

# International PLUS-forum



PLUS-Forum

Retail  
Central  
Asia

A KEY EVENT  
IN THE RETAIL  
INDUSTRY  
AND E-COMMERCE

**21-22 NOVEMBER  
2023**

"INTERNATIONAL HOTEL", TASHKENT

**#RETAILCENTRALASIA**  
[PLUS-FORUM.COM](https://plus-forum.com)

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**21–22 NOVEMBER, 2023**

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# THE UNIVERSE OF RETAIL IS WAITING TO SEE YOU!

**21-22 NOVEMBER, 2023**

Retail is a universe changing at the speed of light. In order to keep up with the developments, one must renew the knowledge continuously, share experience with the best industry representatives, test and implement breakthrough innovations. Otherwise, there is as little chance of seeing success, like trying to observe Uranium without a telescope.

The PLUS-Forum is focused on the current state and development prospects for retail business and e-commerce in Russia, the CIS members, countries of Central Asia and other economies.

Here you will be able to mingle with lead international experts in retail industry, who will narrate about successful projects and cases and offer solutions to problems facing businesses in Uzbekistan and other countries of Central Asia.

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# ABOUT PLUS-FORUM

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## Market segments represented at the Forum

- Offline
- Online
- Horeca
- Shopping centres, gas stations, airports, telecom



**150+**  
CEOs



**100+**  
CMOs



**100+**  
CIOs



**200+**  
RETAILER  
COMPANIES



**50+**  
SPEAKERS

## Forum Format

Conference

Exhibition

Round Tables

## Forum audience by departments

- IT
- Marketing
- Logistics
- Information security
- Business development, procurements and tenders
- Finance
- Treasury



# WHY YOU SHOULD ATTEND

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## AUDIENCE

Plus-Forum is one of the most popular events in the industry both in terms of the number (1500+) and the composition of delegates, who are the owners, top managers and employees of:

- retail chains
- food and nonfood
- DIY
- fashion
- HoReCa
- e-Commerce and more

The delegates represent a target audience interested in:

- obtaining the latest information on market trends, best international practices, products, solutions and technologies
- a productive exchange of views and establishing long-term and effective business relationships



## CUSTOMER AQUISITION

The Forum platform is an ideal place to:

- find new customers
- develop relationships with the existing partners
- support your brand development
- establish new business contacts with the retailers, vendors, experts and regulators



## EXHIBITION

The exhibition area displays products from leading vendors, providers of solutions and services designed for:

- business development
- marketing
- IT-operations
- logistics
- security
- self-service
- e-commerce
- payment solutions
- and more



## Day 1

### Session 1. Retail sector 2023 in Central Asian countries. Is business booming?

- Retail development – automation and personalization. What will it actually be like?
- Results of the retail evolution in recent years
- e-Commerce 2023. The era of marketplaces. Achievements. Prospects
- Marketplaces vs Large retailers in global markets? Trends for 3-5 years
- Development of e-commerce in Uzbekistan: how the market and user habits have changed
- Logistics supply chains in the current situation. Main trends
- Main trends in consumer behavior in modern conditions
- Manufacturers, industries, retail formats, buyer groups

### Session 2. Digital transformation of retail sector. Business and technology

- New strategies and practices of digital transformation 2023.
- Retail development – automation and personalization. What will it be like?
- Artificial intelligence, machine learning, video analytics, blockchain and forecasting systems in retail. New areas of application of innovative technologies
- How ML technologies are implemented in retail and what for
- Classic POS-terminals in the retail business – the anticipated replacement has not taken place yet? What's next? Expert opinion
- Tools for digital communications with consumers
- Internet of things in retail. Prospects for implementation. Successful cases
- How does IT development influence the choice of retail chain format and sales technologies?

