

NEW!

Buying Groups Workshop

14 October 2009 | Brussels, Belgium



Grocery buying groups have grown to the point where they now negotiate on behalf of more than EUR 400 billion in end retail sales covering most of greater Europe. At the same time, the structures of these groups remain in constant flux with members continuously joining and exiting specific programmes and the group structures themselves.

At A Glance

MVI will take a look at the current state of Grocery Buying Groups in Europe and their likely future development. **This session is designed to help manufacturers better organise themselves for the future state of the market.**

Schedule

8:30-9:00	Coffee and Registration
9:00-17:00	Buying Groups Workshop Geography: Europe

Who Should Attend

Key Account Managers/ Directors

Agenda

Introduction and buying group rationale

- Private label scale
- Branded manufacturer negotiations

Profiles of the major pan-European buying groups and their likely evolution

- Coopernic
- Agenor
- AMS
- EMD

Options for working with buying groups

- Opportunities with general examples
- Challenges with general examples

Please note that given the sensitive nature of this topic there will be no manufacturer or category specific case studies shared during the meeting. MVI will merely present a variety of options and choices for manufacturers given our experiences in the marketplace.

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Agenda

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|-------------|--|-------------|--|
| 08:30-09:00 | Coffee and Registration | 14:15-15:30 | Coopernic and AMS <ul style="list-style-type: none">• New level of success in purchasing• Leading private label developments• The models for other groups |
| 09:00-10:30 | Buying Group Rationale <ul style="list-style-type: none">• From purchasing to private label• Leveraging scale without losing control• Flexible membership criteria• Growth and share forecasts | 15:30-15:45 | Break |
| 10:30-10:45 | Break | 15:45-17:00 | The way forward for national brands <ul style="list-style-type: none">• Recognise that these structures will gain market share• Framework for managing the growth• Understanding private label implications |
| 10:45-12:00 | EMD <ul style="list-style-type: none">• Oldest of the main buying groups• Diverse membership• Restructuring to face new competition | 17:00 | Event end |
| 12:00-13:00 | Lunch | | |
| 13:00-14:15 | Agenor <ul style="list-style-type: none">• Intermarche led structure• Successful purchasing history• Looking at the challenge from Coopernic | | |

For more information or to register:

Email CustomerService@mventures.com
Web MVI-worldwide.com/Events/EmeaCalendar.aspx
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Delegate Rate EUR 1,450 (Net of any applicable VAT)

Please contact MVI for special rates. MVI accepts Visa, MasterCard and American Express.

Venue
Hotel Sheraton Brussels
Place Rogier, 3
Brussels 1210
Belgium
Tel: +32(0)2 2243111
Web: www.sheratonbrussels.be

Please contact MVI for hotel options.

Name _____	Telephone _____
Title _____	Email _____
Company _____	Credit Card <input type="checkbox"/> AmEx <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa
Address _____	Card Number _____ Exp. Date ____/____
City _____	Signature (required) _____
State/Country _____ Postal Code _____	

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