

CATALOGUE

**OF THE BEST BUSINESS EVENTS
AND TOP - PRODUCERS
OF PRIVATE LABELS IN UKRAINE**

www.TradeMaster.ua is an industry dynamic portal about the development in wholesale and retail trade, which brings together manufacturers, retailers and distributors, and is dedicated to efficient technologies in trading business of Ukraine and CIS countries.

5 advantages of the portal



Availability of optimal formats of placement of advertising formats (one-time, package offers), which allows to present the company and the product profitably to the maximum.



The structured and easy information placement and search system.



The weekly newsletter informs our readers about the main news of the week.



More ways to find potential customers and partners, as the company TradeMasterGroup actively cooperates with about 40 media partners (publications, Internet sites, TV, radio).



The information-analytical platform for communication of manufacturers, distributors, networks and companies that provide services to this field.

The main audience of the portal

40% - retailers

25% - distributors

25% - manufacturers

10% - related areas

(Logistics, consulting, IT, equipment)

The statistics of portal attendance

1500-1700 hosts per day

> 45,000 users per month

Sections, you can use at the portal:

NEWS

By adding News of your company, you preview and attract attention of the company's potential customers and partners.

Variants of Info reasons:

- 1) information about the company;
- 2) new services and products;
- 3) the achievements and perspectives of company's development;
- 4) job changes, appointments and others.

Our journalists will always help you to present your company at the portal profitably.



ARTICLES

Putting your expert article, you will show yourself as a professional in the industry and it will be seen by your customers and business partners.

EVENTS

This section contains information about our activities and events, and You can also post your event. This means that it won't stay unnoticed, as our permanent users will see it.



Dear Retailers and Vendors!



Let's get acquainted!

We, B2B Media Group TradeMasterGroup, for almost 8 years have been the largest online and offline platform for business acquaintances and exchange of successful experience among retailers and manufacturers of Ukraine and the world. We have hold more than **60 Ukrainian and international conferences**, more than **300 Master-trainings** for top and middle managers, every day we inform at the industry portal TradeMaster.UA tens of thousands of readers about the news in wholesale and retail trade, provide quality analytics, market surveys, expert opinions and beyond. Our business event visitors are not passive listeners presentations and master classes by leading experts in the industry, but they actively participate in interactive discussions with colleagues in the market, business games, facilitation sessions, where they jointly generate new unconventional ideas for further cooperation.

We pay special attention to buyout negotiations between manufacturers, distributors and retailers, with **more than 1,000 companies we have managed to agree on cooperation and to sign the contract** - due to this fact, in 2015 TradeMasterGroup became known as business matchmaker. We have opened a **UNIQUE SCHOOL** in Ukraine, there are no analogues not only in Ukraine, but also abroad. The two-level **LOGISTICIANS SCHOOL: "Strategic management of logistics in the supply chain"** and **"Visualization of the supply chain"**, which started successfully, became a good beginning for this direction. The first and the **only in Ukraine and CIS «School supplier PrivateLabel»** became the opening of the year - here stereotypes were broken and questions about which retailers do not normally discuss in the negotiations were raised. These productive activities allowed manufacturers to develop a profitable strategy of production / delivery PrivateLabel, to become more competitive in the market.

Since 2016 TradeMasterGroup team is actively working towards the development of international co-operation with retailers, inviting experts and buyers from Europe, Turkey, China, other countries. In this catalog you will see announcements of annual business meetings, where you can find reliable partners, providers of PrivateLabel, exclusive goods at reasonable prices. Within the conference we hold mini-exhibitions, tastings, demonstrations of goods, as well as collect the negotiation tables "network - provider."

Due to the dynamic work for so many years, **our database has more than 20,000 providers** and we will be happy to give you the opportunity to establish professional contacts with them during Main Business Events TradeMasterGroup!

On August 26 in Kiev, at the annual conference "Private Label-2016" we will introduce the best providers in Ukraine to you, 10 of them have already been presented today on the pages of our catalog!

*Tatiana Ilienka,
director of TradeMasterGroup*

CATALOGUE OF THE BEST BUSINESS EVENTS AND TOP-PRODUCERS OF PRIVATE LABELS IN UKRAINE

Publisher B2B Media Group TradeMasterGroup
Address 04073, Kiev, Smolenskaya Str., 31-33,
BC "Incom" (m. st. Shuliavska)
Tel.: +38 (044) 383-86-28,
+38 (044) 383-92-39,
Mobile: +38 (067) 505-25-24
Website www.trademaster.ua

Director Tatiana Ilienka
st@trademaster.com.ua
Advertisement Department
Lyudmila Bragina
reklama@trademaster.com.ua
Submitted for printing: 07/06/2016,
Circulation - 500

The concept of the catalog, its style, design, contents is protected by the copyright. No part of the issue (articles, illustrations, photographs, advertisement) cannot be reproduced in any form without the written permission of the publisher. The advertiser is solely responsible for the contents of the provided advertising materials, copyright compliance, presence of references to licenses and certificates for goods and services in the order established by legislation of Ukraine.



PRIVATE LABELS UKRAINIAN MARKET: A PROMISING NICHE FOR PRODUCERS FROM POLAND

First Ukrainian Private Labels

The first products under Private Labels (PL) appeared in Ukraine at the beginning of the new millennium with the birth of Ukrainian retail chains and opening of shops of modern formats (supermarkets, hypermarkets, discount stores). Retail chains tried to attract customers with the help of low price products, that's why they have paid attention to Private Labels. Such way of retail trade was absolutely expected: trade is in close cooperation with the

customer, so it understands what the customer exactly is interested in the best way. At the beginning of this century price was such a factor.

Advantages of Private Labels for trade and producer

Having started the release of goods under Private Labels, Ukrainian trading companies understood that those

products are not innovative and do not create new needs of the customer, but are only copies of successful brands.

Nevertheless, they started its release actively, as they have seen evident advantages in it: their own production, as well as the fact that the absence of advertising costs can reduce the price by 20-30%, and in fact it has become a decisive argument in the struggle for the customer!

There were some advantages for manufacturers: they were offered a guaranteed market for promotion without costs.

What is produced under Private Labels in Ukraine?

Under Private Label such products as flour and cereals, wine and juices, sweets and soft drinks, milk and milk products, hygiene products and even household appliances are produced in Ukraine. As in other European countries Private Labels products are classified as of mass consumption. But at the same time the highest quality requirements are put forward to them.

Private Labels to 2014

Despite the obvious benefits and a low price, before the crisis of 2008-2009, Ukrainians showed themselves as a brand-dependent nation: according to a 2009 survey only 4% of Kyiv residents and residents of other regions were willing to switch from brands completely to Private Labels retailers. Therefore, the proportion of goods under Private label by the end of 2010, according to Nielsen Ukraine, barely reached 4.8%. The situation has changed in a few years.

The second development of Private Labels: crisis of 2014-2015

The «Second Birth» and the impulse for the development of Private Labels in Ukraine they received after the Revolution of Dignity: having gone through a series of political upheavals and suffered the consequences of the military aggression of the neighboring country, Ukrainians faced another economic crisis: after the rapid

fall of hryvnia, the ability to purchase of the citizens began to decline sharply.

As a result of the economic turmoil, the majority of Ukrainians, according to Euromonitor International, during 2014-2015 were forced to move from premium products to mid-price segment and the middle segment of customers moved to the goods of middle and lower price segments.

«In the third quarter of 2015 as a result of the quarterly study of Customer Confidence Index, which Nielsen conducts in 60 countries, 23% of Ukrainians had no cash after making purchases of essential goods and personal care products, and the customer confidence index was only 51 points (second pessimism indicator among all surveyed countries). But the greatest concern for the Ukrainians was the war (59%) and the economy (30%)», - said **Vitaly Bryk, Head of the strategic development of Nielsen Company in Ukraine and Belarus.**

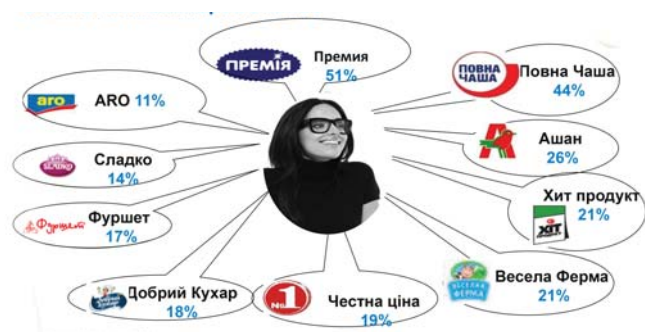


The current situation on the Ukrainian Private Labels market

Due to the above reasons and also due to the continuous improvement of the quality of the goods, Private Labels gradually turned into one of the possible ways to meet customer requests in the current conditions of life, according to Nielsen. When analyzing the reasons for the purchase of private label in Ukraine within the framework of the annual survey Shopper Trends, which the company carries out in 56 countries, it revealed that 39% of respondents are interested in a more favorable price, and 31% in good price and quality ratio.

Analytical review of Private Labels

The perception of Private Labels also increased to a large extent. If 34% of buyers do not understand in 2008 what is PL that after 2011 only 2% of such buyers left. This seriously changed the level of awareness of private label retailers. The highest PL of goods is under Private Labels «Premia» (51%), «Povna Chasha» (44%) and «Auchan» (26%).



All this had an impact on sales volumes: over the period from December 2014 to November 2015 the share of private label product categories in the implementation of the money amounted to 6.8%. It is important that on a background of falling volumes of branded product sales as a whole by 2.2%, PL showed an increase of 0.9%.

	Change in the costs of sales comparing to the previous year, %	Change in the volume of sales comparing to the previous year, %
Food basket	+31,3	-2,2
PL	+52,2	+0,9

Change in PL sales and in all product categories in general, December 2014 - November 2015. RMS

As a result of sales data for November 2014 - October 2015 the share of private label sales from non-food categories accounted 10.9%, and on the background of falling volumes of branded product sales as a whole at 6.7%, the PL showed an increase of 12.9%.

	Change in the costs of sales comparing to the previous year, %	Change in the volume of sales comparing to the previous year, %
Non-food basket	+37,9	-6,7
PL	+100,8	+12,9

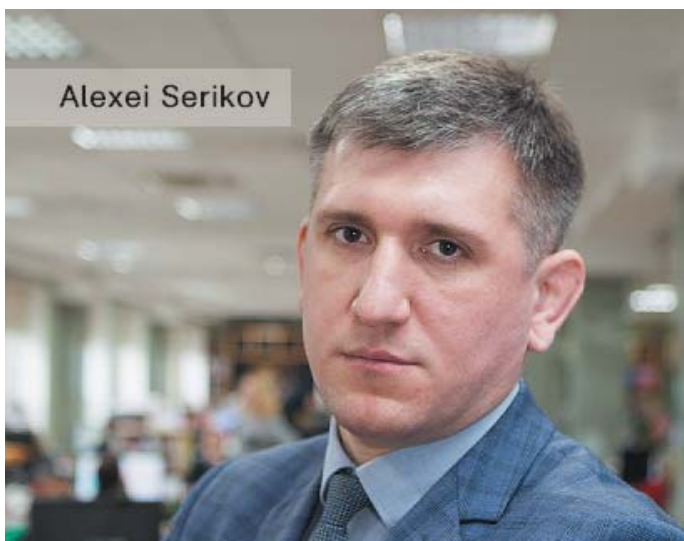
Change in PL sales and in non-food categories as a whole in November 2014 - October 2015. RMS

The most important product category for the PL, according to Nielsen data, became sweet chocolate dragees (PL share of sales in the category - 59%), vegetable oil (49%) and dried packaged seafood (44%). In turn, the most important non-food categories for PL become kitchen paper towels (PL share of sales in the category - 56%) and wet wipes for general purpose (54%), garbage bags (51%). However, the most impressive private label sales appeared in the categories which previously had seemed very unlikely because of the high brand-based by Ukrainians - beer (+86%), yogurt (22%), portioned and spread cheese (+18%), balms and hair conditioners (+96%), shampoos (+48%), skin care products for hands and body (+30%).

