Poland & CEE Retail Summit 2025
DAY 2 – Conference Program

🕐 09:00–09:40 Sessions

ESG Main | *09:00–09:40*

Defining ESG: Setting the Framework for Universal Retail and FMCG Transformation

Commerce | *09:00–09:30*

Beyond Compliance: Turning Sustainability Reporting into Marketing Power

Supply Chain | *09:00–09:30*

Closing the Loop: Advancing Circular Supply Chains

eRetail Logistics | *09:00–09:30*

Scaling Automation Across eCommerce Operations

eRetail CX & Loyalty | *09:00–09:30*

Real-Time Personalization: Driving Customer Engagement Across Touchpoints

🕐 09:30–10:00 Sessions

Commerce | *09:30–10:00*

Packaging Innovation: Using the Closed Loop to Build Competitive Advantage

Supply Chain | *09:30–09:50*

Expensive or cost-effective? Debunking the high costs of a sustainable supply chain

eRetail Logistics | *09:30–09:50*

E-commerce POWER: The Paradox of Speed and Savings

eRetail CX & Loyalty | *09:30–09:50*

Brand Power in the Digital World: How Programmatic Drives Branding and Sales in Retail

ESG Main | *09:40–10:00*

Sustainable Resource Management: Key to ESG Transparency and Industrial Competitiveness

🕐 09:50–10:40 Sessions

Supply Chain | *09:50–10:10*

Circular Retail - effective waste management strategies for the sustainability era

eRetail Logistics | *09:50–10:10*

PSIwms AI: From innovation to real benefits at LPP

eRetail CX & Loyalty | *09:50–10:10*

Loyalty is the new growth – Strategic use of loyalty as a source of business growth and building competitive advantage

ESG Main | *10:00–10:40*

Operationalizing ESG: Universal Principles for Business Success

Commerce | *10:00–10:40*

Storytelling with Purpose: Building Brand Loyalty Through Sustainability Narratives

🕐 10:10–10:40 Sessions

Supply Chain | *10:10–10:40*

Mapping and Optimizing Circular Resource Utilization

eRetail Logistics | *10:10–10:40*

From Warehouse to Customer: Smart Logistics Powered by Technology

eRetail CX & Loyalty | *10:10–10:40*

Maximizing ROI from Loyalty Programs with Data-Driven Strategies

🕐 11:00–11:50 Sessions

ESG Main | *11:00–11:30*

Preparing Businesses for ESG Reporting: Challenges, Opportunities, and Strategic Value

Commerce | *11:00–11:50*

Affordable Sustainability: The New Private Label Imperative

Supply Chain | *11:00–11:40*

Optimizing Resource Recovery: The Role of Deposit Return Systems

eRetail Logistics | *11:00–11:30*

Balancing Scalability and Flexibility: Strategies for Dynamic Logistics

eRetail CX & Loyalty | *11:00–11:30*

Personalization in a Data-Driven World: Challenges and Opportunities

🕐 11:30–12:10 Sessions

ESG Main | *11:30–11:50*

Circular Packaging: Transforming Costs into Competitive Advantages

eRetail Logistics | *11:30–12:00*

Designing infrastructure to meet large-scale logistics needs

eRetail CX & Loyalty | *11:30–11:50*

How to build a 360° customer profile and create personalized experiences using artificial intelligence in Salesforce?

Supply Chain | *11:40–12:00*

PPAs in the context of the retail market

🕐 11:50–12:20 Sessions

ESG Main | *11:50–12:10*

4 reasons why sustainable packaging is an opportunity for manufacturers and retail chains

Commerce | *11:50–12:20*

Sustainable sourcing – how will MSC standard of certification support the green transition in retail – case of seafood

eRetail CX & Loyalty | *11:50–12:10*

Redefining e-commerce with Klarna - The partner driving growth

Supply Chain | *12:00–12:20*

GS1 2D Codes: A New Era of Consumer Engagement

🕐 12:10–12:30 Sessions

ESG Main | *12:10–12:30*

A stable Operator is a guarantee of the smooth functioning of the deposit system. How to choose the right Partner?

eRetail Logistics | *12:10–12:30*

Driving Agility with Real-Time Data for Logistics Platforms

eRetail CX & Loyalty | *12:10–12:30*

A new dimension for loyalty. ORLEN VITAY 3.0 as an ecosystem of real benefits

🕐 12:20–13:00 Sessions

Commerce | *12:20–13:00*

Building Brand Trust Beyond Greenwashing: Authenticity in Sustainability Claims

Supply Chain | *12:20–13:00*

Sustainability Through Technology and Collaboration

eRetail Logistics | *12:20–13:00*

Shaping Delivery Strategies to Align with Consumer Expectations

ESG Main | *12:30–13:00*

Sustainability-Driven Leadership: Aligning Compliance with Strategic Growth

eRetail CX & Loyalty | *12:30–13:00*

How to win customers' hearts and wallets with reverse loyalty. A story about how to use the latest retail trends and turn them into unforgettable shopping experiences

🍴 Lunch Break — 13:00–14:00

Take a break, grab a bite, and recharge for the afternoon sessions!

🕐 14:00–14:40 Sessions

ESG Main | *14:00–14:30*

Profit vs. Purpose: Finding Balance in ESG Commitments

Commerce | *14:00–14:40*

Transparency and Loyalty: How Engaged Consumers Drive Sustainable Brands

Supply Chain | *14:00–14:30*

Counting emissions in supply chains. Practical approach, case study.

eRetail Logistics | *14:00–14:40*

Building an Omnichannel Framework for Seamless Integration

eRetail CX & Loyalty | *14:00–14:30*

Driving Customer Loyalty Through Transparent Data Practices

🕐 14:30–15:20 Sessions

ESG Main | *14:30–15:00*
Leadership for a Changing World: Sustainability vs. Profit-Driven Governance

Supply Chain | *14:30–15:00*
Tracking That Delivers: Ethical Sourcing in Practice

eRetail CX & Loyalty | *14:30–14:50*
The Power of Promotions in Loyalty

Commerce | *14:40–15:20*
Revolutionizing FMCG Packaging: Designing for Circularity

eRetail Logistics | *14:40–15:20*
Achieving Real-Time Inventory Synchronization Across Channels

🕐 14:50–15:40 Sessions

eRetail CX & Loyalty | *14:50–15:20*
Beyond Rewards: Turning Loyalty into a Revenue Driver

ESG Main | *15:00–15:40*
Culture Shift or Compliance? How Much Change is Needed for ESG Success?

Supply Chain | *15:00–15:30*
Integrity Sells: Building Consumer Loyalty with Honest Supply Chains

🕐 15:20–16:10 Sessions

Commerce | *15:20–15:50*
From Production to Disposal: Designing FMCG for a Circular Economy

eRetail Logistics | *15:20–16:00*

Meeting Consumer Needs with Flexible and Reliable Fulfillment

eRetail CX & Loyalty | *15:20–16:00*

Turning Customer Insights into Revenue Growth

Supply Chain | *15:30–16:00*

Sustainable Choices: Delivering on Consumer Values

ESG Main | *15:40–16:10*

Future-Proofing Business: Are We Really Prepared for the Next ESG Wave?

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🎓 **End of the Conference**

Thank you for being part of the Poland & CEE Retail Summit 2025.

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