

SPRINGBOARD

LISBON | 12th-14th February 2020

Future of Fresh

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**Jerónimo
Martins**



OLIVER WYMAN

12th-14th February 2020

Future of Fresh

Producing and selling fresh products is exciting but challenging, emotional but costly. Manufacturers and retailers share the ambition to make their offer more consumer centric, digital, innovative, economic and sustainable. But how? Can collaboration make a difference to achieve step-change improvements?

We kindly invite you to share and explore “Fresh ideas”, challenges and best practices – together

with industry peers and experts from around the world. Interactive working sessions will address different aspects of the value chain and Fresh proposition – with an emphasis on new thinking, dialogue and discussion – as well as ample opportunity to connect with peers and be inspired by what Lisbon has to offer.

We would very much appreciate your active attendance and look forward to hearing from you.



By invitation only.

SpringBoard Events are off-site events, hosted by member companies to provide hands-on experience of new technologies.

The aim of these events is to empower decision makers of retail and manufacturer companies who want to enter discussions about the strategic implications of new technologies for their business. What will the impact of these technologies be? Which process changes lie ahead?

For more information and to register, please contact:

e2e@theconsumergoodsforum.com

AGENDA

Wednesday 12th February 2020

- 15:00 Optional Afternoon Guided Tour – Oceanário de Lisboa
- 19:00 Official Kick-Off Dinner in LX Factory Area, Restaurant 1300 Taberna

Thursday 13th February 2020

- 9:00 Start of Day – Casa de Desenho
- 9:00-12:00 Content Sessions
 - Consumer: What are Consumers Looking For in Fresh? Insights from 14 Country Survey
 - Economic: State-of-the-Art Production: Transparent, Sustainable and a Big Strategic Advantage
- 12:00-14:00 Lunch
- 14:00-16:00 Content Sessions
 - True-code: Constructing a facility interoperability platform starting with Fresh
 - Sustainable: The Future of Packaging in Fresh
- 19:00 Dinner – Chiado Area

Friday 14th February 2020

- 9:00 Start of Day – Casa de Desenho
- 9:00-12:00 Content Sessions
 - Innovation: Creating the Future of Fresh: New Mindset and Toolset Required
 - Digital: Fresh in an Omnichannel World
- 12:00 Farewell Lunch