Retailer's opinion

These researchers are confirmed by the representatives of Ukrainian trading companies. Thus, according to **Sergei Serikov (commercial director of «Retail Group»)**, the share of private label in total sales in 2015 increased by 20% during the year. The range of products under private label increased by 163 vendor codes, especially, sausage, seaweed, and other products.

At the same time the retail, as said **Irina Dorolenko (Marketing Director of PROSTOR network)**, expands the range of Private Labels and tries to produce products under private label in all categories, which are designed for a wide range of customers. For example, one of the latest network innovations is a series of professional products for hair care LORENA Professional, which was a response to customer needs.



Alexei Serikov

The opinion is shared by colleagues **Elena Sorokopud (Head of private brands Watsons Ukraine)**. She believes that as a result of the crisis on the Ukrainian retail market the basic needs of customers came to the fore meet. Ukrainians are increasingly switching to cheaper products and actively track the coupon offer. A key factor in deciding whether to buy it was the price, but emotional component of the purchase (bright designs, limited editions) is also very important.

How to choose suppliers?

Those manufacturers who wish to produce products under Private Labels for Ukrainian networks should pay attention, according to **Alexei Serikov**, to the presence of GFSI certification, low production cost and its high quality.

The non-food format of network, according to Irina Dorolenko, when choosing a provider is oriented on fashion trends, monitor popular textures, colors and shapes, and only then embody it all in the product.

Prospects of Private Labels in Ukraine

Despite some difficulties, the Ukrainian retailers are keen to continue to produce the goods under Private Labels. In particular, a large Ukrainian trading company «Food Merezha» plans to increase share of PL sales at least for 40% (now its networks «Great Kyshenya», «Velmart» and «VC Express» have 1400 vendor codes of PL goods from 15



Irina Dorolenko

own brands). Among product categories, which PL should appear, are: ice cream, liquor, frozen foods, number of other products.

The researchers believe in prospects of Private Labels development in Ukraine. «As a manufacturer builds loyalty to his brand, the networks will strive to customer loyalty to their stores, and PL is just one of the tools to meet the needs of customers» - says Vitaly Bryk.

We can add that the Polish producers, who will decide to join Ukraine, have a chance to get started on relatively free and potentially huge market, where a lot of the leading European players in a few months can indicate its presence.

*Text: Valery LOBOVKO
Portal of retail and wholesale trade TradeMaster.UA
Join us on Facebook!*

Product category: *Spices, confectionery additive, seasoning*

SMALL PRIVATE ENTERPRISE FIRM «YAMUNA»

The Company was founded in 1999. The company uses modern Italian equipments of OMAG Company. Production capacity consists of 5 plants and 10 packaging lines. Standard production capacity is about 6 million packages per month. The range of products consists of 280 items, which are packed in 6 different types of packages. The production and storage facilities are located in Rivne city. The production area is 1500 m², area of warehouses counts 2000 m². Company implemented the HASSP ISO 22000:2005, food safety management system.

Trademarks of the Company: «Yamuna», «IRIS». They produce spices and spiceries, seasonings and spicily-aromatic mixtures (Vanillin flavor, Mixture of whole peppers, Mix of salt), baking powder, powdered sugar, hot chocolate etc.

The Company has been collaborating with the following chains in Ukraine: Rukavychka, Nash Kraj.

In Private Label format the Company collaborates with ATB, METRO Cash & Carry, Aushan, Kolibris.

Certificates of quality: ISO 22000:2005, IDT.

CONTACTS:

+38 (067) 362-01-41 (Oleksandr)

+38 (067) 362-23-12 (Yulia)

info@yamuna.com.ua

Yamuna.com.ua



№	Goods item	Weight of goods item	Price of goods in EUR excluded logistics price	
			Minimum line of goods/Price per item in EUR	Maximum line of goods/Price per item in EUR
1.	Vanillin flavor	2 g	300000 / 0,029	1 million packages / 0,024
2	Vanilla sugar	10 g	150000 / 0,021	0,5million packages / 0,0176
3.	Cinnamon powder	15 g	110000 / 0,089	0,5 million packages / 0,0756
4	Baking powder	18 g	110000 / 0,037	0,5 million packages / 0,0315
5	Cream Thickener	12 g	110000 / 0,052	0,5 million packages / 0,044
6	Yeast dry (high-speed)	11 g	240000 / 0,095	0,5 million packages / 0,08
7	Yeast dry (high-speed)	100 g	100000 / 0,467	0,5 million packages / 0,396
8	Powdered sugar	100 g	150 000 / 0,107	0,5 million packages 0,093
9	Hot chocolate	22 g	170000 / 0,156	0,5 million packages / 0,1322
10	Chocolate icing	75 g	100000 / 0,196	0,5 million packages / 0,166
11	Citric acid	20 g	110000 / 0,046	0,5 million packages / 0,039
12	Raisins	80 g	150000 / 0,267	0,5 million packages / 0,226
13	Kissel in assortment	65 g	60000 / 0,119	0,5 million packages / 0,10
14	Jelly in assortment	90 g	60000 / 0,226	0,5 million packages / 0,192
15	Black whole pepper	20 g	110000 / 0,333	0,5 million packages / 0,283

Daily product under your Private label



Company **YAMUNA** is a leading producer and supplier of high quality food products and food additives. Our advanced processing facility and environment give us strong support. Whatever you need, we have the technology and skill to provide it under your Private Label.



ISO 22000:2005
HACCP CERTIFIED
PRODUCTION

Confectionery additives



Spices



Seasonings



HoReCa



Private Label
cooperation:

METRO

Ашан



SPE "YAMUNA", 182, Dvoretska str., Rivne, 33001, UKRAINE
Cell: +380673620141, +380673622312, info@yamuna.com.ua

yamuna.com.ua

Taste the true flavour!

Product category: *Cereals, crispbreads*

LLC «GROCERIES FACTORY»

LLC «Groceries factory» is leading healthy food glossary producer in Ukraine.

The Company was set in 2001. All production facilities are located in Skvira, Kyiv region. Company's own modern production complex, allow develop several activities and achieve high levels of performance. Among activities of the company are: production, post-treatment and pre-packing of products under its own trademarks «Zhmenka», «Sladov» and «Salute di Mare»; production of products under its own trademarks of large retail chains (Private Label); manufacture of products for wholesale suppliers (in bags).

The industrial complex of the enterprise includes:

- Area for clearing and sorting of raw materials;
- Packaging plant;
- Shop for processing grain (barley, wheat, peas, buckwheat, millet);
- Shop for the production of rice cakes;
- Shop for the production of organic products;
- Shop for the production of pressed beet and cane sugar.

Control over the quality of raw materials and a manufactured product is conducted by its own test laboratory. It is equipped with the necessary modern equipment and measuring equipment for the carrying out of tests for compliance with the requirements of regulatory documents. Thanks to a well-developed distribution network, the Company covers more than 80% of the Ukrainian market of grains and is represented in all the supermarkets of the country. The Company's products has gained international recognition and is widely represented in the ethnic cuisine sections in Russian supermarkets, the USA, Germany, Great Britain, Spain, Moldova, Australia, Hungary, Lithuania, Armenia, Portugal.

Trademarks of the Company: «Zhmenka», «Sladov» and «Salute di Mare».

The Company produces private label the largest retail chains in Ukraine and in the world: METRO Cash & Carry, Billa, Karavan, Auchan, Tavria V, Silpo, Velyka Kyshehnia, Furshet.

Every good item in assortment has certificate of quality.

Development of logistics system includes:

- well-functioning accounting information system, which prevents conflict situations (re-grading, short delivery, lack of supporting documents);
- use of modern hardware and software for data processing, which optimize the delivery of goods in time;
- use of an integrated logistics approach for operational interaction of the basic elements of the logistics system, which helps to reduce time and cost;
- modern warehouse facilities and its own fleet of vehicles, which allows the presence of buffer stocks and guarantee optimal redistribution of products stored in the warehouse.

CONTACTS:

marketing@fbp.ua

www.fbp.ua, www.rice.ua



Amount of goods is agreed.

№	Goods item	Weight of goods item	Price of goods in EUR excluded logistics price
1	Split peas	900	0,42
2	Buckwheat whole groats	1000	1,28
3	Corn groats	800	0,23
4	Semolina	900	0,26
5	Pearl-barley groats	900	0,22
6	Wheat groats	700	0,26
7	Millet	1000	0,28
8	Fine-ground barley	700	0,19
9	Buckwheat whole groats (4x100)	400	0,61
10	Corn groats (4x75)	300	0,18
11	Wheat groats (4x75)	300	0,20
12	Millet (4x100)	400	0,20
13	Fine barley (4x75)	300	0,16
14	Rice cakes rice +wheat	100	0,29
15	Rice cakes	100	0,30
16	Rice cakes multicereal (rice+barley+wheat)	100	0,29
17	Rice cakes with sea salt	100	0,30
18	Rice cakes with leen seeds	100	0,29
19	Rice cakes with pumpkin seeds	100	0,31



Product category: *Household chemicals*

LLC «BARA»

The company was founded in December 1997. Since its foundation, the company specializes in the production and packaging of household chemicals: washing powders, liquid laundry detergent, oxygen-containing bleach powdering and stain removers, detergents, shampoos and shower gels, both under own TM «Parus» and «White Parus», and under its own brand.

The company is engaged in manufacturing the packages of plastic films, including «Doypack» types of packages and non-food products packages.

All products are manufactured on high-precision equipment using automatic control system that controls the sequence and dose of each component. The company operates a quality control department

and a private laboratory in the authority of the Chief Technologist. Quality control is implemented at all stages of production, starting with the input control of raw materials, mixing production and completing with consumer and transport packaging.

Trademarks: «Parus», «White Parus» – are no phosphate detergents, oxygen-containing bleach powdering and stain removers, safe liquid laundry detergent, bleach powdering and stain removers at a competitive price.

Trading networks in Ukraine that have already been working with this company: Watson's, Billa, Cosmo, Tavria V, Lotus, Savservice. Negotiations are underway with such companies – METRO Cash & Carry, ATB, Varus, Eva, Prostor, Velyka Kyshenya, Furshet, etc.

Amount of goods is agreed.

Item no.	Product name	Package	Price per unit.€	Quantity in package	Packages on a pallet	Units on a pallet	Expiry date
1	Bleacher Baby "White Parus" 200g	380*285*142	0,26	55	64	3520	36
2	Spotter Baby " White Parus " 200g	380*285*142	0,26	55	64	3520	36
3	Liquid laundry detergent black & jeans " White Parus " 1500 ml.	285*170*140	1,19	3	64	192	24
4	Liquid laundry detergent black & jeans " White Parus " 500 ml.	285*170*140	0,44	8	64	512	24
5	Liquid laundry detergent delicate " White Parus " 1500 ml.	285*170*140	1,19	3	64	192	24
6	Liquid laundry detergent delicate " White Parus " 500 ml.	285*170*140	0,44	8	64	512	24
7	Liquid laundry detergent universal " White Parus " 1500 ml	285*170*140	1,19	3	64	192	24
8	Liquid laundry detergent universal " White Parus " 500 ml.	285*170*140	0,44	8	64	512	24
9	White bleacher " White Parus " 200g	380*285*142	0,21	55	64	3520	12
10	White bleacher " White Parus " 500g	380*285*142	0,50	24	64	1536	12
11	Color spotter " White Parus " 200g	380*285*142	0,21	55	64	3520	24
12	Color spotter " White Parus " 500g	380*285*142	0,50	24	64	1536	24
13	Washing powder baby " White Parus " 400g	380*285*140	0,34	24	64	1536	36
14	Washing powder baby " White Parus " 1.5 kg	380*285*142	1,08	6	64	384	36



Our company was created in December 1997. From the first day we have been producing and packing the household chemicals: washing powders, liquid washing detergents, oxygen stain removers and bleaches, washing up liquids, shampoos and shower gels both under our own trade names "Парус" and "Белые паруса" and for our Private Label Program. We also produce packs from a polymer film as well as doypacks and pack up non-food items.



Our mission is to produce goods and services of high quality at a reasonable price.