### Session 2A. Round table. “Data driven Sales&marketing: are we ready to collect customer data and what the benefit of it is”

#### Key questions for discussion:

- Customer data management: what is it and, most importantly, what for?
- What really needs to be measured in these endless streams of data? Where should they be stored? How to use them for making effective business decisions?
- And, of course, the key question of our time – where to start?
- What mistakes do most companies make when collecting data?
- What is to be done or what resources and tools should be in place in order to collect data correctly in the future?
- Collect relevant data
- CRM vs DMP vs CDP

### Session 3. Offline retail 2023. Development in all azimuths. Selection of promising formats

- Conditions for business development and investment raising
- The most popular trade formats in Uzbekistan. Hypermarkets or convenience stores?
- Can shopping centers effectively solve the problems they face? And what influences this: advertising? marketing? what else?
- Client journey of the modern consumer. His priorities?
- Goals and objectives facing the participants of the Great Silk Road project. Impact on the markets of the countries it will pass through?

## Session 3A. New loyalty. Modern level of communications and interaction with the client

- How retailers can strengthen their loyalty programs in 2023
- Loyalty in the conditions of modern acquiring. Who will pay for loyalty: Bank, merchant, or maybe Manufacturer of a product or service provider?
- The role of evangelism in customer communications and its impact on the sales funnel
- How to improve the brand loyalty of consumers and retail outlets using a telegram bot, promotional mechanics and online advertising
- Advantages of a discount loyalty program in a rapidly changing environment
- Specific features of communication with omnichannel customers and building their loyalty
- Innovative tools for predicting buyer behavior. Successful technologies for customer acquisition and retaining
- Personalized marketing. Fine-tuning

## Session 4. Logistics and fulfillment today. The heart and basis of modern retail

- Logistics market. Situation 2023
- Logistics management. Digitalization of management
- Express delivery technologies – ways to increase efficiency
- The role of the warehouse in modern retail. Last mile delivery
- Fulfillment for e-Commerce. New services from operators
- The place and role of mail in the e-commerce logistics in Central Asian countries

## Session 4A. Marketplaces as the next link in the evolutionary trajectory of e-Commerce

- e-Commerce 2023. Potential of marketplaces
- We sell on marketplaces. Difficulties, life hacks, pitfalls
- Marketplaces on the way to effective replacement of some part of functionality of retail banks. What's next?
- Tools for brand promotion on marketplaces and aggregators
- Explosive growth in marketplace sales. Changes in logistics formats driven by online sales
- Delivery in the new conditions of supply and demand
- Retail development forecasts for 2024. How to adapt to current realities?
- Ecosystem economics as one of the most important aspects of building a marketplace

## Day 2

### Session 5. e-Commerce. Key drivers and new growth points

- E-commerce in Central Asia. Potential of new business strategies and technologies
- The role and place of mail in the economic development of Central Asian countries
- Strategies for developing the acquiring business. Rethinking the experience gained
- Customer service management in e-Commerce
- We open our store on social networks. New sales opportunities
- e-Grocery. A business line that has been demonstrating a double digit growth in recent years. Business models, barriers and risks against the background of prospects and results. IT-based process optimization. Subscription for foodstuff delivery
- Choosing a strategy for fulfilling e-Grocery orders. What influences the choice of strategy and tactics? How to improve the profitability of a business model? Prospects for the e-Grocery market in Central Asia
- Ways to transform bank cards. Direct tokenization of a client's bank account

### Session 5A. Retail and banks. Prospects for further cooperation

- Effective development strategies for the acquiring business and QR payments 2023. New payment scenarios
- Lending formats in today's conditions
- Fintech as a way of additional monetization
- E-commerce in the market of Uzbekistan
- Successful practices in introducing innovative products
- Customized solutions for accepting online payments
- Cash collection and self-collection. Best business practices
- Bio-acquiring: advantages and disadvantages. Development prospects

### Session 6. HoReCa in Uzbekistan. The tasks set by time and the logic of the country's economic development

- Automation of routine processes
- Interaction with aggregators
- Digital products for HoReCa. How does digitalization affect work in the HoReCa segment? What are companies in the industry doing to remain popular among customers spoiled by the latest technologies?
- Development of the “dark kitchen” format. Key operating principles. Advantages and disadvantages.
- Digitalization opportunities in the restaurant business
- Contactless communication during servicing. Types of contactless technologies. Their development in the market of Uzbekistan
- Logistics. A new look at delivery. A step-by-step algorithm for creating a strong delivery service. Best practices of global networks
- Labeling, fiscalization. Today's situation. Remaining questions
- Contactless payment systems



