

## Annual Conference – 20 and 21 March 2024 – Rome

### Day 1

#### Wednesday 20 March

Independent Retail Europe General Assembly and Annual Conference  
Meeting venue: FH55 Grand Hotel Palatino, Rome (Via Cavour, 213/M 00184)

- 12:00** **Group lunch** at the hotel
- 13.30** **General Assembly**  
⇒ Reserved to the leadership of the Independent Retail Europe members of the General Assembly  
(Meeting room Cesarini, level -2)
- 14.30** **Welcome to Italy and market briefing**  
Giuseppe ZULIANI , Marketing Director, CONAD
- 15.00** **Presentation of the new EU retail transition pathway**  
Géraldine FAGES, Senior Expert, European Commission, Directorate General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW), Directorate F3 “Food, Retail, Health”
- 15.20** **Q&As**
- 15.45** **Store visits** – CONAD superstore, MediaWorld and Lidl, Eataly
- 18.15** Return to the hotel
- 19.00** **Meet in the lobby of the hotel** and short walk to the restaurant  
Please foresee warm clothes as well as comfortable and warm walking shoes
- 20.00** **Dinner at Casa Bleve** (next to the Piazza Navona)  
Via del Teatro Valle 48, 00186 Roma RM

### Day 2

#### Thursday 21 March

Independent Retail Europe Annual Conference  
Meeting venue: FH55 Grand Hotel Palatino Rome (Via Cavour, 213/M 00184 Rome)

- 8.30** **Start of the Annual Conference – “Challenges and opportunities for independent retail: the social role of retail and artificial intelligence solutions”**  
⇒ Open to external guests and to all staff members and members of Independent Retail Europe member organisations  
(Meeting room Cesarini, level -2)
- 8.30** **Opening and introduction to the conference**  
Thomas NONN, President, Independent Retail Europe

#### Session 1 – Social role of retail

- 8.45** **Opening by the moderator**  
Else GROEN, Director General, Independent Retail Europe
- 8.47** **Opening**  
Piero CARDILE, Head of Legislation and Studies Office, ANCD (CONAD)

**8.50 The positive role of independent traders within local communities**

Francesco AVANZINI, Director General, CONAD

**9.10 Q&As****9.25 Social engagement – Panel discussion**

- Fabio CAPORIZZI, Secretary General, CONAD Foundation – “Our experiences with local communities”, the Grand Tour and other projects
- Göran BLOMBERG, CEO, ICA-handlarnas Förbund
- Dr. Hubertus NÖLTING, Verbandsdirektor, EDEKA Verband kaufmännischer Genossenschaften e.V.

**10.25 Q&As****10.45 Coffee break****11.10 Fight against inflation and the role of distribution**

Giorgia PODIO, Public Official, Ministry of Enterprises and Made in Italy

**11.25 Inter-professional organisation of the supply chain: the case of Ortofrutta Italia (producers, farmers, distributor)**

Massimiliano DEL CORE, President, Ortofrutta Italia

**11.45 Q&As****12.00 Conclusion by the moderator**

Else GROEN, Director General, Independent Retail Europe

**Session 2 – Artificial intelligence solutions****12.05 Opening by the moderator**

Alexis WARAVKA, Director Digital and Competitiveness, Independent Retail Europe

**12.10 Independent retailers and artificial intelligence: risks and opportunities**

Stefano DA EMPOLI, President, I-Com – Institute for Competitiveness (think-tank)

**12.30 Q&As****12.45 Networking lunch****13.45 Artificial intelligence in the CONAD experience**

Stefano ELLI, Operation Manager, CONAD Centro Nord

**14.05 Q&As****14.20 Artificial intelligence in the experience of REWE**

Jonas SCHÄCHTER, Acceleration Manager, REWE digital

**14.40 Q&As****14.55 Conclusion by the moderator**

Alexis WARAVKA, Director Digital and Competitiveness, Independent Retail Europe

**15.00 Close of the conference**

Else GROEN, Director General, Independent Retail Europe

**15.00 Individual departure to the airport**