Our Private Label partners:



We offer our partners to take advantage of our Private Label Program and create products under their own trade names that can become a good alternative to the popular brands and be competitive thanks to beneficial price and proper marketing strategy.

Our benefits:

- fast production of required volume of products;
- computer-aided and laboratory control in every production cycle;
- considerable raw material stock;
- customer orientation with a focus on your needs;
- support at every working stage;
- best price policy;
- tailored cooperation mechanism;
- extensive experience.

All our products meet the requirements of Detergent Regulations.



BARA, LLC. Address: 69041, Ukraine,
Zaporizhzhia city, 17-a Akademik Vesnin Str.
Tel./fax: +38 061 216 01 15
Private Label: +38 067 612 69 37
E-mail: bara@email.com.ua; www.bara.zp.ua

Product category: *Hair cosmetics*

LLC «VNA TRADE»

The company was founded in 2013 and specializes in hair cosmetics. By implementing the latest technology in commercial circulation, “VNA Trade” offers turnkey solutions; individual selection of the desired range for each trading network individually, as well as sells private label turnkey solutions for trading networks.

The company’s partners are only proven European companies suppliers who have long proven themselves in the cosmetic market in Europe.

All products are manufactured on high-tech equipment for all standards and regulations in accordance with EU Directives.

The manufacturing process uses unique and innovative approaches to release more product modifications to meet the needs of the most sophisticated buyers.

Vacuum technology for hair coloring producing, the use of certified ingredients grown on Biofields, biodegradable plastic for vials of Bio series, the latest innovative products, such as Oil non-Oil, 12 in 1, BB cream, dry shampoo, and the use of stem plant cells in composition, caviar, argan oil - all this allows you quickly to adapt the professional market trends and run them in the retail range.





Trademarks: GIARDINI DI BELLEZZA, NUA, Myly MILLINI Mylyny, certified.

The company cooperates with all major national trading networks of "Drogerie" format: Watson's, EVA, ProStor, Cosmo.

Also, products are presented in such trading networks as: Aushan, Epicenter, New Line, ATB, Mega Market and others.

In the future the company plans the access to international markets in the countries of Central and Eastern Europe and Turkey.

CONTACTS:

+38 (067) 547-47-41

Inga Orlova, Chief of strategic development
ing@vna.ua

www.eshoping.ua

VNATRADE



Product category: *Toilet paper, paper towels and table napkins*

PJSC «KYIV CARDBOARD AND PAPER MILL»

The company was founded in 1979; it is member of the Austrian company Pulp Mill Holding. The integrated plant is one of the largest enterprises in Europe on cardboard and paper market. The market share of pulp and paper production in Ukraine is about 30%. The company is located in the Kiev region, Obukhov city and includes 3 main areas: cardboard production, paper production (from the pulp and waste paper) and paper converting, as well as corrugation plant. The implemented system of quality, environment and security management products are certified in accordance with the requirements of international standards ISO 9001, ISO 14001, FSSC 22000. Paper products meet the standards of Ukraine, the EAC. In 2015 the company obtained the security products certificate ISEGA.

The company has a certified laboratory. The company is constantly evolving and upgraded. In particular, the modern equipment of world leaders (VOITH, Gambini, Futura, TMC) is installed in paper manufacturing and converting. Existing facilities allow produce up to 50 million of toilet/towels rolls and up to 130 million table napkins per month.

In the market of FMCG Kyiv Cardboard and Paper Mill is represented by three brands:

- «Obukhiv65» – coreless toilet paper made from recycled fibers – leader of economic segment in the Ukrainian market. These products also available in the CIS countries and Mongolia.
- «Dyvo» - a wide range of paper products: toilet paper, paper towels and napkins.
- «Soffione» - the premium level of products, which are made only from 100% virgin pulp in a new line of Futura.

The products are manufactured both under its own brands as well as under the brands of retail chains (Private Labels), namely:

- Toilet paper from 100% recycled fibers, 2 plies, gray/colored;
- Toilet paper from 100% virgin pulp, 2/3/4 plies, white, white with DECO embossing, colored, with / without flavor;
- Paper towels from 100% virgin pulp, 2/3 plies, with / without vodamin;
- Table napkins, different sizes, 1/2 plies, white, colored.





The products are made from base paper of its own production with a reasonable price and high quality.

The company supplies products to all retail chains in Ukraine.

The products under Private Label are produced for most retail chains, including: METRO Cash & Carry, Auchan, Fozzy, ATB, Velyka Kyshenya, and others.

For export products are supplied to: Poland, Finland, Romania, Belarus, Moldova, Georgia, Armenia, Azerbaijan, Mongolia, Lithuania and Latvia.

It is expected to supply products in future to Central and Eastern Europe.

Quality certificates: UkrSepro, ISEGA, EAC.

Logistics is carried out both by own transport or by third parties. The customer can also order the transport itself. Networks deliveries are made on the distribution centers.

CONTACTS:

+38 (045) 727-62-88

+38 (067) 447-58-56 (Mikhail Goncharuk)

+38 (067) 235-14-76 (Natalia Stepanyuk)

mykhailo.goncharuk@papier.kiev.ua

nataliya.stepanyuk@papier.kiev.ua

www.papir.kiev.ua



KYIV CARDBOARD AND PAPER MILL

Item no.	Product name	The price in EUR without logistics	
		Minimum lot / price per unit	Maximum lot/ price per unit
1.	Towels Soffione Maxi 1 roll 2 ply	20 000 units / 0,45	100 000 pack. / 0,39
2.	Toilet paper Soffione Natural 8 rolls 3 ply	10 000 units / 0,95	10 000 pack. / 0,80
3.	Toilet paper Soffione decoro 4 rolls 2 ply	20 000 units / 0,40	100 000 pack. / 0,34
4.	Towels Soffione Menu 2 rolls 2 ply	20 000 units / 0,40	100 000 pack. / 0,34
5.	Toilet paper Divo Optimal 16 rolls 2 ply	5000 units / 1,42	25 000 pack. / 1,20



Product category: *Decorative napkin*

LTD «DARPAK»

The company «DARPAK» was founded in 2013. Production facilities are located in Kiev city. The company manufactures products under TM «Silken», as well as under the request of customers produces products under its own brand «PL».

Narrow specialization of the company has allowed to occupy leading positions in their respective segment in Ukraine, as well as to become attractive for foreign markets.

LTD «DARPAK» specializes in manufacturing of high quality decorative napkins made from 100% virgin pulp of 33x33 and 24x24 format. A wide range of products is represented by 1, 2, 3 layers napkins with various themed design with a bright fullcolor printing (pictures) made by ecofriendly waterbased paints. Also you can see a large selection of plain, white and colored napkins in the store. The «piquancy» of the enterprise is the production of napkins in the performance of «duet».

Production is made on the modern equipment of the Italian company OMET. For production only

highquality raw materials of leading European producers are used. A common characteristic for all, without exception, the company's products and, at the same time, their undoubted advantage is the consistently excellent quality.

Trademarks of the company: TM Silken, TM Bel-food, TM Ecomix, TM MARI&Monti, TM Easy & Good, TM Lito, TM Prok!, TM Plushe, TM Fantasy, TM PRO Service COMFORT, TM Fiero, TM Didie, TM Премия, TM Рики Тики.

Trading network which the company is already working in Ukraine: Varus, Cosmo, Novus, Mega Market, Fozzy, Prostor, Eva, DC Ukraine, Epicenter, Tavria, Caravan, Alliance Market, Barvynok, Euroopt.

CONTACTS:

+38 (044) 591-99-77

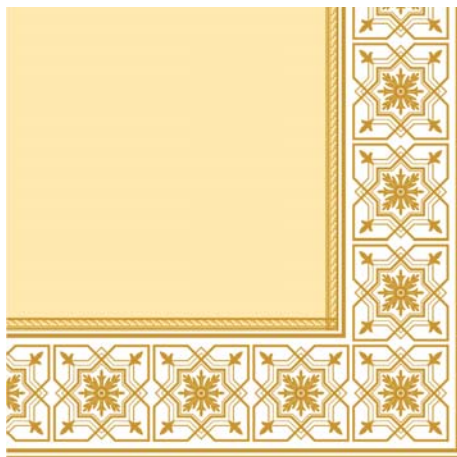
+38 (067) 233-66-62,

Alexandr Storozhyk, CEO

mrstorozhuk@gmail.com

www.silken.ua





Product category: *Natural bee honey, honey desserts, granola, oat flakes*

SUNRISE NATURAL FOODS SP. Z O. O.



Sunrise Natural Foods Sp. z o. o. is a part of Zlatomed Group. The first company of the Group named PC Roman was established in 1993.

The Group's main business activity is processing, packaging, and exporting of natural bee honey exclusively of the Ukrainian origin. Besides, the company is engaged in making honey granola, honey desserts, and oat flakes.

The manufacturing facilities are located in Central Ukraine (Hruzke, Kirovohrad district, Kirovohrad region).

Manufacturing capacity and export potential of the company is:

- 2,5-3 thousand metric tons of packed honey per year;
- 600-800 metric tons of oat flakes per year;
- 100-120 metric tons of granola per year.

Zlatomed Group is considered to be one of the most experienced and the largest honey exporter in Ukraine. Zlatomed Group honey is supplied to the European countries, Middle East, and the USA.



The company never stops and always achieves new results. In particular, it purchases new quality control laboratory equipment and masters advanced techniques (at the moment, our own certified laboratory is the only one in Ukraine owning a high-performance liquid chromatograph with mass spectrometer Agilent 6460).

Recently, the company has achieved an international HACCP certificate from an auditor of the Swiss verification, inspection, certification and testing company SGS.

Honey Bee Trade Sp. z o. o., another company of the Group (registered in Poland), has 4 patents for honey processing and packaging.

Trademarks of the Company: Zlatomed, Złoty Miód, Oats & Honey, Sunrise Natural Foods Sp. z o. o.

Products under these trademarks have a number of features and competitive advantages:

1. Natural honey. The product is decrystallized and filtrated according to a special, patented technology that enables it to preserve maximum usefulness for human health.
2. Honey desserts. The product is twice better than honey, because it contains nuts, dried fruits, and seeds. Honey acts as a perfect preserving agent in this case. That's why other ingredients (nuts, fruits, seeds) preserve their useful qualities for much longer than they would if they were stored in the pure state.
3. Honey granola is a relatively new product in the market, which is both tasty and useful. Granola is oat flakes cooked using a special technology. It contains no sugar but toasted in honey.

Besides:

1. The company guarantees that quality of its products satisfies the stiffest requirements.
2. The price the company sets is minimal as long as the company is the producer itself.

3. A distributor is excluded from a supply chain that optimizes the price for the products.

Sunrise Natural Foods Sp. z o. o. has experience in working with such retail networks as FOZZY PLC (Ukraine), Tander PLC (Russia), EKO LLC (Ukraine), METRO AG (Germany).

The company would like to work with the retail networks that are ready to pay an adequate price for really high-quality products.

Quality certificates: True Source, HACCP, ISO 9001, ISO 22000, Halal.

(Sunrise Natural Foods Sp. z o. o. have been working on receiving a Kosher certificate)

Minimum and maximum order quantities depend on the sum of an order. It should be not less than 100,000 PLN monthly and up to 25-30 million PLN yearly.



CONTACTS:

+38 (063) 940-81-82
– for Ukrainian-speaking customers
+38 (095) 350-93-23
– for English-speaking customers
+48 883-235-623
– for Polish-speaking customers
romanbeehoney@hotmail.com
www.zlatomed.com.ua

Product category: *Desserts*

LLC «TAIFUN-2000»

LLC «Taifun-2000» is an innovative company, a manufacturer of products for sandwiches and dessert products, was founded in 2000.

Company Mission: "Quality products for quality life."

Specialization of production is a high-quality dessert product, including jelly products for children audience. The main key advantages of products are the exceptional quality and naturalness of the used ingredients, absence of GMO, high taste and organoleptic characteristics.

The company is certified in accordance with quality standards ISO 22000: 2005 (HACCP) and ISO 9001: 2009, and also has its own laboratory, which allows you

to monitor the quality control and safety of products at all stages of its life cycle: both at the stage of production, and at the stages of products realization, supply of raw materials and packaging material. Thereby, LLC «Taifun-2000» for many years retains its leading position not only in the market, but also among consumers.