# PLUS-FORUM AGENDA

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## Session 6A. Security in retail. Technology and protection against losses

- Ensuring the retail businesses' resistance to increasing cyber risks. Who is attacking retailers today and how?
- Loss management in retail
- Cybersecurity from consumers' perspective
- Use of advanced information and analytical tools to ensure enterprise security. AI/ML in anti-fraud
- Threats to retail on the Internet and ways to counter them
- Social engineering – main vectors 2022-2023. Ratings. Recommendations
- Security of personal data. Myths and reality
- Biometrics and identification. Role. Place. Prospects. Is everyone ready to submit their biometric data?
- Attacks on biometric identification in retail. Countering biometric identification fraud. Cases and statistics

## Session 7. HR in retail business. How to make the human factor an ally?

- Staff. Lack of skilled personnel. The immediacy of the problem and the ability to solve it the short and long term
- How HR technologies in recruitment are changing: new opportunities and cases.
- HR strategy as an element of reputation management, personnel management
- Automation of personnel recruitment processes
- Personnel training in retail
- Digitalization of HR processes as the main driver for their optimization
- How HR technologies in training are changing: new opportunities, technologies and solutions.

# SPEAKERS 2023

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**Pedro Janeiro**  
Partner  
**Design Thinking Agency**



**Ilshat Hametov**  
General Director  
**Uzum Market**



**Yulia Smirnova**  
Head of remote  
support and service department  
**Kapitalbank**



**George Held**  
CEO  
**VEON AdTech**



**Sardor Kadyrov**  
Head of Government Relations  
**Wildberries Uzbekistan**



**Feodor Virin**  
Partner  
**Analytical company,  
Data Insight**



**Madina Seisengaliyeva**  
Commercial Director  
**NielsenIQ Kazakhstan**



**Nikoloz Kurdiani**  
CEO  
**TBC Group  
in Uzbekistan**



**Olga Chudina**  
Head of Treasury  
**Korzinka**



**Azamat Shaismailov**  
Managing director  
**Retail chain Eeeng ЯQH**

# SPEAKERS 2023

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**Anna Kovtun**

Marketing-strategist of market leaders

**The client portfolio is more than 10 billion rubles**



**Ivan Fedyakov**

Founder and General director

**INFOLine**



**Maxim Gubanov**

Head of Logistics in CIS countries

**Wildberries**



**Malik Karimov**

Marketing Director

**Retail chain Korzinka**



**Murat Azamov**

Founder\*

International expert \*\*

**\* Fashion Retail Management, UzFranchise, Smart Fashion Group**

**\*\* Fashion-Retail**



**Alexander Kornilov**

Head of e-commerce

**Beeline Uzbekistan**



**Nargisa Baymirzaeva**

Corporate Development Officer

**Retail chain Korzinka.uz**



**Lazizbek Mamatov**

HR director

**ISHONCH KREDIT SAVDO**



**Leila Mussatayeva**

Retail chains leader

**NielsenIQ Kazakhstan**



**Dmitry Peshnev-Podolskiy**

CEO,

**DPP Partners.**

ex-CEO

**Home Credit Russia**



# SPEAKERS 2023

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**Nadezhda Bader-Baer**

Independent international consultant  
on strategic marketing, managing partner  
**Suzirya Kazakhstan,**  
founder, **Bader-Baer Consulting**



**Andrei Maslak**

CEO  
**ASBC – APPLE PREMIUM  
RESELLER, iSpace**



**Mariya Chujakova**

Head of PMO  
**Smart Ecosystem**



**Anna Timoshina**

Partner  
**VBO Rybycore**



**Alexei Ivanov**

Founder and Head  
**Customer Experience  
Laboratory**



**Georgiy Fesenko**

ex CEO Rozetka.uz,  
ex Alibaba



**Sergei Lebedev**

Independent expert



**Lucia Shakirova**

HR director  
**Confectionery house  
SAFIA**



**Sergey Nezdemkovskiy**

ACCA, CIA, partner  
**KPMG**  
**Caucasus and Central Asia**



**Konstantin Sergeev**

Head of Association  
**Retail Security Experts**

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**Stepan Ustinov**  
Project leader  
**company BIT**



