retail market with a help of exhibition:</b> how to join Ukrainian business mission (PLMA Chicago, NGA Grocery Forum).  <b>Special discussion:</b> “an adventure for true connoisseurs”. Trade in the retail chains of Poland, Germany and others from the “complex” Europe - necessary? real? how to do? what to expect?</p>	<p>Efficient goods and manufacturing partners for Ukrainian retail chains: sourcing and procurement. Technologies and tools for managing an assortment and “buyer-supplier” relations.  <b>True Buyers' KPIs</b> - how to improve performance. How to keep the value of professionals for the firm by driving categories responsible. Profit management through dynamic assortment management.  <b>Discussion:</b> Category management, category control – level 80.</p>
18:00-24:00	<b>VIP cocktail for Forum Delegates.</b>		

## 13 October, Saturday [ **RAMADA LVIV HOTEL** ]

*(pre-registration is required for planning service on second Forum day)*

08:30-10:00:	<b>Breakfast, morning coffee</b>		
10:00-10:15:	<b>ABSOLUTE (LOFT) HALL. Short orientation speech form Organizer.</b> Agenda for today, main activities <i>Recommended for: all Delegates</i>		
10:15-12:20:	<b>Two parallel sessions:</b>		
	<b>“TGL”. Transdisciplinary Growth Lab: the future of business leadership (part 1)</b> <i>Recommended for: all Delegates free from B2B-tables participation</i>	<b>B2B-tables “BUYER-SUPPLIER” (part 1)</b> <i>Recommended for: all Delegates</i> <b>Visiting is obligatory for: RUU-buyer, RUI-buyer, RG-buyer and DE – who are participating in “LIM-BUYERS” program</b>	
	<p><b>Session primary goal:</b> push the boundaries of how leaders, teams and business can grow and cooperate using all Worlds' best and sometimes unexpected knowledge and tools from different areas beyond FMCG business and beyond business in general</p> <p>Short presentation of ideas from progressive culture, science, creative and motivation lecturers. Discussions and opinions exchange.</p>	<p><b>Session primary goal:</b> selling/buying goods and services</p> <p><b>Establish an acquaintance, present your goods and services to a potential client, get feedback, agree on further steps in cooperation (export, import, Ukraine2Ukraine)</b></p>	
12:20-12:50:	<b>Coffee-pause</b>		

	<b>Two parallel sessions:</b>	
<b>12:50-14:50</b>	<b>TGL. Transdisciplinary Growth Lab: the future of business leadership (part 2)</b>	<b>B2B-tables “BUYER-SUPPLIER” (part 2)</b>
	Discussions and opinions exchange. How to develop personal brand based on real strengths – “to be, not seem to be”. <b>TGL – is a format where everyone can share and source ideas</b>	<b>Establish an acquaintance, present your goods and services to a potential client, get feedback, agree on further steps in cooperation (export, import, Ukraine2Ukraine)</b>
<b>14:50-15:50</b>	<b>Goodbye lunch for all Delegates participating in second Forum day</b>	
<b>15:50</b>	<b>Leaving Ramada Hotel, free program in Lviv</b>	

## LIM-BUYERS PROGRAM:

If you are Retailer or Distributor, ready to attend Forum and take part in B2B tables of negotiations with Ukrainian producers of FMGG products, please fill in the online registration form. Based on the analysis of the completed form, we select the Delegates to participate in the “[LIM-BUYERS](#)” program, for who we will provide airflight (to total cost discussed individually for one company).

Accommodation in the hotel for buyer – at the expense of the Organizer.

## LIM-SPEAKERS PROGRAM:

We respect your time and experience therefore we will study in detail all data you provide us in your Speakers’ applications. Please, be aware that for the program “[LIM-SPEAKERS](#)”, which involves a package of compensation from the organizer, we select only those Speakers that meet the format of our Forum as accurate as possible.

Ready to participate as a Forum Speaker on the topics suggested above – please, fill in LIM-SPEAKERS form.

## ORGANIZER INVITING:

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*Thank you! You are important!*



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