



**35th**  **Convention**

**Vienna, September 13-16, 2012**

**Face the Challenge:  
Market Innovation and  
Channel Diversification**

**Program**



# Welcome to the 35th ESMA convention

Dear Fellow Friends and Members,

It is a great pleasure for me to welcome you to the 35<sup>th</sup> Convention of ESMA in Vienna.

This convention will offer a wide scope of information and thoughts and hopefully generate new, powerful ideas to find new promising channels and concepts to markets.

Vienna is a place full of inspiration and a cross road of European cultures, which is dating back in the times of an empire of many nations.

Therefore I think it is a place well suited to host the 35<sup>th</sup> anniversary and to stimulate exchange and building new relations.

This year we have a new element of match-making together with our friends at GEFA — adding another flavour to the convention.

As president of ESMA I appreciate all the member contributions, which have built ESMA in the last decades. I thank the Austrian members, who supported this convention to be created.

It is great to meet you in Vienna!

Bertrand Jacobberger  
ESMA president



## Our Sponsors

### Main Sponsor:



### Activity Sponsors:



### Product Sponsor:



# Convention Program



## Thursday, September 13th

### 10.00—18.00 Golf at Föhrenwald

Please note, that the Golf Course is about 40 km far away from the Hotel, therefore we need to leave the hotel at 08:30!

A pleasant atmosphere with a high level of service awaits you, along with very good course quality and a good sporting niveau. The GC Föhrenwald is in its natural state and an oasis of peace. The naturally protected Sauslikliks can be seen on the fairways.

Meeting point: HOTEL LOBBY / the bus will leave at 08:30  
Organisation: Christine Schönowitz  
Coming back from golf about 18.00

### 16.00—18.00 Storecheck: „Markets in Vienna“

Vienna's markets are in season throughout the year, reflecting the charisma of the city at all times.

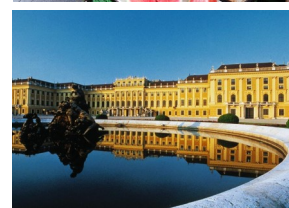
Meeting point: HOTEL LOBBY / the bus will leave at 16:00  
Organisation: Klaus Smuda  
Coming back about 18.00

### 19.00—21.30 Welcome, get together

#### „German Exporters Night“

Registration and a warm welcome to all our participants!

Meeting point: GLORIETTE BAR



## Friday, September 14th

### 09.30—18.15 Business Conference

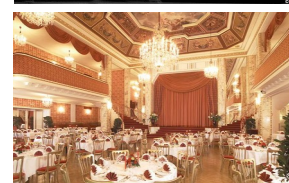
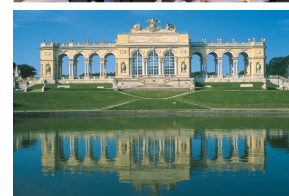
### 10.00—14.00 Partners on tour: “The Palace of Schönbrunn”

Schönbrunn Palace is part of the World Cultural Heritage and Austria's most visited sight. Guided tour including lunch in the Zoo.

Meeting point: HOTEL LOBBY / at 09:45  
Your guide: Ms. Rebekka Meister

### 19.30 Gala Dinner — HAPPY BIRTHDAY, ESMA

Meeting point: BALLROOM





# Convention Program



## Saturday, September 15th

### 10.00–12.00 Annual General Meeting

Meeting room: ÖSTERREICH/UNGARN



### 12.00–15.00 Explore Vienna by your own

### 15.00–22.15 „A View from the Top“ and „Spirit & Wine“ at Klosterneuburg

We are going by bus, having a tour through Vienna and coffee on the top of .... (which is a surprise!)

After coffee the bus brings us to Klosterneuburg

#### Faith

Klosterneuburg Monastery

The origins of Klosterneuburg Monastery go back to Margrave Leopold III, who in 1113 relocated his residence to Klosterneuburg and in the following year fulfilled a vow by founding the monastery (as recounted in the Legend of the Veil).