**Yulia Sarapulova**  
Head of Analytics  
**Chulakov Global**



**Olga Kondratyeva**  
Purchasing director  
**Schiever Uzbekistan,**  
**Retail chain Bi1**



**Yulia Yakovleva**  
Founder and Head of Group  
of Consulting companies  
**Person Hunters**



**Muzaffar A'zamov**  
Chairman\*  
Founder\*\*  
**\* Association of e-commerce of Uzbekistan**  
**\*\* mato.uz**



**Alexander Likhtman**  
CEO  
**PR-agency ITCOMMS**



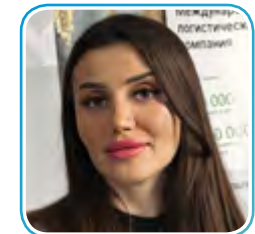
**Roman Shatalov**  
Partner  
**Verme**



**Elena Belobrova**  
ML-technologies Leader  
**Yandex Cloud**



**Julia Vdovina**  
Product Director,  
Customer service digitalization  
**U-BSS**



**Tatiana Nurova**  
Central Asia Head  
of Network development  
**CDEK**

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**Igor Stukanov**

Head of Representative office

**Newland NPT**



**Petr Yaremenko**

Business development Director

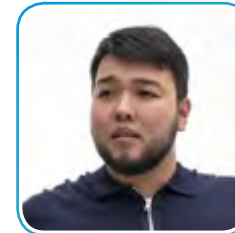
**Liptsoft**



**Oleg Kuznetsov**

Technical director

**Liptsoft**



**Yerkin Kopbayev**

Business development manager

**TOO «Payment Solutions  
Ltd» (Kazakhstan)**



**Yuri Andreev**

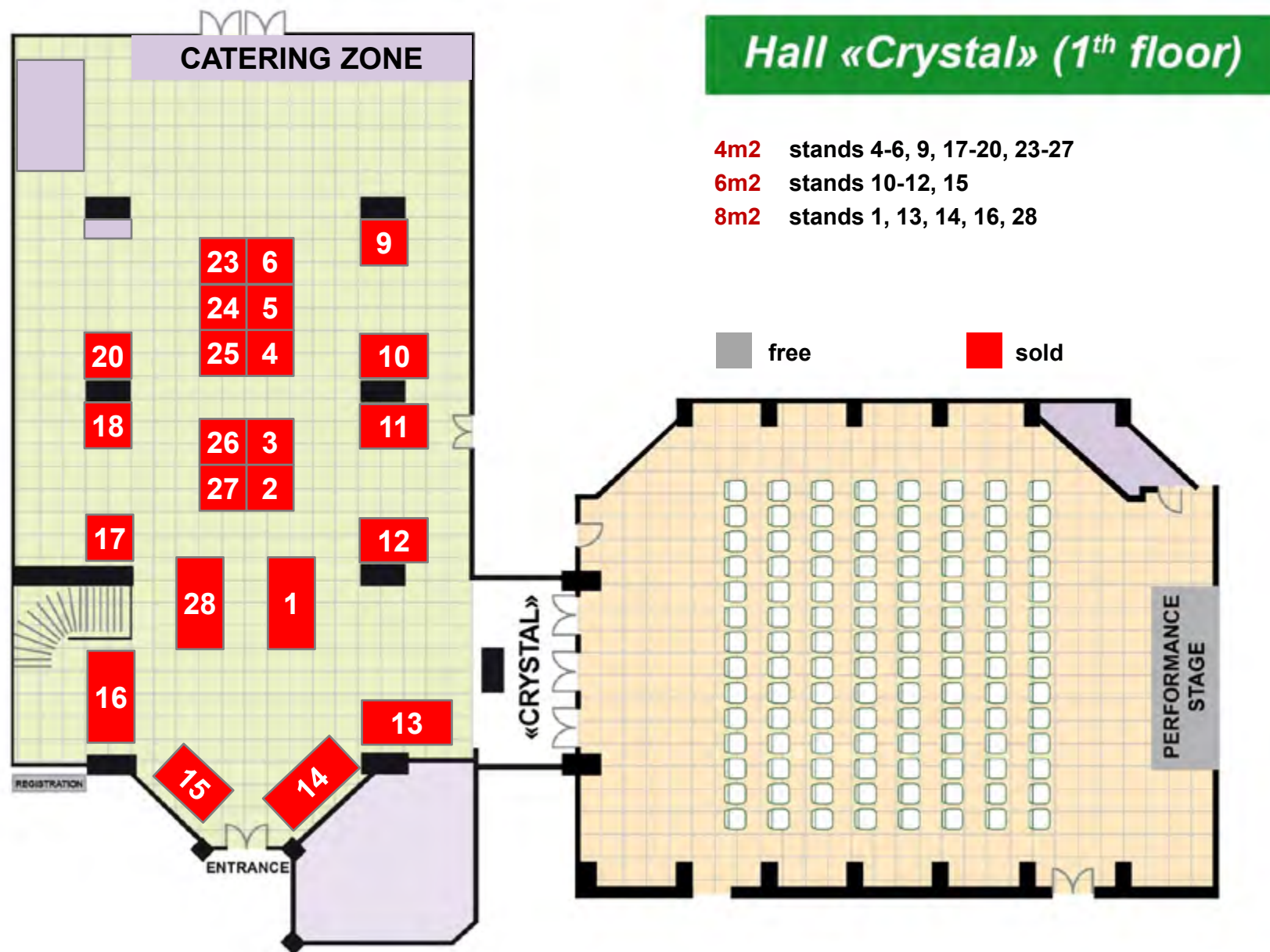
Commercial Director

**Chulakov Global**



# AUDITORIUM PLAN

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# SPONSORS AND PARTNERS 2023

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Information about sponsors and partners is constantly updated. We invite you to visit the forum's website to get up-to-date data.

Please use the link if you are viewing the presentation online:  
[sponsors and partners](#)  
on forum site [Retail Central Asia](#)

Or use the QR-code to go to the site if you use the offline option:





# PLUS-FORUM TIMETABLE

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**08.00-09.30** – Registration, welcome-coffee

**08.00-11.40** – Conference and Exhibition hours

**11.40-12.55** – Coffee break

**12.55-15.00** – Conference and Exhibition hours

**15.00-16.15** – Lunch

**16.15-18.00** – Conference and Exhibition hours

## Evening Programme

The Steering Committee invites delegates and participants of the PLUS-Forum to continue networking in an informal atmosphere.

