Poland & CEE Retail Summit 2025

DAY 1 – Conference Program

④ 08:50-09:50 Sessions

Main | 08:50-09:00

Economic Pulse: Consumer and Market in 2025

Main | 09:00-09:20

Retail at a time of Geopolitical disorder

Techinvest | 09:00–09:40 Are Digital Signage and Interactive Displays Worth the Spend?

Supply Chain | 09:00–09:30 Automation with Purpose: Navigating Cost, Talent, and Tech in Retail

Trade | 09:00–09:40 Turning Creativity into Currency: Rethinking Promotional Strategies

eRetail Strategies | 09:00–09:50 Real-Time Responsiveness for Competitive Advantage in eCommerce

eRetail Technology | 09:00–09:30 Beyond the Basics: Scaling with AI-Driven Infrastructure to Future-Proof Retail

CFO | 09:00–09:40 Innovation vs. Stability: Are CFOs the Catalysts or Gatekeepers of Change?

HR | *09:00–09:50* Workforce Sustainability: Aligning DEI, ESG, and Operational Success in Retail and CPG

④ 09:20-10:10 Sessions

Main | 09:20-09:50

Leadership in Uncertain Times: Leadership Strategies in an Unstable Legislative and Cost Environment

eRetail Technology | 09:30-10:10

Seamless Future: How AI, data, and technology shape the future of shopping experience

④ 09:40−10:20 Sessions

Techinvest | 09:40-10:10

Smart Stores: Transforming Physical Retail for the Future

Trade | 09:40-10:20

Aligning Revenue Goals: Building Resilient Partnerships

CFO | 09:40-10:00

Rethinking your supply chain: Why Outsourcing is a Competitive Advantage from a CFO perspective

eRetail Strategies | 09:50–10:10

One business goal, two worlds: how to maximize total sales across brick-and-mortar and e-commerce?

④ 09:50-10:40 Sessions

Main | 09:50-10:10

Virtual assistants or how conversational AI is revolutionizing the customer experience in the retail sector.

Supply Chain | 09:50-10:10

Adaptation instead of stagnation - a flexible approach to warehouse automation

HR | 09:50–10:10

AI in HR: The Revolution That's Happening Now!

CFO | 10:00-10:40

Beyond Forecasts: Building Resilience in the Face of Uncertainty

④ 10:10−11:00 Sessions

Main | 10:10-10:40

Growth Through Alliances: Strategic Partnerships That Deliver

Techinvest | *10:10–10:30* How XR is revolutionising staff training

Supply Chain | *10:10–10:40* Competing Globally, Complying Locally: Finding the Sweet Spot

eRetail Technology | 10:10–10:40 From Security to Scalability: Building Omnichannel Payment Systems That Drive Trust

HR | *10:10–10:30* Employer Branding and EVP: Consistency is a Key to Attract and Retain Talent

Trade | *10:20–11:00* The Art of Category Mastery: Co-Creating Profitable Growth Strategies

④ 10:40–11:50 Sessions

eRetail Technology | 10:40-11:30

Creating a Real-Time Data Engine: The Backbone of Personalized eCommerce

Techinvest | 10:50-11:30

Omnichannel integration in retail: costs, benefits, and pitfalls of a consistent customer experience

Main | 11:00–11:30

Building Resilience: Frameworks for Thriving Amid Disruption

Supply Chain | 11:00–11:30

Balancing Tech and Talent: The Road to Operational Excellence

eRetail Strategies | 11:00-11:30

Driving Omnichannel Success with Localized Strategies

CFO | *11:00–11:30* Enterprise efficiencies with AI

HR | 11:00–11:50

Building Workforce-Consumer Synergy: Strategic Alignment in Retail and CPG

Trade | 11:10–11:40

Building trust in cooperation across borders - a discussion among retailers nominated for the Retailer of the Year 2024 award

④ 11:30–12:20 Sessions

Main | 11:30-11:50

Smartflation - A whimsical tale of a generation that doesn't do compromises

Techinvest | 11:30–11:50

Electronic collaboration of companies today and tomorrow

Supply Chain | 11:30-11:50

Navigating Freight Price Volatility: Optimization and resilience.

eRetail Strategies | 11:30–11:50

Switch Paper to Digital – zwycięskie strategie dla sieci handlowych w Polsce

eRetail Technology | 11:30-11:50

RCS in Retail: A New Era of Communication – Effective Implementation in Business

CFO | *11:30–11:50*

Right here, right now: "Benefits of AI in Finance Management".