#### Wine

Klosterneuburg Monastery's wine shop is a special attraction for all lovers of outstanding wines. In the Münstingerkeller cellar, built around 1300, historic building materials and modern architectural details combine to create the perfect ambiance for the refined enjoyment of wine.

#### „Heuriger“

Being together at a typical Austrian Heurigen.

Meeting point: HOTEL LOBBY / departure of the bus at 15:00



## Sunday, September 16th

We say: „SERVUS“ and wish you a good trip home!



# Business Conference



## Face the Challenge: Market Innovation and Channel Diversification

08.00—09.30 Meet GEFA members for  
new business opportunities



09.30—09.45 Opening ESMA President Bertrand JACOBBERGER

09.45—11.00 Key note speaker  
**“The Value Chain Revolution”**  
Hans Eysink SMEETS  
World-Wide Retail Strategy Consultants



Hans Eysink Smeets is one of the most sought-after catalysts in change processes in retail all over the world. In regular retail, in fast moving consumer goods, retail banking, post offices, automotive retail. His projects have taken him to 32 countries on 5 continents. He is very much at home when chaos reigns, whenever a retail sector is in a phase of fundamental change, when old thinking has lost its effectiveness. At [www.eyesinksmeets.com](http://www.eyesinksmeets.com) you will find much more details; client list, dozens of client references, what we do, who we are, etc.

11.00—11.15 Coffee Break

11.15—12.15 **“Trading in a Multi-Channel World”**  
David SHUKRI,  
Channel Research Manager IGD



David brings with him several years of retail experience, both in the dynamic UK convenience sector and the large scale supermarket environment. In 2004, he joined Sainsbury's and went on to hold a number of supply chain and commercial roles covering fresh, frozen and non-food categories. He then joined Musgrave Retail Partners as trading manager for fresh meat and poultry before his move to IGD.

12.15—13.00 **„Airporttrade – a channel of difference“**  
Lutz NATONEK,  
Travel Retail Experts Ltd.



Since 1988 in Duty Free/Travel Retail. Holding different positions in Marketing and Sales with British American Tobacco, Weitnauer and R-Trade. Co-Founder of Travel Retail Experts in 2009. The company represents various products in Travel Retail and assumes a consulting role for companies seeking a foothold in this prestigious and much specialised sales channel.

13.00—14.00 Lunch



# Business Conference

## 14.00—15.15 **Markets with perspective:**

Personal experiences of ESMA members involved

### **Handling discount structures successfully**

Peter KORSMIT

Peter was a member of EFBA since 1987 till 2000, member of the ESMA board for 5 years and ESMA president in 1998.



### **Organic markets are maturing**

Andrius SAMAITIS / VILANDRA

Founder and Chairman of the Board of VILANDRA. Founder and Director of BIOSALA - Natural and Organic Product Retail Store Chain. VILANDRA: ESMA member since 2001.



### **From niche to trend – Japanese Food**

Chih-Sung MA / YAMA Products BV

Yama, an entrepreneurial company bringing the best tasting ingredients and food products from Japan since 1952. YAMA Products BV joins ESMA since 2008.



### **Modern confectionery for new consumers**

Bertrand JACOBBERGER / SOLINEST

Bertrand is the owner of Solinest which was established in 1932. Today Solinest is the trusted distributor of the world's leading brands of confectionery, biscuits and hot drinks in Europe. SOLINEST: ESMA member since 2006; Bertrand is actual president of ESMA and was president in 2010.



15.15—15.30 Coffee break

## 15.30—16.30 **Interactive—Group Work**

- \* Chose your SPEAKERS / TOPICS / GROUPS
- \* Share your thoughts
- \* Find the essence of the topic

## 16.30—16.50 **Findings of Group Work - The key learning – message**

Presentation

## 17.00—18.00 **“Distributor selection process: What manufacturers really want to know”**

Greg SEMINARA, Export Solutions

His career spans executive positions with Procter & Gamble, Clorox, and Acosta Sales. Greg Seminara has assisted more than 200 CPG/FMCG companies find distributors in Europe, Latin America, Brazil, China, India, Mexico, Middle East and the USA.



