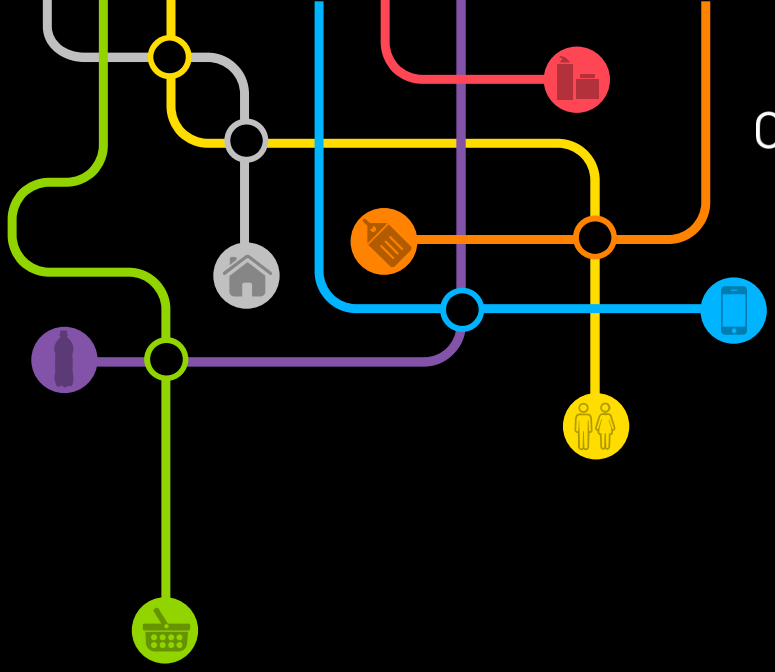

CONSUMER CONNECTION 2013

# MAP YOUR JOURNEY TO SUCCESS

## 15 OCTOBER 2013

08:30 Registration

09:15 Opening

09:20 Connection Point 1: GLOBAL OUTLOOK
How to decode global consumer trends into local initiatives?

09:45 Connection Point 2: TODAY'S CHALLENGE
What's behind the slowdown of the FMCG market?

10:10 Connection Point 3: SHOPPER CONNECTION
How to ride the wave in the rapidly changing retail landscape?

10:35 Coffee Break

11:15 Connection Point 4: MEASURE OF SUCCESS
What makes a successful launch?

11:30 Connection Point 5: RURAL DISCOVERY
What worked for Urban may not necessarily grant your success in Rural

11:50 Closing

Click here to register