

# 2010 EMEA Calendar



MVI believes that the only successful way for manufacturers to grow in the modern retail environment is by engaging with their retail customers in a collaborative, value-added business partner basis. Our calendar features training workshops and forums across a variety of markets and retail channels, all designed to enable our clients to build such relationships with those retail organisations that are driving growth across the EMEA region.

EVENTS MARKED **STREAM** WILL BE AVAILABLE VIA LIVE WEB STREAMING

## Q1

### **NEW European**

#### **Retail Outlook** **STREAM** London, UK

Jan 26 The Recession & Beyond - Outlook for 2010  
**Geographical coverage - Europe**

#### **France Retail Forum** Paris, France

Feb 2 French Retail Trends Overview  
**Geographical coverage - France**

#### **Auchan Global Workshop** **STREAM** Lille, France

Mar 9 Business Planning for Auchan  
**Geographical coverage - Global**

#### **Carrefour G4 Workshop** Paris, France

Mar 11 Business Planning for Carrefour  
**Geographical coverage - G4**  
(Belgium, France, Italy, Spain)

#### **Metro CEE Workshop** Warsaw, Poland

Mar 23 **NEW** Selling to Metro C&C  
**Geographical coverage -**  
Central & Eastern Europe

## Q2

#### **Russia & Ukraine Retail Forum** Moscow, Russia

Apr 20 Russian Retail Trends Overview  
**Geographical coverage - Russia & Ukraine**

#### **UK Channel & Retailer Workshops** London, UK

Apr 27 Business Planning for Tesco Global **STREAM**  
**Geographical coverage - Global**

Apr 28 Discounter Channel  
Apr 29 **NEW** Selling to Alliance Boots

**Geographical coverage - UK & Eire**

#### **European Shopper Forum** **STREAM** London, UK

May 18 European Shopper Forum  
**Geographical coverage - Europe**

#### **Asda UK & Eire Workshop** Leeds, UK

May 20 Business Planning for Asda  
**Geographical coverage - UK & Eire**

#### **Russia Skillbuilders Workshop**

Moscow, Russia

Jun 10 Retailer Financial Models  
**Geographical coverage - Russia**

## WORKSHOP DESCRIPTIONS

### **Skillbuilders**

Our interactive, exercise-driven curricula allow you to develop a model work plan with clear next steps to build momentum—internally and externally. Gain the critical skill development necessary to build best practice, account-specific plans for your largest, most complex customers.

### **Channel Workshops**

Analysis of channel & insight into supplier-related strategies to drive growth in the channel

### **Business Planning/ Retailer specific workshop**

Focus on the key elements to facilitate collaborative business planning and become a value-added retail partner

### **Forums**

An overview and analysis of the modern trade trends driving the consolidation of the region's retail market

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## **NEW European Grocery**

### **Retail Forum**

Geneva, Switzerland

Jun 15 European Retail Trends Overview

Jun 17 Streaming only session **STREAM**

**Geographical coverage – Europe**

## **NEW European Non-Grocery**

### **Retail Workshop**

London, UK

Jun 29 European Retail Trends Overview

**Geographical coverage – Europe**

## Q3

### **Auchan & Metro Russia**

#### **Workshops**

Moscow, Russia

Sep 21 Business Planning for Auchan

Sep 22 Business Planning for Metro C&C

**Geographical coverage – Russia**

## **CEE Skillbuilder &**

### **Channel Workshops**

Warsaw, Poland

Sep 27 Retailer Financial Models

Sep 28 CEE Discounter Channel

**Geographical coverage –**

*Central & Eastern European*

## **NEW Spain Retail Forum**

Madrid, Spain

Sep 30 Spanish Retail Trends Overview

**Geographical coverage – Spain**

## Q4

### **Lidl Europe & Metro Global**

#### **Workshops**

Dusseldorf, Germany

Oct 13 Selling to Lidl **STREAM**

**Geographical coverage – Europe**

Oct 14 Business Planning for Metro Cash &

Carry **STREAM**

**Geographical coverage – Global**

### **Carrefour Global Workshop**

Paris, France

Nov 16 Business Planning for Carrefour **STREAM**

**Geographical coverage – Global**

### **Buying Groups Workshop**

London, UK

Nov 30 Buying Groups Workshop

**Geographical coverage – Europe**

### **Private Label Workshop** **STREAM**

London, UK

Dec 2 Private Label Workshop

**Geographical coverage – Europe**

## ABOUT

### **MVI**

MVI is the global retail thought leader. We provide the best in-depth understanding of key retailers and a broad analysis of the retail industry. Our actionable ideas, strategic thinking, and forward-looking insight deliver a competitive advantage to our clients.

MVI is a premium solution provider for all retail challenges. Our expansive knowledge of over 1000 retailers worldwide can be customized to fit our client's needs through our comprehensive products and solutions.

### **Kantar Retail**

Kantar Retail combines the resources of MVI, Glendinning, Cannondale, Retail Forward and Red Dot Square to create a globally integrated consulting business uniquely positioned to provide the solutions clients are seeking.

A world leader in retail insight and consultancy, Kantar Retail is a strong, strategic partner providing unique insights and winning solutions in the marketplace.