18.00—18.15 Closing

# Participants



<b>Tobacco Holding Group</b> – Lirim Fezollari * Suela Bisha	Albania
<b>Walden Farms International</b> – Andrew Weinmann	Australia
<b>A. Darbo AG</b> – Roland Huter	Austria
<b>A. Darbo AG</b> – Matthias Darbo	Austria
<b>CSM Unternehmensberatung</b> – Christine Schönowitz * Franz Schönowitz	Austria
<b>ESMA</b> – Klaus Smuda * Friederika Smuda	Austria
<b>Maresi Austria GmbH</b> – Sabine Schwaiger * Jochen Buchner	Austria
<b>Maresi Austria GmbH</b> – Rainer Doppler	Austria
<b>Maresi Austria GmbH</b> – Ursula Trattner	Austria
<b>Maresi Austria GmbH</b> – Friederike Krall	Austria
<b>Valora Trade Austria GmbH</b> – Claus Holzleitner	Austria
<b>Valora Trade Austria GmbH</b> – Hubert Wagner	Austria
<b>Your Food Brands GmbH</b> – Robert Mair * Siliva Mair	Austria
<b>P.A.B. Benelux</b> – Ludo Sleurs * Mia Selis	Belgium
<b>Elgeka Ferefelis Bulgaria Ltd</b> – Latchezar Krastev	Bulgaria
<b>EMCO spol s.r.o.</b> – Zdeněk Jahoda * Blanka Jahodová	Czech Republic
<b>EMCO spol s.r.o.</b> – Jana Vyskocilová	Czech Republic
<b>EMCO spol s.r.o.</b> – Lucie Jahodová	Czech Republic
<b>Rose's Cordial Mixer</b> – Jakob Vallentin	Denmark
<b>Valora Trade Denmark A/S</b> – Carsten Ørnbo * Pia van Gaever Ørnbo	Denmark
<b>Lejos OY</b> – Kaius Juuranto	Finland
<b>Lejos OY</b> – Jouni Kesseli	Finland
<b>Lejos OY</b> – Oskar Lindroos	Finland
<b>OY Arho Nordic Ab</b> – Henrik Hemmilä * Anu Suonto	Finland
<b>OY Trans-Meri AB</b> – Ann Marie Didrichsen	Finland
<b>SAS Ginko</b> – Olivier Bonnel	France
<b>Solinest</b> – Bertrand Jacobberger	France
<b>Solinest</b> – Jean Tanguy	France
<b>Aroma Snack GmbH</b> – Jochen Krumm * Lisa Krumm	Germany
<b>Art Project GmbH, Cola Rebell</b> – Armin Wahl	Germany
<b>Costa Meeresfrüchte GmbH</b> – Carmen Flügger	Germany
<b>DIWA Sweet</b> – Walter Dittmann	Germany
<b>DMV Diedrichs Markenvertrieb</b> – Dirk Bichels	Germany
<b>Fürsten-Reform</b> – Michel Zwering	Germany
<b>FZ Foods AG</b> – Wolfgang Straka	Germany
<b>German Sweets</b> – Carsten Bernoth	Germany
<b>Geschäftsstelle GEFA</b> – Holger Hübner	Germany
<b>Geschäftsstelle GEFA</b> – Salome Korte-Chanturia	Germany
<b>Hanns G. Werner GmbH Co. KG</b> – Holger Werner	Germany
<b>Hanns G. Werner GmbH Co. KG</b> – Christina Werner	Germany
<b>Hengstenberg GmbH &amp; Co. KG</b> – Rosemarie Rinner	Germany
<b>Hengstenberg GmbH &amp; Co. KG</b> – Thomas Groiss	Germany
<b>Importhaus Wilms GmbH &amp; Co KG</b> – Krick Marcus	Germany
<b>JG Niederegger GmbH &amp; Co KG</b> – Willi Meier	Germany
<b>JG Niederegger GmbH &amp; Co KG</b> – Swantje Rehse	Germany
<b>Rausch Schokoladen GmbH</b> – Olaf Büttner	Germany
<b>Rausch Schokoladen GmbH</b> – Marc Verständig	Germany
<b>Travel Retail Experts</b> – Lutz Natonek * Barbara Natonek	Germany