Trade | 11:40–12:20

From Data to Decisions: Shopper-Centric Strategies in Action

① 11:50–12:20 Sessions

Main | 11:50-12:00

The premium consumer: how employee benefits are driving profits in the retail and restaurant industries

Techinvest | *11:50–12:10*

How Are RFID and OCR Transforming Retail? From Automatic Identification to Mobile Printing

Supply Chain | 11:50–12:10

Smarter Logistics: Digital Tools for Agile Operations

eRetail Strategies | 11:50–12:10

Data as the Key to Personalization, Seamless Customer Experience, and Higher Conversion – How Salesforce Drives Transformation at VRG Group (Vistula, Wólczanka, Bytom).

eRetail Technology | 11:50-12:10

Artificial Intelligence in ad campaign optimization on big tech platforms - benefits and challenges

CFO | *11:50–12:20*

How can innovation in the retail industry be driven?

HR | 11:50–12:10

Onboarding Better to Sell More: Onboarding as a Tool for Boosting Frontline Employee Efficiency

④ 12:00−13:00 Sessions

Main | 12:00–12:20

Who are the customers and what are they looking for in multi-retail media? Premiere of the Retail We Shop 2025 report by Blix & Kantar.

Techinvest | *12:10–12:30*

A Story of Digital Transformation at Moldova's TOP 1 Retailer: From Data to Decisions

Supply Chain | 12:10–12:30

CASE STUDY: Leveraging IoT for Returnable Packaging Tracking and Establishing Intelligent Supply Chain

eRetail Strategies | 12:10–12:30

Data-driven Retail Media: from insights to building competitive advantages

eRetail Technology | 12:10–12:30

Retail Media Network – Join the Digital Marketing Revolution for E-commerce

HR | 12:10-13:00

Leadership and Loyalty: Building a Purpose-Driven Workforce in Retail and CPG (The Retail Perspective)

④ 12:20–13:10 Sessions

Main | 12:20–12:40

The Future of Sales – People, Technology, Relationships. Together We Create a New Market Standard.

Trade | 12:20–12:40

Media collaboration is the future of trade collaboration. A retailer, producer and integrator perspective on the retail media revolution.

CFO | 12:20–13:00

Profit or Purpose? The CFO's Role in Balancing Growth with Responsibility

Techinvest | *12:30–13:10*

Seeing Through the Customer's Eyes: Evaluating Technology for Real-World Impact

Supply Chain | *12:30–13:00* Automation vs. Workforce: Striking the Balance for Scalability

eRetail Strategies | 12:30–13:00 Content-Driven Commerce in the Age of Personalization

eRetail Technology | *12:30–13:00* Innovations in creating exceptional consumer experiences offline & online

④ 12:40–13:10 Sessions

Main | 12:40–13:10 Data at the Helm: Driving Strategic Decisions in Retail

Trade | 12:40–13:00 What's in Store for Retail Media?

Lunch Break — 13:00–14:00

Take a break, grab a bite, and recharge for the afternoon sessions!

14:00-14:40 Sessions

Main | 14:00–14:30Sustainability as Strategy: Aligning Business Goals with Consumer Expectations

Techinvest | 14:00-14:30

Can AI Solve the Stock Problem? Evaluating Investment in Real-Time Inventory Management

Supply Chain | 14:00–14:30

Adapting to Rapidly Evolving Consumer Expectations

Trade | 14:00–14:40

Green Shelf Wars: Competing for Sustainable Shopper Loyalty

eRetail Strategies | 14:00–14:40 Solving Attribution Challenges in a Privacy-First Era

eRetail Technology | 14:00-14:30

Smart Marketplaces: AI-Driven Search and Product Discovery for Next-Level User Experience

CFO | 14:00–14:30

Growth vs. Risk: Can CFOs Achieve the Perfect Balance?

HR | 14:00–14:40

Leadership and Loyalty: Building a Purpose-Driven Workforce in Retail and CPG (The Consumer Goods Perspective)

④ 14:30–15:20 Sessions

Main | 14:30–14:50

Building Emotional Loyalty: The Future of Consumer Engagement in Retail

Techinvest | 14:30-14:50

Smart Retail: from experiments to ROI – how to build value with Generative AI

Supply Chain | 14:30–14:50

Leveraging AI for Inventory Decisions: How Fozzy Group Achieved Next-Level Forecast Accuracy

eRetail Technology | 14:30–14:50

No limits with VTEX: one platform, multiple business models (eCommerce B2C / B2B, omnichannel, own marketplace)

CFO | 14:30-15:00

Risk and Resilience: Preparing CFOs for the Next Financial Crisis

eRetail Strategies | 14:40–15:00

The Future of Retail Media Networks: More Data, More Control, More Revenue

HR | *14:40–15:20*

Well-being – buzzword or a real challenge?