The range of products is represented by 12 product lines and more than 60 SKUs in these product groups:

- fresh snacks for sandwiches;
- cooked julienne;
- fresh desserts;
- fruit jelly and desserts.



Jolino
fruit dessert

Jolino
fruit dessert
Peach
in raspberry jelly
150g
kcal 74.4

Max pleasures - min calories



Trademarks:

TM Creamoire - dessert category, a collection of desserts.

TM Jolino - jelly category of products, fruit desserts based on juices and selected premium fruits.

TM Jolino kids - jelly products category, jelly baby with juice and fruit.

Obzhora, Southern Bug, Hippo, 5th Ocean, Arsen, Alliance Market, Varus, and many others.

Production delivery is carried out 2 times a week, which allows providing its presence on the shelf and saving with its shelf-life of freshness for maximum.

LLC «Taifun-2000» also has many years of experience in manufacturing products under private label for the largest Ukrainian network ATB.

In the future the company plan to cooperate with major foreign and local national networks, including Poland, such as: Aushan, Biedronka, Carrefour, Real, Lidl, Kaufland, Tesco, Piotr and Pawel, and others.

CONTACTS:

Shevtsova Marina

+38 (050) 343-20-22

+38 (050) 344-69-68

+38 (057) 764-50-54

shevtsova@taifun-2000.com.ua

www.creamoire.ua

The pride of the company is a well-established distribution system, which is built on a strong and long-term partnership with reliable retail and wholesale companies. And this is 42 local distributors that allow Ukraine to provide territorial coverage in all kinds of retailers - from hypermarkets to small shops.

Thereby, today the company works with almost all major national and local networks in Ukraine, the most famous among them are: ATB, Silpo, VC, Auchan, Caravan, Megamarket, Novus, Furshet, Klass, Rost, Vostorg, Tavria, Brusnichka, Virtus, Kopeika,



Product category: *Flour and cereals, cereal flakes, food concentrates*

LLC «FIRMA DIAMANT LTD»

LLC «Firma DIAMANT LTD» for more than twenty years has experience in the production and realization of cereal flakes. Since 2001, the company is one of the first companies in Ukraine that has mastered the production of instant flakes cooking from all kinds of legumes, working just for the B2B segment for about 5 years. And since 2008, an exclusive production of quickly fall apart cereals under its private label «Kozub product» was launched.

During the development of rapid and instant cooking flakes line the main goal was to create a high-quality product, that protect maximally all taste characteristics and all vitamins useful for human - Flakes TM «Kozub product» is a natural product with no additives, during its production only mechanical and hydrothermal treatment of cereals are used. Also the assortment includes cereals, quickly fall apart grains, hominy, oatmeal, various types of flour, including whole-wheat, multi-wheat, oat, gluten-free buck-

wheat flour and whole grain pasta. Since 2014 the company started the production of organic products: cereal flakes, quickly boiled soft cereals, flour, oatmeal.

The main activity of the company at the moment is the production of cereal requiring cooking and flakes of instant preparation of all types of legumes: classic oat, buckwheat, barley flakes, as well as unusual rice, rye and corn.

All products comply with international quality systems ISO 9001 and ISO 22000.

LLC «Firma DIAMANT LTD» annually represents Ukraine at the biggest and most popular exhibition of organic products in the world - BIOFACH.

Trademark: TM «Kozub product.»

The company works with such networks in Ukraine: Auchan, Silpo, Megamarket, Tavria, Virtus, Nash Krai, Rost, Obzory, Billa and others. In future the company plans to cooperate with networks of Kopeika, Great Kyshenya, ATB.

Item no.	Product name	Unit weight	Mnimum / maximum lot	Price per unit in EUR, without logistics
1.	Organic mixture of flakes of instant cooking "KP" in pack 0,5 kg (16 pack.)	500 g.	1000 - 150000 pack.	0,60
2.	Organic cut oat flakes of instant cooking "KP" in pack 0,5 kg (16 packs)	500 g.	1000 - 150000 pack.	0,60
3.	Oat flakes "KP" Fitness 500 g (18 packs)	500 g.	1000 - 150000 pack.	0,32
4.	Mixture of flakes "KP" (15 components), in pack 0,5 kg (18 packs)	500 g.	1000 - 150000 pack.	0,43
5.	Delicate oat flakes of instant cooking, in pack 0,5 kg (16 packs)	500 g.	1000 - 150000 pack.	0,42
6.	Wheat flakes "KP" in pack 0,4 kg (27 packs)	400 g.	1000 - 150000 pack.	0,25
7.	Corn flakes "KP" in pack 0,4 kg (27 packs)	400 g.	1000 - 150000 pack.	0,38
8.	Rye flakes "KP" in pack 0,4 kg (27 packs)	400 g.	1000 - 150000 pack.	0,35
9.	Buckwheat flakes "KP" in pack 0,4 kg (27 packs)	400 g.	1000 - 150000 pack.	1,46
10.	Rice flakes "KP" in pack 0,4 kg (27 packs)	400 g.	1000 - 150000 pack.	0,65
11.	Oat flakes "KP" in pack 0,8 kg (16 packs)	800 g.	1000 - 150000 pack.	0,42
12.	Mixture of flakes 5 cereals + sesame "KP" in pack 0,8 kg (16 packs)	800 g.	1000 - 150000 pack.	0,51
13.	Mixture of flakes 7 cereals + pumpkin seeds "KP" in pack 0,8 kg (16 packs)	800 g.	1000 - 150000 pack.	0,54
14.	Mixture of flakes 9 cereals + flax "KP" in pack 0,8 kg (16 packs)	800 gp.	1000 - 150000 pack.	0,46



**Organic -
quality,
natural!**

TRI STAR LTD



Address: 6a Energetykyv str.,
Kirovograd, 25002, Ukraine
Phone: +38 (0522) 563-056
E-mail: info@zolotoi-vek.ua
ved2@zolotoi-vek.ua
www.zolotoi-vek.ua

Company «Tri Star» - a major producer of confectionery. Halva sunflower, peanut or sesame seeds, with and without additives, various types of pills, caramel bar of sunflower, peanut or sesame - any sweet tooth will find a treat in a variety of flavors, shapes and formulations.

For more than 20 years, the company «Tri Star» has become a modern, equipped with advanced equipment company, whose products are known to almost every Ukrainian, as well as in countries near and far abroad.

Experts say that halva TM «Zolotoi vek» can be easily distinguished from other manufacturers halva taste, appearance and even the color. All products are made exclusively from natural ingredients, and mix of traditional recipes and modern technology can not only

achieve excellent palatability of the product, but also to preserve all contained in the product useful vitamins and minerals. After all, the main purpose of «Tri Star» - production of confectionery, healthy all sweet lovers. And no preservatives and GMOs!

The strategy of «Three Star» in the field of quality and safety - it is the conformity of products with the requirements of the European Communities. Management system quality management working at the enterprise is certified according to the standard ISO 22000:2005.

ISO 22000:2005 - Safety Management System is a product that allows you to closely monitor the safety of the entire production process, from raw material preparation stage

to the delivery of finished products to distributors or retail outlets.

Company «Three Star» regularly testing of raw materials and finished products, confirming the absence of GMOs in the Ukrainian State Research and Production Center of Standardization, Metrology, Certification and Consumer Protection (Kiev). Company hereby certifies produced confectionery in UKRSEPRO system.

Our products are widely known not only in Ukraine, but also far beyond its borders. Sweets LLC «Three Star» come to Germany, England, Poland, Romania, Greece, Austria, Portugal, Italy, Australia, Spain, Czech Republic, Lithuania, Latvia, Estonia, Moldova, Transnistria, Belarus, Armenia, Georgia, Azerbaijan, Turkmenistan, Kyrgyzstan, the U.S., Israel.



01
July

TradeMasterGroup
from professionalism to mastery

The Main Meeting of the Year in Kiev!

VI Ukrainian Research and Training Conference

B2B 2016 Master

TOP-20 best leadership
practices in sales
management

The Battle of the best coaches

More than 150 top managers of the companies operating in the B2B market



10 KEY ISSUES OF THE CONFERENCE:

Motivation, loyalty and engagement in the conditions of a limited budget - whether it is real or not?

Visualization of career planning and career movement system for company employees.

Restructuring of talent management system, when the company enters the international market. How to implement the global Talent Management programs in companies?

Restructuring of company business model: the system of income generation, the revision of the system of relations with business partners, cost optimization.

Effective team management: business problems and some ways to solve them, crisis management and thinking.

How to sell more in new conditions: product, services, customers and distribution system analysis.

Strategic and operational goals for sales. How to predict and develop a sales plan for the future correctly?

Basic management skills of a head of sales. The Wheel of management.

How to be sure that the customer have heard you? The ability to persuade. Uses of the influential speech. Accounting of typology of customers in the process of communication.

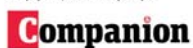
The technology of cooperation with "hard", "irresponsible", "stubborn", "bad-mannered", "too demanding", "always dissatisfied", "boring" and other types of difficult customers.

PARTNERS OF THE CONFERENCE:

results
conference
2015



Информационные партнеры



Organizer's contacts: tel.+38 (044) 383-86-28, +38 (067) 505-25-24 • www.trademaster.ua

Speakers of **B2BMaster**

(Positions are indicated at the time of presentation)

Top 3 best speakers



Eugene Pesternikov,
Golden coach of management
on the basis of the annual All-Ukrainian practical conference «B2B Master 2015: The battle of the

best coaches.» Since 2012 - the Vice-President of the HRPuzzle customers' development. The owner and head of the consulting company. The founder of the commercial directors club Salesman-Club.com. One of the founders of the Civic Platform «Nova Krajina». He has implemented the staff assessment projects for such companies as HeidelbergCement Group, JSC «Ukrainian jewelers», JSC «Zhytomyr Butter Plant Rud», JSC «Khimvolokno», DP «SAVSERVICE Capital» and others.



Eugene Getmanchuk,
Silver coach of management
on the basis of the annual All-Ukrainian practical conference «B2B Master 2015: The battle of the best

coaches.» He specializes in training programs for leaders and top managers of companies, as well as training of specialists in the field of sales. He is the presenter of headings «Coaching» and «VIP-expert» in the regional business publications. He belongs to the top 10 best coaches in the CIS in the category «Management». The author and the director of the projects «Effective Manager», «Prevention of professional burnout» and many others.



Andrei Kryuchkov,
Silver coach on sales management
on the basis of the annual All-Ukrainian practical conference «B2BMaster-2015: The

Battle of the best coaches» and «Silver coach on management in 2013». By the reviews he is one of the best system trainers and consultants for increase sales and changes management projects implementation. He has the experience in business since 1980, in management - since 1994. More than 15 years of experience in conducting business trainings and workshops. More than 25 years of experience of participating in complex negotiations.



Marc de Turck (Belgium)
world expert in the field of administration and finance, the company's founder IDEAS Free BOSS, the Center for Leadership and Innovation



Vladimir Malichevsky
golden coach management NIJ 2013, bronze 2015 coach management., owner Consulting Center IPCM



Sergey Ishchenko,
Business Coach, a leading expert on the implementation of the culture of the Situational Leadership



Andrey Levchenko,
the owner of the company «VELLER.RU» (Russia) and «Sirin» (Ukraine), the coach with many years of business experience



Paul Fleischer,
Director of Business Development Binotel, an expert on business telephony



Natalia Sushko,
managing partner, consultant, coach and trainer «HR -Technology»



Inna Pushkarenko,
head of the project Fun Ticket, an expert in the development and launching of new services



Yuliya Alekseeva,
co-founder and general director of holding of the company ZABUGOR.COM, social activist



Andrew Dligach,
best expert analyst on development strategy in Ukraine



Andrew Stanchenko,
head-practices, business coach, facilitator of strategic sessions, teacher of MBA



Vitalina Levchishina,
the founder of «Psychology of management», business coach with over 12 years of experience



Alexander Sokolov,
silver coach on management in 2012, the director of «Training Plus»



Boris Zhailo,
golden coach on management in 2014, the system trainer and consultant of the International Consulting Group «Business Solutions International»



Jaroslav Stepchenkov,
the leading expert on the optimization of business processes with the experience of over 20 years in leadership positions








Vyache Davtyan,
the founder of «Promkabel-Electric» and the stores «Pan Electro»

B2BMaster conference audience - up to 150 participants






(banks, insurance companies, logistics, equipment, containers / packaging, ingredients, consulting, leasing, tour operators, advertising agencies, manufacturers and distributors of goods and services, etc.).

