

Деловая программа Международного форума
электронной коммерции и ритейла
CENTRAL ASIA RETAIL WEEK
16 - 17 октября 2024, г. Ташкент

1 день, среда, 16 октября 2024 года
отель InterContinental,
(Узбекистан, г. Ташкент, улица Шахрисабз, 2)

8:00-9:00

BADGE PICKUP

9:30-11:00
Зал №1

Analytical session

CONSUMER TRENDS AND THE PORTRAIT OF THE MODERN BUYER

Issues for discussion:

- *The state of the consumer market in Central Asia and, in particular;*
- *Customer portrait and current trends in the retail market of Uzbekistan;*
- *Strategies and new opportunities for retailing.*

Moderator:



Konstantin Loktev
executive Director of NielsenIQ

Speakers and experts:

- **Andrey Kovakin**, CEO of Uzum Tezkor
- **Fedor Virin**, partner at Data Insight

9:30-10:30
Зал №2

Master class

NEW TRENDS IN CATEGORY MANAGEMENT

Issues for discussion:

- *Refining network positioning through analysing consumption situations;*
- *Role-based assortment management: calculating the number of SKUs and identifying growth points;*
- *Truth and myths about auto-ordering. How category management helps to increase the efficiency of inventory management.*

Speaker:



Sergey Ilyukha
member of the Board of the Association of Retail Market Experts, Ph.D., leading specialist in assortment management and commercial negotiations

9:30-11:00
Зал №3

Plenary discussion

EXPERIENCE OF STATE REGULATION OF THE TRADE INDUSTRY

Issues for discussion:

- *State regulation of consumer markets;*
- *Interstate cooperation in the sphere of trade;*
- *Current trends in the fight against the production and distribution of counterfeit;*
- *Experience in the introduction of product labeling on the example of the EAEU countries and Uzbekistan.*

Moderators:



Inomjon Abdurakhmonov

head of the Foreign Trade Department of the Ministry of Investment, Industry and Trade of the Republic of Uzbekistan



Nikita Kuznetsov

director of the Department of Domestic Trade Development of the Ministry of Industry and Trade of Russia

Speakers and experts:

- **Azimjon Akhmadjonov**, head of Marketing Department, IIPT Uzbekistan
- **Akhmadjon Dzhuraev**, deputy Head of the Department for Development and Regulation of E-Commerce of the National Chamber of Commerce and Industry of the Republic of Uzbekistan.
- **Vladlen Maksimov**, vice-President of OPORA RUSSIA, Deputy Chairman of the Commission on Creating Conditions for Self-Regulation in Electronic Commerce
- **Artem Sokolov**, president of the Association of Internet Commerce Companies (AKIT)
- **Denis Kosenkov**, managing Partner of Kosenkov & Suvorov Law Firm, Vice President of the Association of Retail Market Experts
- **Ivan Babukhadze**, director of the Union of Independent Networks of Russia

9:30-11:00
Зал №4

Expert session

FINTECH AND BANKS: COMPETITION OF SOLUTIONS

Issues for discussion:

- *Cooperation between retailers and banks - new tools;*
- *Changing consumer behavior model - what do customers rely on when choosing goods?*
- *Changing payment methods: the most popular ways to pay for goods and services;*
- *Mobile applications as a driver of ecommerce development;*
- *Fintech vs banks*

Moderator:



Otabek Kurbanov

CEO Alphacon, ex CCO Uzum, Click, ex CBDO Uzcard

Speakers and experts:

- **Alexander Filippovich**, chairman of the Management Board of Uzum Bank
- **Zhakhongir Usmonov**, country Manager Uzbekistan ZOOD
- **Alexey Ivanov**, founder and Head of Customer Experience Laboratory
- **Abdurakhmon Abdurashidov**, managing Director/Head of Super Eppa Company Alif

9:30-11:00
Зал №5

Expert session

WAREHOUSE LOGISTICS AND FULFILMENT - ASSEMBLY POINT

Issues for discussion:

- *Warehouse automation - bring order and optimize business processes;*
- *How to reduce costs in order picking;*
- *Own warehouse, marketplace warehouse or full-field warehouse?*
- *Where is logistics cheaper for the company? What should a modern fulfillment-operator be able to do?*
- *New services on the delivery market.*

Moderator:



Ekaterina Antsiferova

deputy director general for commercial service delivery service Dalli

Speakers and experts:

- **Maria Maslyanskaya**, head of Fulfillment Product Development Department
- **Vyacheslav Kryuchkov**, Bi1 Logistics Director
- **Zafarchon Alihodzhaev**, eh. operational director Lamoda, CEO Zumax, founder and general director consulting agency IDEAL
- **Evgeny Bakharev**, CEO SDEK Fulfilment
- **Alexey Ermakov**, director of Logistics, Snow Queen
- **Pavel Lyulin**, vice-President of the Union of Shopping Centres

10:30-11:30
Зал №2

Master class

COMMERCIAL NEGOTIATIONS. WHAT DOES IT MEAN WIN-WIN AT RETAIL?

Issues for discussion:

- *What is Win-Win in procurement negotiations;*
- *The bargaining field and the principle of asymmetry. How can a weak position lead to a favorable contract?*
- *A few tricks of commercial negotiations that are often forgotten.*

Speaker:



Sergey Ilyukha

member of the Board of the Association of Retail Market Experts, Ph.D., leading specialist in assortment management and commercial negotiations

11:30-13:30
Зал №1

Plenary session

THE FUTURE OF THE RETAIL MARKET IN CENTRAL ASIA: TRANSFORMATION, KEY TRENDS AND CHALLENGES

Issues for discussion:

- *Consumer market in Central Asia: challenges and opportunities;*
- *Main trends in the retail and e-commerce market. Specifics of the region's development;*
- *Time of changes: market formation in the conditions of fierce competition;*
- *What makes it possible to maintain market leadership and how to create a competitive advantage;*
- *Influence of legal aspects on the development of e-commerce.*

Moderator:



Andrey Karpov

chairman of the Board of Retail Market Experts Association

Speakers and experts:

- **Khurram Teshabaev**, deputy Minister of Investment, Industry and Trade of the Republic of Uzbekistan
- **Nikita Kuznetsov**, director, Department of Domestic Trade Development, Ministry of Industry and Trade of the Russian Federation
- **Sarvar Matyusupov**, director of the Department for Work with Central Asia and CIS Countries
- **Vyacheslav Pak**, first Deputy Director of the National Chamber of Commerce and Industry of the Republic of Uzbekistan
- **Denis Kosachenko**, general Director, M Cosmetic
- **Ilshat Khametov**, general Director, Uzum Market
- **Sardor Kadyrov**, director of Government Relations, Yandex Uzbekistan
- **Vladimir Goncharevich**, deputy managing director of Ozon
- **Akmal Primkulov**, director of Wildberries representative office in the Republic of Uzbekistan

13:30-17:30
Зал №2

TRADING AND PURCHASING EXCHANGE

14:00-15:00
Зал №1

Visionary session with keynote speaker

NEW AGE OF RETAIL: VISION OF THE FUTURE

Issues for discussion:

- *Trends that will dominate;*
- *How we and our shopping will change;*
- *Successful technologies being implemented by networks today.*

Moderators:



Andrey Karpov

chairman of the Board of Retail Market Experts Association



Anna Lebedeva

vice President for Marketing of Retail Market Experts Association

Speakers and experts:

- **Vladislav Kurbatov**, general Director, Pyaterochka, X5 Group

14:00-15:30
Зал №3

Expert session

CROSS-BORDER E-COMMERCE: DEVELOPMENT, BARRIERS AND GROWTH POINTS

Issues for discussion:

- *Creation of a unified regulatory framework for e-commerce between countries: current approaches and objectives;*
- *Seamless regime: Ecom as a tool for export and small business development;*
- *“Borderless” opportunities. Sellers on Marketplaces;*
- *Consumer Protection in the Territory.*

Moderator:



Artem Sokolov

president of the Association of Internet Commerce Companies (AKIT)

Speakers and experts:

- **Kamronbek Mukhammadiev**, head of the Department for Regulation and Development of Electronic Commerce of the National Chamber of Commerce and Industry of the Republic of Uzbekistan
- **Alijon Aliyev**, head of the Department of e-commerce market development and brand promotion of the Ministry of Investment, Industry and Trade of the Republic of Uzbekistan
- **Ilshat Khametov**, general Director of Uzum Market
- **Dmitry Rusakov**, director of Government Relations, Yandex e-commerce services
- **Dmitry Sergeev**, commercial Director, Ozon
- **Vladlen Maximov**, vice-President of OPORA RUSSIA, Deputy Chairman of the Commission for Creating Conditions for Self-Regulation in E-Commerce
- **Fedor Virin**, partner at Data Insight
- **Muzaffar Azamov**, chairman of the E-Commerce Association of Uzbekistan

14:00-15:30
Зал №4

Expert session

CRYPTOASSETS AND BLOCKCHAIN

Issues for discussion:

- *Compliance in the crypto-industry, international experience and trends;*
- *State regulation of crypto-market in Uzbekistan;*
- *Experience of crypto-market participants;*
- *Tokenisation of goods and services, use of blockchain and crypto-assets in retail, trade and services industry;*
- *Use of crypto-assets in raising finance (debt, ITO);*
- *Security on blockchain, crypto-asset risk and management, crypto-research, crypto-asset recovery.*

Moderator:



Artem Klimenko

director of Heemera Ltd.

Speakers and experts:

- **Askarjon Zakirov**, head of Crypto Asset Circulation Development Department, NAPP
- **Denis Shipilov**, CEO Lockton Hub
- **Alexey Yakovenko**, founder of Lockton Solutios, Doctor of Laws, ACAMS AML Certified - Specialist
- **Nargiza Miralimova**, director of CryptoMAG

14:00-15:30
Зал №5

Expert session

LOGISTICS INFRASTRUCTURE DEVELOPMENT

Issues for discussion:

- *Supply chain management and delivery cost optimization;*
- *The major complexities of operational processes today. What to do to evolve?*
- *How to balance demand and inventory availability;*
- *Introduction of digitalization and automation into the delivery process;*
- *Development of the warehouse real estate market. Potential and barriers;*
- *Transport planning and routing.*

Moderator:



Igor Pomochilin

development Director of Kaizen Institute

Speakers and experts:

- **Igor Prokhin**, CEO of the Institute of Logistics and Supply Chain Management
- **Alexander Mironichev**, Development Director, Baraka Market
- **Mansur Yuldashev**, logistics Director, Balton Trading Asia
- **Oleg Alkhamov**, CEO FM Logistic
- **Evgeny Bakharev**, CEO of SDEK Fullfilment
- **Vasily Panov**, Deputy CEO of Advantum
- **Valery Rusin**, CEO Logistics Orient
- **Iskandar Ashrapov**, Director of Fesco Turan
- **Ildus Khalitov**, representative of the Ministry of Economic Development of the Russian Federation in the Trade Representation of the Russian Federation in the Republic of Uzbekistan

15:00-16:00
Зал №1

Visionary session

AN HONEST CONVERSATION ABOUT THE MARKET AND DISCOUNTERS IN THE FIRST PERSON

Issues for discussion:

- *What are the key retail trends? What will retail be like in the coming years?*
- *Discounters and hard discounters - how will these formats develop?*

Moderators:



Andrey Karpov

chairman of the Board of Retail Market Experts Association



Anna Lebedeva

vice President for Marketing of Retail Market Experts Association

Speakers and experts:

- **Angela Ryabova**, director of the discounter format (B1) of Magnit retail chain

16:00-17:30
Зал №3

Expert session

RETAIL MEDIA

Issues for discussion:

- *Supply chain management and delivery cost optimization;*
- *The major complexities of operational processes today. What to do to evolve?*
- *How to balance demand and inventory availability;*
- *Introduction of digitalization and automation into the delivery process;*
- *Development of the warehouse real estate market. Potential and barriers;*
- *Transport planning and routing.*

Moderator:



Anna Lebedeva

vice President for Marketing of Retail Market Experts Association

Speakers and experts:

- **Ksenia Kochergina**, marketing Director, Umai Group (Narodny, Globus, Dostor and SPAR)
- **Saidamir Marufkhujayev**, chief Data Officer, Korzinka Go
- **Alexander Lebedev**, general Director of TV channel and website "Big Asia"
- **Diyyer Mirzaahmedov**, chairman of the Marketing Association of Uzbekistan

16:00-17:30
Зал №4

Expert session

PRODUCTION AND SALES OF NON-ALCOHOLIC TONIC DRINKS IN THE MARKET OF THE CENTRAL ASIAN REGION AND DEVELOPMENT PROSPECTS

Issues for discussion:

- *Review of the situation in the Central Asian region;*
- *State health policy of the Republic of Uzbekistan in the direction of determining factors affecting human health;*
- *Technical regulations on non-alcoholic tonic drinks:*
- *Digital labelling of products, grey imports and counterfeiting - challenges for law-abiding producers and importers;*
- *Current regulation. Opportunities for potential investments in setting up new production in the territory of the Republic of Uzbekistan.*

Moderator:



Mirpayez Mirsaatov

executive Director, Energy Drinks Association of Uzbekistan

Speakers and experts:

- **Farhad Seitov**, deputy General Director of GORILLA ASIA
- **Vladlen Maksimov**, coordinator of the National Energy Drinks Association (Russia)
- **Anatoly Bachikalov**, general Director, CRPT TURON
- **Alexander Patalakha**, director of Scientific and Legal Regulation Department, Red Bull (Rus), Ph.D. in Chemistry, Associate Professor
- **Abdurakhmon Ismailov**, chief Specialist of the Department of Sanitary-Epidemiological Committee of the Republic of Uzbekistan
- **Saidaziz Habibullaev**, chief Specialist of the Department for Implementation of Programmes on Technical Regulations and Standards of the Agency for Technical Regulation of the Republic of Uzbekistan
- **Abdurakhmon Raupov**, chief Specialist of the Committee on Development of Competition and Protection of Consumers' Rights

<p>16:00-17:30 Зал №5</p>	<p>Expert session</p> <p>ELECTRONIC FACTORING: A MUST HAVE FOR MODERN RETAIL AND CROSS-BORDER TRADE</p> <p>Issues for discussion:</p> <ul style="list-style-type: none"> • <i>Why businesses choose factoring as an alternative to other credit products;</i> • <i>How electronic factoring can accelerate international trade transactions and reduce currency risks;</i> • <i>Reducing cash gaps for suppliers: how to get paid on the day of delivery;</i> • <i>How factoring helps retailers relieve their financial burden and support their supply chains;</i> • <i>Electronic document management, online verification and automation as a driver of factoring development;</i> • <i>Factoring exchanges and platforms: how they help connect all parties to receivables assignment transactions.</i> <p>Moderator:</p> <div data-bbox="359 593 486 712">  </div> <p>Andrey Schennikov managing Director of Kapitalbank</p> <p>Speakers and experts:</p> <ul style="list-style-type: none"> • <i>Olga Chudina, head of Korzinka Treasury Service</i> • <i>Gleb Shevtsov, chief Financial Officer, M Cosmetic</i> • <i>Evgeny Ranko, head of Fintech at Ediweb</i> • <i>Sergey Kiryushkin, advisor to the General Director - Head of Certification Centre Gazinformservice</i> • <i>Andrey Yoda, deputy Director of Software SC Group MA LLC, Project Manager</i>
<p>18:00-23:00</p>	<p>RETAIL WEEK AWARDS 2024</p>
<p style="text-align: center;">2 день, четверг, 17 октября 2024 года отель InterContinental, (Узбекистан, г. Ташкент, улица Шахрисабз, 2</p>	
<p>08:00-9:00</p>	<p>BADGE PICKUP</p>
<p>09:30-11:00 Зал №1</p>	<p>Marketing. Expert session</p> <p>NEW AGE MARKETING</p> <p>Issues for discussion:</p> <ul style="list-style-type: none"> • <i>Trends in buying behavior;</i> • <i>Customer loyalty - how to get and how to retain?</i> • <i>Seamless online and offline shopping experience;</i> • <i>Artificial intelligence, neural networks, big data - which tools deliver results?</i> <p>Moderator:</p> <div data-bbox="359 1675 486 1794">  </div> <p>Anna Lebedeva vice President for Marketing of Retail Market Experts Association</p> <p>Speakers and experts:</p> <ul style="list-style-type: none"> • <i>Artem Pesterev, Head of Marketing, Bi1</i> • <i>Shavkat Rasulov, Marketing Director, Baraka Market</i> • <i>Ksenia Kochergina, Marketing Director, Umai Group (Narodny, Globus, Dostor, SPAR)</i> • <i>Asem Erlanova, marketing and Customer Experience Director, Magnum Cash&Carry</i>
<p>9:30-17:00 Зал №2</p>	<p>TRADING AND PURCHASING EXCHANGE</p>