④ 14:50–15:30 Sessions

Main | 14:50-15:20

From Boardroom to Store: Bridging Leadership Vision with Execution

Techinvest | 14:50–15:10

Process Mining in Retail: Order Management Optimization

Supply Chain | 14:50–15:20

Optimizing store and warehouse inventory: how Sklepy Komfort unlocked millions of PLN from stock using AI and automation

eRetail Technology | 14:50–15:05

New Era of Pricing Strategy for Consistency Across All Sales Channels

eRetail Strategies | 15:00–15:30

E-commerce Revolution: New way how we interact with shops online

CFO | 15:00–15:30

Global Financial Strategies: Balancing Risk, Reward, and Localization

④ 15:10–16:00 Sessions

Trade | 15:10–16:00 Exclusive Collaborations: Co-Creating Value on the Shelf Main | 15:20–15:40

How Microsoft's intelligent technologies are shaping the future of unified retail

Supply Chain | 15:20–16:00

Flexibility in Action: Meeting Demand Surges with Precision

eRetail Technology | 15:20-16:00

From Creation to Sales: How Authenticity Is Shaping the Next Era of E-Commerce

HR | 15:20–15:40

Organizational Transformation Starts with People: Supporting Change Where It Happens

④ 15:30–16:30 Sessions

Techinvest | 15:30–16:00

Automation in Customer Service: A Cost-Effective Replacement or a Strategic Enhancement?

eRetail Strategies | 15:30–16:00 Maximizing Engagement with AI-Driven Personalization

CFO | *15:30–16:10*

Cost Discipline vs. Innovation: Where Should CFOs Draw the Line?

Main | 15:40–16:10

Effective methods of efficiency and margin management in times of new trends in the retail industry

HR | 15:40–16:30

Leadership Agility: Building Resilient Teams in a Transforming Market

④ 16:00–16:40 Sessions

Techinvest | 16:00–16:30

Are CDPs the Future of Personalized Retail? Investing in Data for Unique In-Store Experiences

Supply Chain | 16:00–16:40

Leveraging Consumer Insights to Drive Supply Chain Agility

Trade | 16:00–16:40

Innovating Retail Formats: The Next Frontier for FMCG Collaboration

eRetail Strategies | 16:00–16:30

Challenges in Payments and Settlements amidst cross-boarder e-commerce expansion.

eRetail Technology | 16:00–16:30 Beyond the Screen: Is VR the Future of Online Shopping?

Main | 16:10–16:30

How to reduce losses in warehouse logistics?

CFO | 16:10-16:40

Leadership Beyond the Balance Sheet: Building Financial Agility and Value Creation

④ 17:00–17:45 Sessions

Main | 17:00–17:15

Retail & FMCG in the Eye of the Storm: Global Disruptions & Regional Consequences

Techinvest | 17:00–17:30

Personalization in Real-Time: Is the Investment in Al-Driven Customer Insights Justified?

Supply Chain | 17:00–17:30

A new wave of protectionism? The impact of Trump Administration's tariff changes on global trade

eRetail Strategies | 17:00–17:45 Achieving eCommerce Profitability in Challenging Times

eRetail Technology | 17:00–17:45

Al in Action: Driving Revenue and Efficiency in eCommerce

④ 17:15–18:00 Sessions

Main | 17:15–18:00

Leadership Under Pressure: Strategic Decision-Making in Volatile Markets

Techinvest | 17:30–18:00

Loyalty in the Digital Age: How Can Retailers Maximize ROI on Customer Data Platforms?

Supply Chain | 17:30–18:00 Scaling Supply Chains to Match Market Dynamics

eRetail Technology | 17:30–18:00 Intelligent Automation at Scale: Unlocking the Future of eCommerce Operations

Dinner — 18:00–19:00

Enjoy a relaxing dinner and recharge for an evening of celebration and connection.

Evening Celebration – 19:00–24:00

 [★] 19:00–19:30 – Welcome Drinks

 The evening begins with a toast and the first moments of connection.

2 19:30–20:30 – Awards Celebration

Honoring excellence and leadership in retail and sustainability.

✔ 20:30–24:00 – Evening Party
Open bar, live music, and the magic of spontaneous, meaningful conversations.