At the end there will be the awarding the best coaches of sessions “B2B-Management” and “B2B Sales” - “Golden”, “Silver” and “Bronze” Coaches.

According to the level of management

 34%	Director, Deputy Director, CEO
 24%	Director of Sales, Development, Commercial Director, Head of Department
 22%	National Training, Sales, Customer Service Manager
 13%	Business coach, consultant, motivational speaker
 7%	Other

According to the kind of the Company

 30%	Related industries
 29%	Manufacturers
 19%	Distributors
 19%	Consulting
 3%	Resellers

Opinion



Eugene Getmanchuk,
expert practices,
founder and director
of «Getmanchuk Group»
Training Agency

The main engine of the process in the company - People and Corporate Culture as a key competitive advantage that allows you to achieve high results. Disharmonious culture does not allow to realize the potential, even for strong staff. Also, the corporate culture helps to struggle with the fear of change and responsibility, which often inhibit innovation processes aimed at optimization.

Ukrainian leaders for being the authority for subordinates, do not have enough responsibility and courage, love and respect for the people of the company. This is a normal occurrence in the former Soviet Union. This is the mentality and there is nothing to worry about. It is necessary to develop personal qualities, make better use of management tools and educate people. The most important tool is the personal example of the Head. The set of personal examples creates, ultimately, the corporate culture.

Also you should constantly recruit new knowledge because it is the basis of changes. A conference «B2BMaster» is an excellent platform for exploring different approaches, concepts. Is it necessary to attend such events? If you are not willing to change, it is not. Survival is not the responsibility.



Andrei Kryuchkov,
silver coach
on management
in 2015

Most businesses have to overcome various difficulties, including falling in sales volumes. But these problems have a solution: it is possible and it is necessary to deal with them. But you must start with improving the efficiency of the system, and only then move on at increasing efficiency of people.

What is an effective system in sales management?

Sales Funnel is a simplified scheme of selling algorithm divided into several stages, namely: focus, engaging, direct sales, customers preservation and development. Funnel displays not only the sequence, but also the fact that on every key step a part of potential customers is usually lost. But the existence of the algorithm is not enough for managing. Algorithm is a machine, and management occurs when it goes and is expected to reach a particular place. Thus, we need to add sales targets and key (including forward looking) performance indicators to the algorithm. For example, to make 10 sales you need to contact 100, accordingly, 100 contacts is a leading indicator of action, and 10 sales is a result (or lagging) indicator.

In managing the company's sales system it is necessary to plan and control, primarily leading indicators, displaying the actions, ie indicators showing not the final financial result, but how effectively is the process leading to the desired financial results implemented.

CONFERENCE PARTICIPANTS



Feedback of the Conference **B2BMaster**

"The conference provides new knowledge and new tools. Such events are very important, as is the exchange of experience and different views of the same thing. I enjoyed the 2 part. Impressions of the conference are good."

Volkovskaya M., PPK "Reklamaster"

"This conference provides opportunities for companies to increase sales, the quality of communication with customers. Conferences of this kind are important - it is the possibility to obtain practical information that Sega is always effective. Thank you for your professionalism."

Sirotkin E., OOO "VSMPO Titan Ukraine"

"In one place, professional coaches are gathered, the coaches and their techniques are analyzed - this is a great time saver. People gained experience and acquaintances. It was presented to the ideas and practices. Very good!"

Grimalo I., LLC "Ka Soft"

"It is important to attend the conference exactly of this direction, because the market changes and you should always be aware of all innovations. I received positive emotions and practical tools for applying in work as well."

Shchukin A., LLC "Trade Merezha"

"We obtained practical tools at the conference. We analyze, systematize, adapt and use these tools in our company. We need conferences of this format, where you get a real assessment of the demanded training topics on B2B marketplace. The impression remains excellent. The audience is worthy. The atmosphere is creative."

We got useful contacts."

Moskalenko E., LLC "HOMAKS"

"Holding of the annual practical conference B2BMaster for market as a whole is important, as it allows participants to gain new ideas and exchange experiences."

Zadavysvichka V., "Piraeus Bank ICB"

"We exchanged information and acquired knowledge to better business. The conference gave a lot of practical and useful information for sales and management."

Vysočanská W., PE "Firm Pilgrim"



"It is important to hold conferences, especially B2BMaster, because there is no other conferences of such format (battle trainers). Everything is fine! Thank you!"

Chernyakova K., «National Training Agency»

«B2BMaster - it's fun, it gives an insight into trends and vectors. The conference was organized very well, in details. From the selection of speakers to the choice of the location. Thanks for the invitation!"

Alibaba I., WOG Retail

"Thank you, I got additional knowledge. Organization in preparation is at a high level. I liked the text messages, handouts, format of the event, the venue is good, I felt comfortable."

Guchok L., ZABUGOR.COM

"It is very important to hold such conferences, I got a lot for myself, I emphasized very much and learned a lot. I am very grateful for the information."

Ponomarenko T., LLC "KNPP" iodine "

"I looked at management in a new way and was able to quickly make changes in the work of the sales team. I got a new perspective on the current situation. The general impression is positive. There were interesting speakers, practical orientation."

Binkovsky I., LLC "Rehau"



26
August

TradeMasterGroup
from professionalism to mastery

The main event of the Year in Kyiv!

VIII Ukrainian Research and Training Conference

Private 2016 Label

Retailer and producer –
the way to development

More than 300 suppliers and retailer chains



TOP 10 TOPICAL ISSUES OF THE CONFERENCE:

Private Label market in Ukraine and abroad: evolution of Private label in consumers' perception and behavior, realias and perspectives.

Advance in a category's earning power with the help of well-balanced selection of Private label.

Image goods under Private label as an instrument to maintain loyalty of regular customers and to attract new consumers with special needs.

Effective ways to optimize Private Label production process and to improve logistics on the way from a factory to a final consumer.

The necessity for products, which are free from gluten and other components that provoke allergic reactions and take a toll on humans' health: PROS AND CONS.

ORGANIC vs FARM PRODUCTS under Private label: What is in demand and what makes gains on the market?

How not to screw the quality of a product by vesting the responsibility of quality management in the department members engaged in Private label development?

Minimization of extra costs in the full cycle of Private label operation, starting from the development of an idea and name designation to the recycling of an unused packing.

How to create a competitive advantage with a well-balance Private Label assortment?

Private Label as a strategy of securing a foothold in the European markets.

CONFERENCE PARTNERS:

results
conference
2015



IT - партнер
1С:ПІДПРИЄМСТВО 8
ЕФЕКТИВНИЙ ІНСТРУМЕНТ УКРАЇНСЬКОГО БІЗНЕСУ

Партнер конференції



Інформаційні партнери

Companion

ТЕХНОЛОГІЇ ІННОВАЦІЙ

МІР упаковки

МІР продуктів

Продукты & ингредиенты
UA-retail.com

B2Blogger.com

FOOD Technologies & Equipment

FOOD UA

МБ МЯСНОЙ БИЗНЕС

БРУТТО

KOMPASS
Connects business to business

TOPEVENTS

Organizer's contacts: tel.+38 (044) 383-86-28, +38 (067) 505-25-24 • www.trademaster.ua

Speakers of **PrivateLabel**

(job positions are mentioned as of the time of presentation)

Top 3 best speakers



Maksym HATSKO,
export manager
Housings of the vintage
cognac "Tavria",
which history dates back
more than a hundred years.

Gold medal speaker at the «Private Label-2015» conference, bronze medal speaker at the «Distribution Master-2015». Has experience in exporting in more than 30 countries. Among them are: Lithuania, Israel, Belarus, Nigeria, Kazakhstan, China, Estonia, Germany, Poland, USA, Spain, Canada, Latvia, Australia. Career history: 2007-2014 — Carlsberg Ukraine, the head of the export department; 2002-2007 — beer and soft drinks producer "Slavutych", export manager.



DOROTA KALOVSKA
(Poland), partner & strategy
consultant COBALT SPARK.
16 years of customer interaction
experience in the area of
developing individuality and

Private Label strategy. She designed and brought into markers more than 2500 different Private label packings (JMP/BIEDRONKA, LEADER PRICE, CARREFOUR POLSKA, PIOTR I PAWEŁ, ŻABKA POLSKA, LIDL, INTERMARCHE, AUCHAN, REALMAKRO). Silver medal speaker at the «Private Label-2015» conference. At that conference, she highlighted the role of innovations in determination of the brand values and also pinpointed the potential of a Private label in establishing consumer loyalty.



Vitaliy BRYK,
strategic development
manager in Nielsen Ukraine
and Belorussia.
Bronze medal speaker at the
All-Ukrainian training confer-

ence «PrivateLabel-2015». Nielsen Ukraine is a corporate division of the global marketing research organization "The Nielsen Company", established in 1923 and operating in more than 100 countries throughout the world. Nielsen Ukraine's major area of focus is retail audit. It is the most accurate instrument, which provides comparative data on what is happening with the production in retail network.



Ana Filipa Monteiro
(Portugal),
Product Manager
of Daymon Worldwide



Tatiana Bessmertnaya,
CEO of Nielsen Ukraine
and Belarus



Valery Savitsky
(Belarus),
Head of the Development
Department of the Private Label
LLC "Eurotorg"



Viktoriya Ilchenko,
Business Analyst of the LLC
"Skyline Software", "IC" program
operator in Ukraine



Igor Stetsenko,
Ex-Head of the Development
Department in Private Label
"Great Kyshenya" Company



Vladimir Granik,
sales manager deputy
in "RUSH" Private Label
Company



Ihor Svidersky,
Head of Technical Expertise
Department in Private Label GK
Fozzy Group



Elina Maksimtsova,
Discipline Head of Private Label
LLC "Velta-Cosmetic"



Igor Zvyagintsev,
Ukraine Sales Director of PJSC
"VGP" (TM "Ruta")



Natalia Barylchenko,
Development Manager
of Private Label LLC "Omega"
(the retail network of Varus)



Vyacheslav Fostov,
Director General
of "Unilife PV"



Tatyana Frolova,
Brand Development
Manager of LLC "Style D"
(ProStor retail network)



Elena Berezovskaya,
Chief Manager of the Trading
House "Ogranik Era",
co-founder and expert of the
project «Organic Business»



Remy Medina
(Netherlands),
Founder of the Food Business
Invest, an International Expert in
the Development of Strategies
and Innovations for retail



Marek Marzhets
(Poland),
a leading Business Consultant
in the matters of quality, retail,
export and import activities

Up to 300 top-managers are going to attend **PrivateLabel**

For owners, CEOs, sales, development, procurement and Private Label managers; for marketing directors, chief sales officers, staff managers; for managers responsible for key aspects of the successful operation of the retail network and maintaining supplier relationships.

For owners, CEOs, commercial directors, sales managers, chief sales officers, marketing managers, national and brand managers of supplier companies.

For managers of related industries (equipment, innovative solutions, logistics, packaging and other solutions and services for business).

According to the level of management

■■■■■■■■	20%	Owner, ceo, executive director
■■■■■■■	18%	Chief sales officer/procurement director
■■■■■■	17%	Head of pl department category manager
■■■■■	16%	National and regional key account managers
■■■■	14%	Sales director
■■■	9%	Director of marketing, development and pr
■■	6%	Vice director

According to the company's line of activity

■■■■■■■■■■■■■■■■■■■■	53%	Manufacturers
■■■■■■■■■■	18%	Retailers
■■■■■■■	14%	Related sectors
■■■	7%	Logistics operators
■■	3%	Distributors, importers
■■	3%	Mass media
■■	2%	Consultancy

Opinion



Halina MALIAROVA,

Head of Fozzy-Food LLC PL Department, the best Chief Executive of the Private Label 2015, following the voting results of the participants of "Private Label - 2015" National Project.

