

2008 EMEA Calendar



Management Ventures, Inc.
.....

MVI believes that the only successful way for manufacturers to grow in the modern retail environment is by engaging with their retail customers in a collaborative, value-added business partner basis. Our calendar features training workshops and forums across a variety of markets and retail channels, all designed to enable our clients to build such relationships with those retail organisations that are driving growth across the EMEA region.

Q2

Auchan Workshop Series Lille, France

Apr 22 **Auchan Store Tour Programme**
Geographic Coverage: Europe

Apr 23 **Business Planning for Auchan**
Focus on the key elements to facilitate collaborative business planning and become a value-added Auchan partner
Geographic Coverage: Europe

Carrefour Workshop Series Paris, France

Apr 29 **Business Planning for Carrefour**
Focus on the key elements to facilitate collaborative business planning and become a value-added Carrefour partner
Geographic Coverage: Europe

Apr 30 **NEW! Carrefour Proximité**
Focus on the key elements to facilitate collaborative business planning and become a value-added partner for the Carrefour convenience channel
Geographic Coverage: Europe

UK Channel Workshop Series London, UK

May 13 **UK Discounter Workshop**
Analysis of the UK's hard and soft discounters and critical insight into supplier-related strategies to drive growth in the channel
Geographic Coverage: UK

May 14 **UK Cash & Carry**
Identify future growth opportunities and strategies with the key C&C Retailers
Geographic Coverage: UK

May 15 **Retailer Financial Models**
Analysis of retailers' financial models and how to use them to better measure your most critical customer relationships
Geographic Coverage: Europe

European Mid-Year Forum Geneva, Switzerland

Jun 4 **Plenary Session**
MVI's unique data-driven forecasts and fact-based insights will highlight those retailer, channel and market issues that will drive your business' success through 2013 and beyond
Geographic Coverage: Europe

Jun 5 **NEW! Channel Breakouts**
Four hour breakouts on trends in the most important trade channels in Europe – Hypermarket, Supermarket, Discounter and E-commerce
Geographic Coverage: Europe

European Mid-Year Forum London, UK

Jun 25 **Plenary Session**
MVI's unique data-driven forecasts and fact-based insights will highlight those retailer, channel and market issues that will drive your business' success through 2013 and beyond
Geographic Coverage: Europe

Jun 26 **NEW! Channel Breakouts**
Four hour breakouts on trends in the most important trade channels in Europe – Hypermarket, Supermarket, Discounter and E-commerce
Geographic Coverage: Europe

Q3

Central & Eastern Europe Workshop Series Warsaw, Poland

Sep 23 **Retailer Financial Models**
Analysis of retailers' financial models and how to use them to better measure your most critical customer relationships
Geographic Coverage: Central & Eastern Europe

Sep 24 **NEW! CEE Discounter Workshop**
Analysis of Central & Eastern Europe's hard and soft discounters and critical insight into supplier-related strategies to drive growth in the channel
Geographic Coverage: Central & Eastern Europe

Sep 25 **Modern Trade Management**
An exercise-driven, interactive session for building comprehensive Modern Trade account plans for your largest and most complex customers
Geographic Coverage: Central & Eastern Europe

Sep 26 **Business Planning for Tesco**
Focus on the key elements to facilitate collaborative business planning and become a value-added Tesco partner
Geographic Coverage: Central & Eastern Europe

For more information, please contact your MVI client manager or have a look at our website:

Tel: +44 (0)207.031.0251 Email: CustomerService@mventures.com Web: MVI-Worldwide.com or MVI-Insights.eu

2008 EMEA Calendar



Management Ventures, Inc.

Q4

Carrefour Supersession Paris, France

Oct 14 **Retailer Financial Models**
Analysis of retailers' financial models and how to use them to better measure your most critical customer relationships
Geographic Coverage: Europe

Oct 15 **Business Planning for Dia%**
Focus on the key elements to facilitate collaborative business planning and become a value-added Dia% partner
Geographic Coverage: Global

Oct 16 **Business Planning for Carrefour**
Focus on the key elements to facilitate collaborative business planning and become a value-added Carrefour partner internationally
Geographic Coverage: Global

Carrefour Arabian Gulf Workshop Series Dubai, UAE

Nov 16 **Business Planning for Carrefour**
Focus on the key elements to facilitate collaborative business planning and become a value-added Carrefour partner in the region
Geographic Coverage: Arabian Gulf

Nov 17 **Modern Trade Management**
An exercise-driven, interactive session for building comprehensive Modern Trade account plans for your largest and most complex customers
Geographic Coverage: Arabian Gulf

Private Label & Discounter Workshop Series London, UK

Nov 18 **European Private Label Workshop**
Own label and private label developments and their effects on brands
Geographic Coverage: Europe

Nov 19 **Private Label & Discounter Store Tour Programme**
Geographic Coverage: Europe

Nov 20 **Western Europe Discounter Workshop**
Analysis of Western Europe's hard and soft discounters and critical insight into supplier-related strategies to drive growth in the channel
Geographic Coverage: Europe

Russia & Ukraine Workshop Series Moscow, Russia

Nov 19 **Business Planning for Auchan**
Focus on the key elements to facilitate collaborative business planning and become a value-added Auchan partner
Geographic Coverage: Russia & Ukraine

Nov 20 **Modern Trade Management**
An exercise-driven, interactive session for building comprehensive Modern Trade account plans for your largest and most complex customers
Geographic Coverage: Russia & Ukraine

Retailer Workshop Series Munich, Germany

Dec 2 **NEW! Selling to Lidl**
Focus on the key elements and strategies to grow your business with Lidl in Europe
Geographic Coverage: Europe

Dec 3 **Business Planning for Metro Global**
Focus on the key elements to facilitate collaborative business planning and become a value-added Metro partner internationally
Geographic Coverage: Global

For more information, please contact your MVI client manager or have a look at our website:

Tel: +44 (0)207.031.0251 Email: CustomerService@mventures.com Web: MVI-Worldwide.com or MVI-Insights.eu

Dates subject to change. rev. 4.7.08