

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 Fullfilment
- **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

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

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