Ukrainian private labels continue to develop in all categories. Current economic situation, present on the Ukrainian market, encourages the promotion of Private Label, and all our customers tend to choose Private Label goods with qualitative characteristics of brands, but in more reasonable price.

As for the development of organic foodstuff in Private Label product range, the Organic direction on the Ukrainian market hasn't yet acquired such a dynamic development as in Europe.

However, we observe an active growth of farm products in such categories as milk, vegetables, fruits, meat, honey etc.

In my opinion, the farm products will be more successful on our market, than just organic ones.

In Europe, there are many product ranges of special purpose: gluten free, wheat free, dairy & egg free etc. For the last 4 years these categories strengthened their positions, and currently, their share constitute more than 9% of the overall volume of all food products and beverages in the global dimension. The statistics shows, that the number of people, who pay attention to their health or cannot digest these or that ingredients, increases annu-

ally. That is why, the development of Private Label in this direction is quite explicable.

In the range of Fozzy Group private labels there have been already introduced some gluten free products. In the nearest future, we are going to create a greater variety of gluten free products and, currently, we are actively searching for manufacturers.

In order to set powerful private labels forward and achieve customers' recognition, it is important to understand, that the core of a leading brand is not a fancy logo or design. The logo can be hand written.

Produce only quality goods, the customer may be interested into, and they will further turn your trademark into the brand. To achieve this, there should be a synergy between a supplier and a retail network. It can be performed through the holding of specialist conferences.

Such events are primarily aimed at meeting and communicating with partners in an informal atmosphere, that is why I consider coffee breaks to be the most important and fruitful part of the event.

CONFERENCE PARTICIPANTS



Feedback of the Conference **PrivateLabel**

"Thank you for a perfect organization, interesting reports, target audience and pleasant, frank atmosphere. It was a great pleasure not only to share the research findings, but also to efficiently spend time, having acquired a new information and useful knowledge."

Bryk B., Nielsen Ukraine

"Holding the conference is of great importance, because the companies share their experience in solving problems and bring the pressing issues up for the discussion. The conference was highly efficient; there was an opportunity to get acquainted with new partners and to learn the news from the retail sector."

Yarovaia T., Brokbridge LLC

"On the conference, you can get suppliers' contacts and, what is also important, to get to know them in person. The most interesting were the reports of the companies, which presented real cases."

Puhach A., SUMATRA-LTD LLC

"The participation in the conference is not only about sharing the experience and acquiring new knowledge, it is also a great opportunity to meet the suppliers in a slightly different atmosphere. Owing to the conference, our company extended a contact base of the non-food manufacturers."

**Svistunova K., Retail Group Ukraine LLC
(Karavan network)**

"The most interesting topics on the conference were the development of a new product for PL, all aspects of the best development strategies. An exclusive demonstration of one shelf marketing. The experience of Ukrainian PL suppliers in Europe: tools and practical guidelines for a national market player."

Kucherenko T., Clever Force

"Acquisition of foreign development experience and PL promotion, acquaintanceship and further collaboration with new suppliers. Formation of a contract with the new partners, obtaining information about retailers, suppliers and the market."

Bilan O., Ukrainian Retail LCC

"The conference is of great importance. It allows the market participants to systematize, to look at the current situation from the outside and develops PL market as a whole."

Fostov V., Unilife Brand Company (UBC)



"The conference gives an opportunity of a "network-supplier" intercommunication. It was interesting to hear about the purpose-made products for PL: differentiation or the way of obtaining an incremental profit."

Herasimenia A., PJSC VGP (TM Ruta)

"Private Label is an opportunity to establish a contact with retailers with a prospect for future collaboration. This conference was characterized by the new acquaintances, which led to the positive results and signing of new contracts."

Hisem K., Corrado Canning Incorporated LLC

"For the market participants it is important to share ideas in the real-life communication. The conference contributes to better understanding of the needs of a qualified prospect."

Bohatyrev D., Fun Ticket



30
September

The Main Meeting of the Year in Kiev!

V Ukrainian Research and Training conference

Technology 2016 Master

A strategic approach
to the management
of production

More than 150 top managers of production companies



10 KEY ISSUES OF THE CONFERENCE:

Strategic approach to efficiency management of manufacturing business in an unstable market situation and limited access to the old markets.

Market strategies of manufacturing companies in a delayed demand. The practice of standardization of production processes according to the European standards.

Systematic approach to quality management. Motivation of staff that works on product quality.

Retailers requirements in the field of product quality, as well as tools that allow the producer to pass the audit procedure.

Tools for setting key operating processes of manufacturing business

Tools of planning and forecasting of key business processes of industrial enterprise.

Practices of implementation, benefits and risks, the obtained results from the use of the system "Lean Production".

Staff motivation in the implementation of the intensification of production programs.

The introduction of technologies that provide a minimum level of error due to human factor.

The development of commodity markets: effective management of relationships with suppliers of raw materials.

results
conference
2015



Официальный телепартнер



Информационные партнеры



PARTNERS OF THE CONFERENCE:



Organizer's contacts: tel.+38 (044) 383-86-28, +38 (067) 505-25-24 • www.trademaster.ua

Speakers of **TechnologyMaster**

(positions are indicated on the moment of the event)

Top 3 best speakers



Vladimir Vishnevsky,
Head of Production SP
«Coca-Cola Beverages
Ukraine Limited».
Joined the team «Coca-Cola
Beverages Ukraine Limited»

in 2007 as a mechanical engineer. During his work he has established himself as a creative and highly professional manager. Main achievements: significant contribution to the cultural development of Kaizen in the company; participation in the project on co-generation plant start; a significant reduction in water use coefficient (a 16% decrease compared to the previous year); project management for the introduction of water metering system usage across the enterprise.



Victor ROMAN
partner IDYLICO.
Experience: 2008-2014 -
manager of the system of
continuous improvement
of NTRP «Interpipe»,

2002-2008 - coordinator of projects and continuous improvement of the system «Kraft Foods Ukraine». Management of investment projects and continuous improvement projects, including 6 Sigma. Developing strategies of continuous improvement, as well as the deployment of continuous improvement systems in enterprises. Speaker at the conference with the theme: «The system of continuous improvement Interpipe and improving product quality.»



Pavel Stepanov,
owner and CEO of «Trading
House Chantilly».
For 12 years the company
has achieved the highest
ratings in the management

and quality of production, where the standards «lean production» are implemented, operates the quality and safety of the products management system based on HACCP and GMP programs. On the annual basis, the company runs an independent audit for compliance with the international standards ISO 22000 and ISO 9001. «Trading House Chantilly» manufactures products for the largest companies - McDonald's (McCafe), WOG, Coffee House, Shell and others.



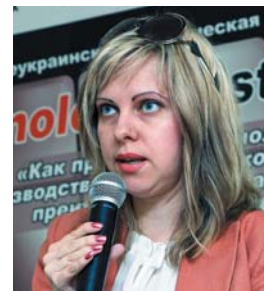
Sergei Sosedko,
Director, Founder,
Head of «3s Solutions» projects



Sergey Smirnov,
General Director
of «National Productivity Center»



Sergey Vashchenko,
a specialist in embodiment the
philosophy of Kaizen «JTI»



Elena Glotov,
Director of Production
Department of Concern
«Fresh Up»



Sergey Litt
(Russia),
Director on Organizational
Development «Mavra»



Vladimir Proshutya,
Deputy, Head of Department of
product development of Zhitomir
confectionery factory «YF»



Ivan Sarvar,
Director of «KAIZEN Club in
Ukraine», Ukrainian Club started
its activities in 2010



Lyudmila Vladova,
Head of Quality «Metro Cash &
Carry Ukraine»



Natalia Alekseenko,
FOZZY GROUP Quality
Department



Yuri Markov,
«Ukrainian Research
and Training Center of
Standardization, Certification
and Quality»



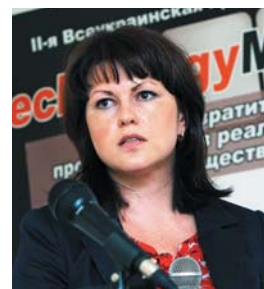
Oksana Bamburi,
Director of IDS Group Quality



Oleg Zahorolsky
Development Director and
founder of PP «spare parts»



Sergey Milaschuk,
warehouse, spares and
equipment manager at «JTI»



Elena Piskun,
Chief Operating Officer of PJSC
«Lantmännen AXA»



Andrew Caves,
director of «Business
Technology Center»

TechnologyMaster — Audience - 150 top managers

Exchange of experience between the top managers of manufacturing companies based on the results implemented at the enterprises of real changes in the past year.

The development of an effective plan of individual and joint actions in circumstances where joint efforts and best practices are extremely necessary for ukrainian manufacturing business.

New strategic and tactical solutions for technological advances in the industry and the development of business competitiveness. The Conference on the practical solutions of the effective management of manufacturing enterprise.

According to the level of management

████████████████████	34%	General, Executive and Commercial Director
██████████████████	22%	Chief technologist, engineer, economist, leading specialist
████████████████	16%	The production and quality director
██████████████	13%	Head of unit
██████████	10%	Chief Operating Officer
██████	5%	Director of marketing and advertising, development, HR

According to the kind of the Company

██	70%	Food Manufacturers
██████████████████████████████	15%	Manufacturers of containers / packaging
██████████████████████████	7%	Manufacturers of dietary supplements
██████████████████████	5%	Manufacturers of Non-Food
██████	2%	Retailers
██	1%	IT, consulting

Opinion



Vladimir Vishnevsky,
Production Manager SP
"Coca-Cola Beverages
Ukraine Limited"

Today, with the appropriate investment we can introduce the most modern, most energy-efficient technologies. But does it bring you closer to the goal of being a leader in the market, does it allow your product to be competitive?

I believe the leader is the one who along with the modernization of equipment and processes will not forget about cost reduction of the finished product, optimization of losses (storage, logistics, spoilage), feedback from the client. All this and not only this is represented in the elements of "lean production" (Lean Manufacturing), that can be applied not only at manufacturing enterprises and in logistics (Lean Logistic), but also in all business areas. "Lean manufacturing" is now considered to be the only competitive system of production management.

The company "Coca-Cola Beverages Ukraine Limited" has started to introduce the system of lean production in 2007, a full range was launched in 2008. Over the entire period we tried to optimize different types of transactions and processes. The first and most important thing that has been done is the reduction of leaching (transitions, format changeover). Our company has a wide range of products, so we often have to carry out changeover and

face great loss of time. For this purpose there is the appropriate tool SMED (Single-Minute Exchange of Dies), which allows to divide any process into sub-processes and manage each of them separately, optimizing it and reducing costs. Also we reduced the number of spares at the warehouse and related processes - repairs, maintenance, etc. We have introduced a special TeAM module - the most affordable autonomous service resource. And for the problems, that often occur and are systemic, not to repeat, they are solved with the help of Kaizen methods.

Implementation of Lean-technologies in our company allows to manufacture products of the same volumes as before the introduction, but operating costs were reduced by half.

The introduction of lean production is quite laborious and long process.

To achieve some positive result you can only by joint way, in conditions of total cross-functional interaction, so special attention is paid to the importance of the joint work of the various departments in order to achieve a common result.

CONFERENCE PARTICIPANTS



Feedback of the Conference **TechnologyMaster**

"The impression is good, since the conference gave" food "for the implementation of new opportunities and technologies for effective management in the company. Now I am ready to introduce one of the programs of intensification of production. The Conference is important, since there is an exchange of experience between the participants of the conference."

Ivanenko P., "Agro-Wan"

"I received the necessary amount of information about the best practices of leading industrial enterprises on issues of continuous improvement of processes and products. TechnologyMaster helps to identify the most effective strategic initiatives that allow to provide increase in equipment performance, reduce losses, raise the level of motivation."

Cherevichnaya T., PJSC "Farmak"

"Quite a high level of organization of the conference, I talked to real professionals, got acquainted with the practical experience of implementing systems to improve the efficiency of production processes. I got information directly from the experts who have implemented and managed the units responsible for the system of improving efficiency."