Every time our team prepares a new edition of the PLUS-Forum, we do our best to make a key theme of the party a surprise for our guests, and this time is no exception. But let it remain a secret giving space to an intrigue and a flight of imagination. Just be sure that you will remember this evening for long!





# PLUS-FORUM PARTICIPANT TESTIMONIALS

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**Stanislav Kurilin**

*Founder and CEO  
Advertising agency HEAD MADE*

“We are participating in this Forum for the first time. I say that I do like how this Forum is organized. Everything is at a very good level. A lot of colleagues, clients. Very interesting, insightful, informative and productive.”



**Alexey Skatin**

*First Deputy General Director for Infrastructure  
Russian Post*

“Cool, informative, pleasant.”



**Evgeniy Bakhin**

*CIO, Inventive Retail Group  
Inventive Retail Group*

“This is a platform to exchange expert opinions. I mean I am eager to hear the opinions of counterparts, my colleagues, look at the solutions that appear on the market, to see novelties and surprises from the solution manufacturers, and to learn what consulting specialists have in stock. These are my main goals.”



**Larisa Romanovskaya**

*E-commerce manager  
VkusVill*

“Wise and experienced, while very ambitious, people gathered to share their experience – this is wonderful! The audience welcomes the speakers enthusiastically, and this shows the true interest. It is great that the Forum could mingle people who are ready to share their experience with those willing to take it.”



**Dmitry Kostygin**

*Co-owner  
Yulmart online store*

“Very nice. I did not expect so many people to have come here. Everyone is a receptive listener. I thought it would be a more modest event, but it turned out to be very large and pleasant. There is an opportunity to listen and speak.”

