



Retail and FMCG Conference
**Retail and FMCG Markets Facing
Change and Innovation**

Radisson Hotel, 63-81 Victoriei Avenue, Bucharest

Confronted with an increasingly sophisticated consumer who enjoys permanent access to the latest information and technology, the retail and FMCG industry players are compelled more than ever to adapt their business models to the new trends and realities. The quick and easy access to information is beneficial to both industry players and consumers, creating opportunities in a highly dynamic market. How well prepared are you for this reality?

Deloitte specialists and **Reff & Asociatii SCA** lawyers invite you on **May 13th, 2015**, starting with **09:00**, to a debate regarding the impact of the factors impacting the industry by addressing relevant financial, accounting, tax and legal aspects.

The event is organized with the support of **Modern Buyer**.

The agenda includes the following:

➤ **Plenary – Trends in the development of the Retail and FMCG industry**

Dan Badin Partner-in-charge, Tax and Legal services, Deloitte Romania
FMCG speaker TBC
Retail speaker TBC

➤ **Workshop Sessions:**

Workshop 1 – Tax & Accounting - What is the impact of the recent or expected legal changes on the business environment?

Oana Buhaescu Senior Manager, Audit, Deloitte Romania
Camelia Malahov Senior Manager, Direct Taxes, Deloitte Romania
Adrian Teampau Senior Manager, VAT, Deloitte Romania
Mihai Petre Senior Manager, Excise and Customs, Deloitte Romania
Adrian Stoian Manager, Personal Income Tax, Deloitte Romania
Bogdan Barbu Manager, Transfer Pricing, Deloitte Romania

Workshop 2 – Profit maximization opportunities: revenue management and assurance

Andrei Ionescu Director, Enterprise Risk Services, Deloitte Romania
Clarisa Bulai Manager, Enterprise Risk Services, Deloitte Romania
Eduard Nagy-Gyorgy Senior Consultant, Enterprise Risk Services, Deloitte Romania

Workshop 3 – Available non-refundable funds for the FMCG industry

Tiberiu Negulescu Senior Manager, Management Consulting, Deloitte Romania

➤ **Panel** - Promotional campaigns: between commercial interests and legal limitations

Florentina Munteanu Lawyer, Reff & Associates SCA
Silvia Axinescu Lawyer, Reff & Associates SCA
Andrea Grigoras Lawyer, Reff & Associates SCA

The event aims to generate a debate on the opportunities available and difficulties encountered by retailers and producers while also identifying solutions for various practical problems. Moreover, it is an excellent opportunity for networking with other industry professionals.

The event will provide **simultaneous translation Romanian - English**.

To **register** and to **select the workshop you wish to attend**, please visit the following link: [Retail and FMCG markets facing change and innovation](#).

In order to maintain its interactive nature, the conference will have a limited number of participants.

Participation fee:

100 € - for the first participant;

90 € - for every additional participant from the same company / same group;

The fee does not include VAT. Lunch and snacks are included in the fee.

We are looking forward to seeing you at our event!

Dan Badin
Partner-in-Charge, Tax and Legal services
Deloitte Romania

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