09:30-11:00
Зал №4

Expert session

POPULAR FORMATS IN RETAIL IN CENTRAL ASIA

Issues for discussion:

- *From market to supermarket to marketplace. How to influence buyer's choice?*
- *Oriental bazaar as the basis of tourist retailing in the region. How to lure customers from bazaars to supermarkets?*
- *Rapid growth of convenience stores. What is needed to attract customers?*
- *Influence of marketplaces on changes in omnichannel retailers' formats.*

Moderator:



Vladlen Maximov

vice-President of OPORA RUSSIA, President of the Association of Small-Scale Trade

Speakers and experts:

- **Marina Polyakova**, Commercial Director of Baraka Market
- **Olga Kondratyeva**, Procurement Director, Bi1
- **Vladimir Piskunov**, Commercial Director, M Cosmetic
- **Sergey Ilyukha**, Member of the Board of the Association of Retail Market Experts, Ph.D., leading specialist in assortment management and commercial negotiations

09:30-11:00
Зал №5

Expert session

FRANCHISING FOR BUSINESS. PROSPECTS AND DEVELOPMENT

Issues for discussion:

- *Franchising market: yesterday, today, tomorrow;*
- *Franchising growth rates in Central Asia;*
- *Top 5 demanded directions;*
- *How to make a choice and avoid failure?*
- *Made in Central Asia, what is the potential for development?*
- *Pros and cons of franchise business.*

Moderator:



Anar Kostenko

founder of KSP CONSULTING

Speakers and experts:

- **Lyudmila Demina**, Leading Development Manager of Maria Furniture Factory
- **Akmal Raimov**, ex-CEO Dodo Pizza Tashkent Co-founder Chase Group
- **Denis Dyachenko**, Head of Ozon's Last Mile in the CIS
- **Bakhtiyer Sattorov**, franchise director, Belissimo Pizza
- **Dmitry Bobrushko**, Head of Sales, Uzfranchise Company
- **Azamat Shaismailov**, Managing Director, Eeeng YaQH

11:30-13:00
Зал №1

Expert session

BEST PRACTICES IN RETAIL: CURRENT TOOLS AND TECHNOLOGICAL SOLUTIONS

Issues for discussion:

- *Successful technologies in retail and their impact on service speed and customer satisfaction;*
- *Self-service checkouts: when to implement, how to choose. types, advantages, pitfalls;*
- *Implementation of AI: applicability and economic effect for business;*
- *Big Data in Practice. Opportunities for business process optimization;*
- *BI and cloud services in solving everyday tasks;*
- *Digital assistants in retail: what to equip staff with to increase productivity?*

Moderator:



Roman Shatalov
independent expert

Speakers and experts:

- **Alexey Materkin**, change leader, user and representative of StockM Consulting in Uzbekistan
- **Dmitry Chistyakov**, Lenta Project Portfolio Manager
- **Sergey Ilyukha**, Member of the Board of the Association of Retail Market Experts, Ph.D., leading specialist in assortment management and commercial negotiations
- **Saidamir Marufkhujayev**, Chief Data Officer Korzinka Go
- **Elena Belorusova**, Product Owner METER (GEOMOTIVE)
- **Representative**, Infovision