# Participants

<b>Wilh. Gruyters GmbH &amp; Co.KG</b> – Helwig Gruyters	Germany
<b>Zentis GmbH &amp; Co KG</b> – Marc Zimmer	Germany
<b>Flavour Factory SA</b> – Christos Dedoussis	Greece
<b>Greek Land Foods Ltd</b> – Peter Nikolaou * Ioanna Varvarigou	Greece
<b>Robt. Roberts Ltd.</b> – Gerry Murphy * Fiona Murphy	Ireland
<b>SHS Sales &amp; Marketing (Ireland)</b> – David O`Neill * Fionnuala O`Neill	Ireland
<b>Vilandra UAB</b> – Andrius Samaitis	Lithuania
<b>Bickery Food Group BV</b> – Henk Wielinga	Netherlands
<b>Eysink Smeets</b> – Hans Eysink Smeets	Netherlands
<b>Peko Holding BV</b> – Peter Korsmit * Marijke van Oirschot	Netherlands
<b>Pop &amp; Sweet Company BV</b> – Ronald de Jong * Ing de Jong	Netherlands
<b>YAMA Products BV</b> – Chih-Sung Ma * Nicole Ma	Netherlands
<b>L.M.I. Foods Ltd</b> – Laurence Irvine * Anne Irvine	Northern Ireland
<b>HAUGEN-Gruppen Nordic AS</b> – Jan E. Jørgensen * Lena Jørgensen	Norway
<b>HAUGEN-Gruppen Nordic AS</b> – Peter Ravn * Elisabeth Ravn	Norway
<b>Jensen &amp; Co AS</b> – Christine Bugge Jensen	Norway
<b>Jensen &amp; Co AS</b> – Marianne Bjørnebekk Haslund	Norway
<b>DeCare sp z o.o.</b> – Wojtek Szala * Ewa Szala	Poland
<b>Procer Company</b> – Vasile Piticas	Romania
<b>Procer Company</b> – Daniel Grigore	Romania
<b>Arvid Nordquist HAB</b> – Ola Liljeqvist	Sweden
<b>Arvid Nordquist HAB</b> – Thomas Hummelgren	Sweden
<b>Empire AB</b> – Per Björkman	Sweden
<b>Bolton Swiss SA</b> – Attilio Boni	Switzerland
<b>Bolton Swiss SA</b> – Gennaro Auricchio	Switzerland
<b>Gustav Gerig AG</b> – Ulrich Meier * Cornelia Meier	Switzerland
<b>Hero AG</b> – Rainer Naef	Switzerland
<b>Promena AG</b> – Moritz K. Weber	Switzerland
<b>Valora Management AG</b> – Axel Minder	Switzerland
<b>Valora Management AG</b> – Marcel Wegmann	Switzerland
<b>Asnova Holding / SAV Service</b> – Borys Zhuchiy	Ukraine
<b>TDS</b> - Denis Chistyakov * Anna Chistyakova	Ukraine
<b>Grace Foods UK Limited</b> – George Phillips	United Kingdom
<b>Grace Foods UK Limited</b> – Karolina Szotek	United Kingdom
<b>IGD</b> – David Shukri	United Kingdom
<b>IGD</b> – René Schneider	United Kingdom
<b>Petty Wood</b> – John Potter * Sam Potter	United Kingdom
<b>Robinson Young Ltd</b> – Michael Robinson	United Kingdom
<b>SHS Sales &amp; Marketing Ltd.</b> – John Stewart * Nikki Stewart	United Kingdom
<b>Worldwide Brands Ltd</b> – Martin Wathes * Marilyn Wathes	United Kingdom
<b>Worldwide Brands Ltd</b> – Richard Delahaye * Susan Delahaye	United Kingdom
<b>5-hours Energy</b> – Robert McCormack	USA
<b>Export Solution</b> – Greg Seminara * Frances Seminara	USA
<b>McIlhenny Company</b> – Peters Martijn	USA