Kostanda S., PJSC "Farmak"

"The conference was well organized, some relevant for the ukrainian manufacturer issues and problems were discussed. Excellent selection of participants and interesting presentations. The information was useful for my professional activities. I will recommend it to colleagues and partners. The ability to increase the level of professional knowledge, the development of a new approach to the management of product quality, successful search for new STM manufacturers."

Konshina O., "Sumatra-LTD"

"As always, there was excellent organization, professional speakers, interesting topics, lively discussions, the opportunity to get answers to your questions, meet new people. There was the exchange of views with colleagues, the opportunity to discuss topics that interest you, get new contacts, useful information."

Zhostyakova E., "Efes Ukraine"



"The experience of innovation in the management increases efficiency. Excellent organization, high level reports, a good representation of the senior officials. As always TradeMaster was at a high level. Thank you for your cooperation!"

Koneva E., PE "Drinks Galeries"

"Thank you for discussed relevant topics. I got a lot of new and useful topics. The possibility of introduction of a new system of motivation, the development of new quality system based on IFS. I got new and more advanced information that can be implemented in my company."

Garashchenko M., "Vitmark-Ukraine"

"A huge amount of useful information, excellent speakers, positive and open atmosphere. New ideas that I will implement in my production. Excellent opportunity to put this knowledge into practice."

Belyaev E., Ltd. "Charivna MOZAIKA"

"The conference was held at a high level. The program is well balanced. The conference provides LeanSixSigma installation experience - an effective program to improve productivity."

Lyasota S., PJSC "Farmak"



28
October

TradeMasterGroup
from professionalism to mastery

The main event of the Year in Kyiv!

V Ukrainian Research and Training Conference

Distribution 2016 Master

Future of the
distribution market

More than 200 Top Managers of leading distribution trading and manufacturing companies



10 KEY ISSUES OF THE CONFERENCE:

- Expert review of the market for the distribution business in Ukraine: key challenges and potential risks that are to be worked out.
- Future directions for the development of distributor's business. Review of best strategies and those that were failed in 2015.
- How effectively combine distribution and logistics?
- Service, for which the manufacturer is willing to pay more for the distributor.
- How to bring effective PL of the distributor, which will become full-fledged brand?
- Practical solutions to improve profitability of distribution business.
- Formation of the reasonable price offer brand portfolio.
- By what criteria one need select, evaluate, change distributors and make improvements in the work of regional sales?
- Innovations in distribution: efficient development, optimization and increase sales.
- New sale channels and adjacent business as a response to direct contracts between manufacturers and retailers and reduction of the proportion of linear channel of distribution sales.

PARTNERS OF THE CONFERENCE:

results
conference
2015



PR- партнер



Официальный телепартнер



Информационные партнеры



Organizer's contacts: tel.+38 (044) 383-86-28, +38 (067) 505-25-24 • www.trademaster.ua

Speakers of **DistributionMaster**

(positions are indicated on the moment of the event)

ТОП-3 лучших докладчиков



Marian STASIK,
gold speaker of
the Conference
"DistributionMaster-2015",
Sales Director of "PG
TRADE", "PALMA GROUP",

which uses modern technology in the distribution of consumer goods. He has an experience of working as a Head of the Department of Galicia, as well as the Sales Director of "SAVSERVICE" company. He developed the concept of positioning and marketing strategy of the brand, built a distribution system in Ukraine, established cooperation with all key customers.



Igor NEMIROVSKIY,
gold speaker of
the Conference
"DistributionMaster-2015",
Business trainer, consultant,
coach. Director General

of "Logoleks" Consulting Company, Ex- financial Director, Minority Owner of "Autotechnics Group" (one of the largest auto parts distributors in Ukraine). His practical experience in the position of top-manager is more than 15 years. He has experience in the position of CFO. He has managerial experience of the companies with more than 800 people. He has introduced several ERP-systems projects.



Tatyana MARKINA,
bronze speaker
of the Conference
"DistributionMaster-2015",
Head of the project in the
"SARSERVICE" Company.

At the conference, Tatyana told the audience about the features of «AsNovator» platform, about the reasons for the transfer of corporate learning in online regime and about how to make the training more effective. "SAVSERVICE" is the official distributor of products of the world manufacturer of FMCG sector goods, Procter&Gamble Company and other manufacturers on the territory of Ukraine.



David O'Neal,
(Ireland),
Director General of the European
Sales & Marketing Association



Andrei Khalimenko,
National distribution manager
of Coca-Cola Beverages Ukraine
Limited



Maksym Gatsko,
Export Director of the House
of Vintage Cognacs "Tavria"



Yaroslav Stepchenkov,
Leading Expert
on business-processes building



Anatoliy Skvortsov,
Head of Sales Department
PepsiCo



Andrey Pecherskikh,
Director of "Business Technology
Center" LLC



Nikolay Doroshchuk,
Leading Expert in the CIS in
building profitable sales system,
author of the sales system
efficiency technology



Natalia Gelshteyn,
Commercial Director
of "Danone" LLC



Aleksey Efimenko,
Head of Business Process
Monitoring Division of the
"SAVSERVICE" Company



Vladimir Nesterenko,
Head of Trade marketing
Services "Biotrade" LLC Trade
Mark "Biola"



Sergiy Datsenko,
Business Partner of Advertising
Company "Raduha", trainer



Olga Vislavnyh,
Head of Consulting Department
of EDI solutions in COMARCH.A



Olga Vislavnyh,
Head of Consulting Department
of EDI solutions in COMARCH.A



Vitaliy Denysenko,
Founder, Director General
of "Veresen Plus" LLC



Nikolay Zarutskiy,
Head of Distribution
Department
"Henkel Bautechnik
Ukraine" LLC

Target audience of the Conference – more than 200 top-managers

- For professionals of all distribution units and its partners (manufacturers and retailers) from all over Ukraine
- For Top Managers of distribution, trading and manufacturing companies
- In order to identify effective and successful ways to improve margins, improvement and expansion of the “service package”, building strong partnerships
- To gain and retain stable position on the market

According to the managerial level

████████████████████	48%	Director General, Director, Owner
████████████████	25%	Sales Director
██████████████	20%	Deputy Director
██████████████	20%	Other positions
██████████	17%	Marketing Director, Trade Marketing Director
██████	15%	Branch Director
████	10%	Regional Manager

According to Company's activity

██	41%	Manufacturer
██████████████████████████████	34%	Distributor
██████████████	16%	Related industries
██████████	7%	Mass Media
████	3%	Logistic managers

Opinion



Marian STASIK,

gold speaker of the Conference
“DistributionMaster-2015”,
Sales Director of “PG TRADE”,
“PALMA GROUP”

The majority of experts and market players tend to believe that the future of distributive business in Ukraine is doomed, and all distributors similar to Europe will cease to exist, and the most powerful acting as logisticians will remain.

This opinion has the right to exist, when it comes to distribution option “to buy for one hryvnia – to sell for 5”.

I strongly disagree that Ukraine has no future in distribution. The future is to be, but after creating values for customers (manufacturers) and for consumers (outlets).

That one who manages to provide quality service for distribution of manufactured goods on the market will be on a roll. However, this requires first of all mental transformation. Such concepts such as “over motivated staff”, “Marketing”, “innovative technologies” have come out to the fore.

Therefore, the following points are important for the development:

1. Proper motivation system and potential manpower (because only such people can make a breakthrough).
2. Detailed understanding of the market and consumer. So this is marketing. (until recently the manufacturer was engaged in marketing, not the distributor).
3. Innovative technology.
4. New markets and distribution channels. (All are talking that it is difficult to work with supermarkets and no one will think

how to omit them and effectively distribute the product to the final consumer without intermediaries).

5. Learn new markets and try to grips exports.

One can increase profitability by creating added value on the market. Reduce costs by changing the control system. For example, one can go to the line management system control, and it will remove a significant number of unnecessary regulatory authorities (supervisors, managers, HR etc.).

Develop PL, which for distributors is to be the key way of development, because dependence of manufactures brand can play a low-down trick. Circumstances may change, distributor will lose main manufactures and will remain with nothing. So PL is another level, and if the distributor manage to create the brand (for instance, Gala), then it is DELUXE RANGE. In 2016 the most perspective will be export of Ukrainian goods to other markets, but in year or two it will be overloaded. Here works the principle of “the early bird catches the worm”.

So do follow market trends. Irrespectively our wish, it is worth paying attention to other countries, because trends have the ability to repeat.

Follow those who sell your goods and purchase. Also do attend thematic conferences, workshops and be in touch with your colleagues.

PARTICIPANTS OF THE CONFERENCE



Feedback of the Conference **DistributionMaster**

"The conference was much more interesting than I expected. It was relevant to the speakers (I especially liked the HR technology used by "SAVSERVICE" and charismatic speech of Mariana). I can also mention the excellent, friendly and warm atmosphere of the conference, created by the organizers".

Skvortsov A., PepsiCo

"For me, as a person who works with the export, cases of Mr David O'Neal were very interesting. Also I was impressed by Mr Maxim Gatsko presentation that showed specific examples and ways to export development. This conference is the search for new contacts and partners, horizons broaden and experience exchange. Despite the fact that Ukraine more than 20 years have been developing the distribution and retail it is still a lot of gaps, and training is always useful!"

Sityaeva M., Lantmannen AXA

"There were interesting expert presentations on trade - promising directions for the development of distribution. We heard about new trends and got acquainted with different concepts"

Marchenko A., "Bel"

"I have heard all latest news in the market and confirmed our steps. The most interesting topics were the issue of online learning. The conference is important to understand where our company is in relationship with the market. Market analytics is a formula for company's success".

Osiychuk Ya., TH "Carpathian"

"I had a golden opportunity to gain experience of other manufacturers and distributors. The most interesting topics were "Managing the growth of sales through the distributor", "Innovations for the distribution business and their impact on productivity of working staff", "Corporate online learning: Trends and Use in Practice".

Drachinskiy V., "Monomakh"

"The conference is very important for the market. It is the acquisition of new knowledge! And the most important, it is communication! Topics discussed as of building a system of B2B sales, the introduction negotiation standards in the company were very important. Distribution efficiency in the volatile market was evaluated".

Nichay N., "Zagrava"



"Thanks to the Conference we have got acquainted with new people, had a good opportunity to communicate with each other and introduce our companies to the audience".

Ihnatenko N., A.S.A. GROUP

"The conference is indispensable for the market. I would like to continue attending such events. Such issues as IT, distributor's tools for sales effectiveness improvement were well-disclosed".

Goloviznin D., "Yug-Ekspress"



25

November

TradeMasterGroup
from professionalism to mastery

The main event of the Year in Kyiv!

XVI Ukrainian Research and Training conference

Ukrainian Logistics Day 2016

Breakthrough in logistics: achievement of maximum flexibility speed, reliability in the supply chain and costs reduction

More than 200 logistics heads of Ukrainian and international companies



10 KEY ISSUES OF THE CONFERENCE

The market of logistics services: the complexity and/or growing point, results and forecasts.

Features of export / import to Europe, North and South America, Asia, new routes and cargo delivery schemes.

Cost optimization in the logistics through synergies of the partners.

What risk-based approaches and assessment of losses methods during transportation can be applied?

Innovative solutions in logistics - new impetus of development, improvement of the quality and profitability of logistics companies.

The practice of auditing and costs optimization throughout the supply chain.

The specifics of the supply chain of goods which requires special storage conditions. Solutions to reduce the loss of remission of perishable goods.

Stock Management: deficit, surplus, surplus stock and the quality of service.

Lean-Methods and tools for process analyzing and modeling.

B2C-Logistics: goods of consumptive use – the present and the future.