# PLUS-FORUM MOBILE APPLICATION

- Accessing the agenda
- Addressing questions to the speaker
- Chatting with Forum participants
- Viewing the interactive venue plan
- Important announcements

**DOWNLOAD**  
The PLUS-Forum  
m-app



To get authorized, TYPE IN YOUR PERSONAL ID from the ticket you received after registration at the PLUS-Forum.

COMPLETE PARTICIPANT'S QUESTIONNAIRE IN THE M-APP, and Speakers' presentations allowed for distribution will be sent to the e-mail address submitted by you in the Questionnaire.



# INFORMATION SUPPORT

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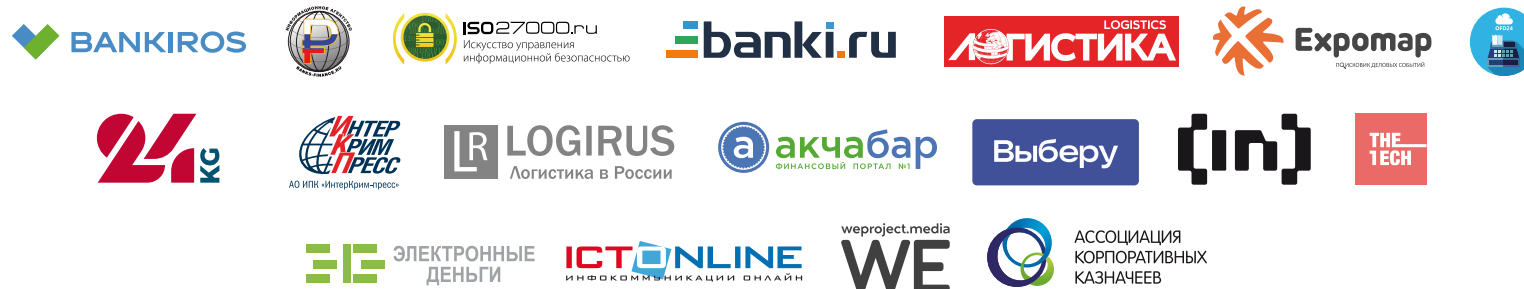
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## ASSOCIATE PARTNERS



## MEDIAPARTNERS



## INFORMATION PARTNERSHIP OPTIONS

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# ABOUT ORGANIZER

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**Alexander I. Grizov**

Co-Chairman of the PLUS-Forum  
Steering Committee

## Media Holding PLUS

**International PLUS-Forums** organized by **PLUS Media Holding** are by tradition the largest industry events not only in terms of the attendance records, the depth and relevance of the issues raised, but also as regards the number of participating partner companies.

Since 2009, the events have held a firm place in the business calendars of representatives of various market segments. The **PLUS-Forums** feature an exhibition, a conference and thematic round tables.

The growing readership of the **PLUS and Retail&Loyalty Journals**, as well as online daily newsfeeds **PLUS Daily and Retail&Loyalty News** allow us to invite top decision makers of businesses from the CIS and other countries, heads of regulatory bodies, relevant ministries and agencies, as well as world-class experts.

The delegates of the PLUS-Forums, invited to participate and approved by the Steering Committee, represent the target audience highly interested in the latest news covering market tendencies and the best international practices, products, solutions and technology, and seeking for a fruitful interchange of opinions and durable and efficient business relations.

The list of topics discussed at the PLUS-Forum conferences is regularly updated by the Steering Committee. The sources of such agenda updates include the findings of research and analytical reviews of relevant market segments, as well as continuous feedback from the Forum participants and readers of the PLUS and Retail&Loyalty Journals, including the leading Russian and international experts.

## Products of PLUS Media Holding



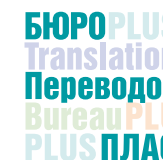
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Annual PLUS-Forums for specialists in finance,  
payments, and retail



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and overview



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Consulting



Event management

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## SPONSORSHIP

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Chairman of the Steering Committee

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## PRESENTATIONS

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Steering Committee Coordinator

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## PARTICIPATION

### **Sergey Savchenko**

Steering Committee Coordinator

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PLUS-Forum venue

**"INTERNATIONAL HOTEL", TASHKENT**