11:30-13:00
Зал №3

Marketing. Expert session

TRADE MARKETING AND 360° COMMUNICATION

Issues for discussion:

- *Retail market trends. From "location" to "position" - new realities in retail;*
- *Brand power: how to choose positioning in different formats;*
- *Creative or analytics - who will win?*
- *To attract customers online and offline and not to go bankrupt;*
- *In-store communications - best practices.*

Moderator:



Anna Lebedeva
vice President for Marketing of Retail Market Experts Association

Speakers and experts:

- **Artem Pesterev**, head of Marketing at Bi1
- **Maria Stroeva**, marketing Director, M Cosmetic
- **Mukhamed Baktyyar**, head of Trout & Partners Central Asia Representative Office
- **Valentin Yeltsov**, product Owner GEOMOTIVE Marketplace
- **Marina Boiko**, head of Architecture and Design, Chanel Russia/CIS
- **Alexey Bazanov**, managing Partner, Global Service
- **Philip Gorbunov**, managing Partner of Balton Trading Asia

11:30-13:00
Зал №4

Expert session

COMMERCIAL PROPERTY IN CENTRAL ASIA: TRENDS AND DEVELOPMENT PROSPECTS

Issues for discussion:

- *Economic growth and the impact on commercial property;*
- *Trends in retail property;*
- *Integration of international brands;*
- *Perspectives on mixed-use developments (Mixed-use);*
- *Investment and Infrastructure Development;*
- *Logistics Property Outlook.*

Moderators:



Dmitry Revin

co-owner of Aport malls and Chairman of the Union of Developers of Kazakhstan



Pavel Lyulin

vice President of the Union of Shopping Centres

Speakers and experts:

- **Denis Sokolov**, partner, CMWP Uzbekistan
- **Elbek Riskhiev**, general Director, AIN Property Management (UzOman)
- **Kirill Shevchenko**, development (Bishkek)
- **Rustam Idirisov**, deputy Project Manager, Yangi Baxt mixed-use development (NRG)

11:30-13:30
Зал №5

HR. Expert session

HUMAN RESOURCE MANAGEMENT IN CENTRAL ASIA

Issues for discussion:

- *Peculiarities of HR management in Retail and eCommerce in Central Asia;*
- *Transformation of corporate culture;*
- *Integrated EVP building;*
- *Human resources deficit in Central Asia and its solutions;*
- *Work with students in Central Asia. Internship programmes;*
- *Employee training. HR reserve.*
- *Automation of HR processes*
- *HR Tech. Innovations in HR and their implementation.*
- *Platform employment.*

Moderator:



Roman Mazur

CEO Mountain Ridge: Executive Search, Management Selection & IT Recruitment

Speakers and experts:

- **Zinaida Starukhina**, HRD of Uzum ecosystems
- **Nargisa Baimirzaeva**, Director of Transformation Projects, Ishonch
- **Irina Petrakova**, HR Director, M Cosmetic
- **Yulia Lyashenko**, member of the Supervisory Board of Havas Group, HRD
- **Karina Volnova**, HR Director of TECHNODOM Group and Airba Ecosystem.
- **Magzum Tolesh**, co-founder and CEO of EasyTap online service, member of Forbes "30 Under 30" rating

13:30-15:00
Зал №1

Expert session

IT IN RETAIL

Issues for discussion:

- *Top technologies worth implementing today (necessary for retail);*
- *Chatbots: must-have or just a fashion trend;*
- *Impact of VR/AR on customer behavior;*
- *Advantage of AI and robotization in retail;*
- *Direction/prospects of biometric technologies.*

Moderator:



Otabek Nasyrov

CEO, co-founder and partner of SBO Insights, member of Cyber Park Expert Council

Speakers and experts:

- **Dmitry Vypritsky**, IT director, M Cosmetic
- **Rafail Salikhov**, development Director, IT Directorate of LENTA
- **Rustam Toshov**, chairman of IT-ALLIANCE Association

13:30-15:00
Зал №3

Expert session

POTENTIAL AND GROWTH POINTS OF THE FASHION INDUSTRY IN UZBEKISTAN

Issues for discussion:

- *Current situation and trends in Uzbekistan's light industry;*
- *Uzbekistan's local brands in the global market;*
- *Contract manufacturing;*
- *Opportunities for development and challenges of Uzbekistan's light industry.*

Moderator:



Natalia Mironova

head of business programmes and moderator of training seminars of PROFashion media holding company

Speakers and experts:

- **Yulia Popkova**, head of International Relations Department, Russian Association of Fashion Industry (RAFI)
- **Yana Salchak**, international Development Manager, LETUAL
- **Svetlana Darskaya**, director of Wholesale and Franchising Department, ELIS FASHION RUS
- **Anna Alexeeva**, head of Production Department, Baon

13:30-15:00
Зал №4

Expert session

CUSTOMER SERVICE AND LOYALTY AS A KEY TO GROWTH AND EFFICIENCY IMPROVEMENT

Issues for discussion:

- *Customer service - is it a slogan or does it really work?*
- *Where to start or do you want to create a good service, who to ask, how?*
- *Loyalty programs as a source of information about customer behavior*
- *Customer service: measurement, analysis, change, result. Development spiral.*
- *Reduce costs by increasing the level of service - how to do it?*
- *How to increase the conversion rate of repeat purchases?*
- *Controlling service level or when to calm down?*

Moderator:



Igor Golovko

CEO of RETAILING consult, retail process efficiency expert

Speakers and experts:

- **Shavkat Rasulov**, Marketing Director, Baraka Market
- **Maria Stroeva**, Marketing Director, M Cosmetic

14:00-16:00
Зал №5

HR. Expert session

HUMAN RESOURCE MANAGEMENT IN CENTRAL ASIA

Issues for discussion:

- *Peculiarities of HR management in Retail and eCommerce in Central Asia;*
- *Transformation of corporate culture;*
- *Integrated EVP building;*
- *Human resources deficit in Central Asia and its solutions;*
- *Work with students in Central Asia. Internship programmes;*
- *Employee training. HR reserve.*
- *Automation of HR processes*
- *HR Tech. Innovations in HR and their implementation.*
- *Platform employment.*

Moderator:



Roman Mazur

CEO Mountain Ridge: Executive Search, Management Selection & IT Recruitment

Speakers and experts:

- **Zinaida Starukhina**, HRD of Uzum ecosystems
- **Nargisa Baimirzaeva**, Director of Transformation Projects, Ishonch
- **Irina Petrakova**, HR Director, M Cosmetic
- **Yulia Lyashenko**, member of the Supervisory Board of Havas Group, HRD
- **Karina Volnova**, HR Director of TECHNODOM Group and Airba Ecosystem.
- **Magzum Tolesh**, co-founder and CEO of EasyTap online service, member of Forbes "30 Under 30" rating

15:30-17:00
Зал №3

Expert session

DISTRIBUTOR OF THE FUTURE

Issues for discussion:

- *Digitalization of distributors in 2024: which business processes come to the forefront for automation and optimization;*
- *Globalization and consolidation of distribution channels - New technologies changing the supply chain;*
- *How the classic model “manufacturer - representative - distributor - retailer” is being transformed.*

Moderator:



Roman Shatalov

retail and logistics operational efficiency expert

Speakers and experts:

15:30-17:00
Зал №4

Expert session

GEOMARKETING FOR RETAILERS IN CENTRAL ASIA

Issues for discussion:

- *What are geomarketing, geo-analytics, geographic information systems?*
- *What geodata is used for location geoanalytics;*
- *Tools for location assessment in Central Asian cities;*
- *Cases of Uzbek companies.*

Moderator:



Denis Strukov

CEO of Geointellect

Speakers and experts:

- **Urmatbek Beishenaliev**, Marketing Director of Ishonch retail chain of stores
- **Artem Pesterev**, Head of Marketing Department, Bi1
- **Ruslan Norkulov**, network development director of ALEXANDER BRANDS LLC (TM PAPA JOHNS), ex-development director of MAKRO network
- **Alexander Mironichev**, development director of Baraka Market,
- **Dilshod Tillaev**, manager for lease and sublease, Makro development