PARTNERS OF THE CONFERENCE:

results
conference
2015



Юридический партнер
ASA
LAW & FINANCE

Официальный партнер
BUSINESS
КАНАЛ БИЗНЕС-ИДЕЙ

Информационные партнеры
B2Blogger.com
Клуб Экспортеров Украины

logist
LC
Hub

ТЕХНОЛОГІЇ ІННОВАЦІЙ

БУДІВЕЛЬНИЙ ЖУРНАЛ

FOOD Technologies & Equipment
FOOD UA

KOMPASS
Connects business to business

БРУТТО

Транспорт

СЕРТИФІКАТ ПЕРЕКВІДКИ

TOPEVENTS

RetailStudio

БІЗНЕС
новина компаній та ринків

Organizer's contacts: tel.+38 (044) 383-86-28, +38 (067) 505-25-24 • www.trademaster.ua

Speakers of **Ukrainian Logistics Day 2016**

(positions are indicated on the moment of the event)

Top 3 best speakers



Evgenii NIKUSHIN,
Director of Internal
Procurement Department,
"Farmplaneta" LLC.
The gold medal speaker of
XIV Research and Training

Conference "Ukrainian
Logistics Day 2016 ". He
has experience in logistics
for over 15 years. During his
company activity he under-
took the project of address
storage implementation in
a warehouse division. He
introduced and continuously
has been improving the
system of motivation of the
warehouse and transport
staff. It has been working
for more than 8 years in
practice. He worked as Head
of Marketing Department,
Projects Director, Director on
Strategic Development and
Executive Director.



Yaroslav STEPCHENKOV,
Leading Expert on logistics
business-processes building,
business coach, top speaker
of the research and training
logistics events "Logistics

Day", "LogisticMaster"
etc. COO and Director of
Logistics of "Medcom MP
Ukraine"; Head of Business
Controlling Department of
"Sugar Factory" UkrRos";
Director of Logistics of
"Promkabel-Electric"; Head
of Logistics Department of
"DECO", etc.
Inventory management
and supply; warehouse
management, transporta-
tion management, customs
management. IPMA(d),
UPMA Project Manager.



Andrey ZAVIZION,
Supply Chain Director
"Comfy-Trade" LLC.
He has more than 10 years
of experience in logistics
management in the position

of a top manager of the
largest Ukrainian companies.
Gold medal speaker of XIII
Research and Training Con-
ference "Logistics Day : Time
of creative solutions and
breakthrough innovations".
The area of his competence
covers such issues as the
automation of warehouse
logistics, the implementa-
tion of the WMS-system
and the automation of
processes of forecasting and
inventory management, the
transfer of all the logistics to
outsourcing and supply chain
management.



Evgeni Krivonos,
Development Director of
"Nebesna Krynytsya" LLC



Rino Domeniko
(the USA),
President and founder of the
Sterling Business School, Leading
expert with 40 years' experience of
managerial career in the USA



Andrey Bakulin,
Head of Warehouse Logistics
Department of "Real Estate
F.K.A.U" LLC, retail network of
"Auchan Ukraine"



Ekaterina Moskalenko,
Director of Kyiv Branch of PJSC
"Mironivsky Hliboproduct"



Vladislav Karpets,
National WH Manager "Coca-
Cola Beverages Ukraine" LTD



Oksana Doroshenko,
Director of "A.S.A. Group" LLC,
she entered in the top 3 speakers
of the XIV Research
and Training Conference
"Ukrainian Logistics Day "



Viktor Zuev,
Chief Supply Chain Officer,
Logistics Director
of Confectionary "Yarych"



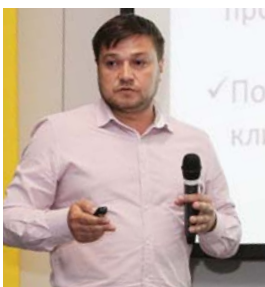
Yuriy Rastrepin,
Head of Sales and Development
Department of Logistic
Company "Delivery"



Vasily Efimov,
Head of Warehouse and
Logistics Management
Department of "Foxtrot"



Albert Bondarevskiy,
Director of "AVK Kyiv",
15 years of experience
in the real processes
of various logistic chains in
Ukraine



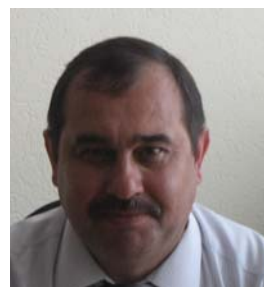
Aleksey Binazarov,
Deputy Director of Sales
Department for Regional
Logistics MK "Jubilee"



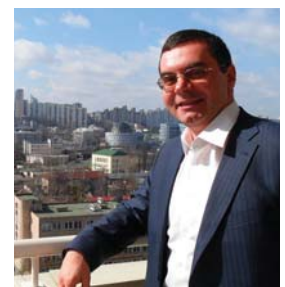
Konstantin Slominsky,
Expert on Project Management
of Automated Warehouse
"Imperial Tobacco"



Sergey Shtelmakh,
Head of Warehouse Logistics
Agency "BGS Solutions"



Oleg Varava,
Deputy Director
of the Distribution
of "Carlsberg Ukraine"
Company



Andrey Bugay,
Head of Logistics
Management Department
of "Samsung Electronics
Ukraine" LLC.

Research and Training Conference Ukrainian Logistics Day 2016







Target audience of the Conference –about 200 attendees

Professional holiday of logisticians, which is celebrated in Ukraine on the year basis: the last Friday of May and November.







Among speakers are experts who have successfully implemented projects in the optimization of logistics in their companies and their partner companies. Fresh exclusive experience, applicable to commercial and industrial companies.

The conference will be of a great interest for Directors of Logistics and foreign trade companies, Deputy Directors for Logistics, Development Directors and Managers, Head of Sale and Marketing Department, who are active participants in the international supply chain, and are interested in receiving the latest practical information for their work.

According to the managerial level

	31%	Head of Logistic Department
	22%	Director
	13%	Deputy Director and Business Development Director
	10%	Sales and Marketing Manager Deputy Head on Logistics
	8%	Logistic Operators
	6%	Other

According to Company's activity

	30%	Manufacturers
	25%	Distributors
	18%	Retailers
	10%	Logistic Operators
	9%	IT, Automatization, Consulting
	8%	Other

Opinion



Andrey ZAVIZION,

gold medal speaker
of XIII Research
and Training Conference
"Ukrainian Logistics
Day: Time of creative
solutions and breakthrough
innovations".

The last couple of years, all logistics resources have to meet and overcome new challenges that have arisen for political and economic reasons. The high cost of borrowing, the fall of the national currency exchange rate increased the "ever" of logistics solutions, significantly increasing the effect of inventory turnover and logistical costs for the financial business results.

Further development of logistics in Ukraine is inseparably linked with the development of the economy, conditions for investment, volume and transparency of government regulation. I am sure that most of my colleagues are tired of wasting resources on roads (taking into account their terrible conditions), which are becoming worse every year. The situation with the traffic safety is now maximally escalated. Customs procedures remain difficult and labor consuming as well.

The impact of global trends on the growth of sales share in the Internet is significant. Also the penetration of the information technology in business, and in the life of an ordinary consumer is noticeable as well. The market demands better service of orders fulfillment: delivery should be fast, to the most convenient place for the customer, with the possibility of return and the additional services.

One of the present-day trends in logistics is Outsourcing. But it still does not have such a deep application in Ukrainian business, as in European companies, because the quality of proposals on the Ukrainian market of logistics services is not big. But the ad-

vantage of professional outsourcing is not in doubt, as the business will be able to focus on its core functions and do not invest in non-profitable assets.

In order to improve logistics performance it requires understanding and willingness to cooperate on the part of the supplier and the retailer, which is grounded on real possibilities, for example, cargo consolidation, increase/ decrease of the minimum party supplies, size of investments, change the frequency of delivery etc. These enable to control logistics costs throughout the supply chain.

One also needs to look for new ideas, the source of which is practice, of course. Every day logistics management is facing new problems and challenges. At the same time, I do not always want to discover the continents again and you have to be aware of how colleagues live, what problems they face with, how they solve them, and it is much better when these colleagues are not only local but also international. Therefore, the most powerful and effective tools are to meet with colleagues, listen to their opinions, exchange your own experience and debate.

Well-organized event in terms of the selection of the participants, organization and provision of communication is always inspiring. It gives new possibilities to meet new people, exchange contacts and sometimes even help to elaborate ready-made solutions to existing problems.

CONFERENCE PARTICIPANTS



CONTENTS

2 Analytical review of the Private Labels

10 best manufacturers of Ukraine

- 6 SMALL PRIVATE ENTERPRISE FIRM «YAMUNA»
- 8 LLC «GROCERIES FACTORY»
- 10 LLC «BARA»
- 12 LLC «VNA TRADE»
- 14 PJSC «KYIV CARDBOARD AND PAPER MILL»
- 16 LTD «DARPAK»
- 18 SUNRISE NATURAL FOODS SP. Z O. O.
- 20 LLC «TAIFUN-2000»
- 22 LLC «FIRMA DIAMANT LTD»
- 24 LTD «TRI STAR»



KYIV CARDBOARD AND PAPER MILL



Events of the year for retailers and suppliers:

- 25 VI Ukrainian Research and Training Conference
«**B2B Master-2016: TOP-20 best leadership practices in sales management. The Battle of the best coaches**»
- 29 VIII Ukrainian Research and Training conference
«**PrivateLabel-2016: Retailer and producer – the way to development**»
- 33 V Ukrainian Research and Training conference
«**TechnologyMaster-2016: Strategic approach to the management of production**»
- 37 V Ukrainian Research and Training conference
«**DistributionMaster-2016: Future of the distribution market**»
- 41 XVI Ukrainian Research and Training conference
«**Ukrainian Logistics Day**»

The only Professional School in Ukraine and CIS provided by PRIVATE LABEL

on 22-23 July in Kyiv



THE PROGRAM OF A 2-DAY COURSE

- The practice of network. Recommendations of retailer
- Quality and the consumer properties of the goods.
- Assortment policy. Pricing Policy
- Briefcases of own brands of networks.
- The process of creating an STM product inside the network.
- How to get into a pool of potential producers and become the winner of the tender.
- Planning the main targets of STM products.
- Formation of offers according to the product's brief. Tendering, project start-up.
- Strategy of STM development . The subtleties of contractual relationships. Search for compromises.
- Work with a monthly deliveries plan. Operating STM efficiency.
- Role of STM in the production and operating strategies of a producer
- Calculating of STM production

TradeMasterGroup

Contacts for registration:
+38067 505 25 24
+38044 383 86 28
st@trademaster.com.ua

26
August

TradeMasterGroup
from professionalism to mastery

The main event of the Year in Kyiv!

VIII Ukrainian Research and Training Conference

Private2016 Label

Retailer and producer –
the way to development

More than 300 suppliers and retailer chains



TOP 10 TOPICAL ISSUES OF THE CONFERENCE:

Private Label market in Ukraine and abroad: evolution of Private label in consumers' perception and behavior, realias and perspectives.

Advance in a category's earning power with the help of well-balanced selection of Private label.

Image goods under Private label as an instrument to maintain loyalty of regular customers and to attract new consumers with special needs.

Effective ways to optimize Private Label production process and to improve logistics on the way from a factory to a final consumer.

The necessity for products, which are free from gluten and other components that provoke allergic reactions and take a toll on humans' health: PROS AND CONS.

ORGANIC vs FARM PRODUCTS under Private label: What is in demand and what makes gains on the market?

How not to screw the quality of a product by vesting the responsibility of quality management in the department members engaged in Private label development?

Minimization of extra costs in the full cycle of Private label operation, starting from the development of an idea and name designation to the recycling of an unused packing.

How to create a competitive advantage with a well-balance Private Label assortment?

Private Label as a strategy of securing a foothold in the European markets.

CONFERENCE PARTNERS:

results
conference
2015



IT - партнер
1С:Підприємство 8
Спеціалізований інструмент українського бізнесу

Партнер конференції



Інформаційний партнер
Companion

ТЕХНОЛОГІЇ ІННОВАЦІЙ



Мир упаковки
Мир продуктов

Продукты & ингредиенты



B2Blogger.com

МБ МЯСНОЙ БИЗНЕС



FOOD Technologies & Equipment

БРУТТО



FOOD UA

ТОПЕВЕНТС



Organizer's contacts: tel.+38 (044) 383-86-28, +38 (067) 505-25-24 • www.trademaster.ua