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|  | SUNDAY APRIL 23 - Industry Tour – CFIG RETAILERS ONLY, Preregistration Required  Bus departs at 8:30am. Tours of:  **Bosa Foods**  562 Victoria Dr, Vancouver  **Save on Foods**  100 – 3025 Lougheed Hwy, Coquitlam  **Meinhardt Foods** 3002 Granville St, Vancouver  **Vancouver House – Fresh St. Market** 1480 Howe St, Vancouver  Seating limited first come first serve.  To register, must have GSF ticket and be a CFIG retailer member. Contact [cfig@microspec.com](mailto:cfig@microspec.com) | | | |  |
|  | **SUNDAY APRIL 23** 5:30pm – 7:00pm OPENING RECEPTION – All Welcome  EAST MEETING ROOMS 1 – 3 (PARKVIEW TERRACE) | | | |  |
| \*MORNING CONFERENCE & WORKSHOP SESSIONS (registration required)  *VANCOUVER CONVENTION CENTRE EAST BUILDING –MAIN STAGE–EXHIBITION HALL A* | | | | | |
| \*MONDAY APRIL 24 | | | **\*TUESDAY APRIL 25** | | |
| 7:00am-7:15am | **BREAKFAST**  **Main Stage** | | **7:00am-7:30am** | **BREAKFAST**  **Main stage** | |
| 7:15am-7:30am | **Tom Shurrie – Welcome & Remarks** | | **7:25am** | **Dan Bregg – Welcome & Remarks** | |
| 7:30am-8:00am | **Global Retail Insights**  The new consumer, the impact on ecommerce, retailer response around the globe, and how to lead through these uncertain times.  Neil Stern, Good Food Holdings  Amanda Lai, MacMillanDoolittle | | **7:30am-8:00m** | **Fireside Chat with 2nd Gen Grocers**  Craig Cavin, Country Grocer; Gene Coleman, Colemans; Jason Vesely, Sobeys Westlock; Emmy Min, Galleria Supermarket | |
| 8:00am-8:45am | **Canadian Grocery Code of Conduct Presentation by Marc Valois, Intersol Group Ltd.**  Join this must-attend for suppliers, retailers and all stakeholders in grocery to understand the key components of the new Canadian Grocery Code of Conduct and what it means for your business and the entire industry. | | **8:00am-8:45am** | **Keynote & Q&A**  **BMO Chief Economist Douglas Porter**  Join Douglas Porter, Chief Economist and Managing Director, BMO Financial Group for an overview of macroeconomic and financial market trends affecting the grocery sector and consumer retailing. Opportunity for Q&A following presentation | |
| NETWORKING COFFEE BREAK | 8:50am-9:00am | | | | | |
|  | **\*CONCURRENT WORKSHOPS**  *VANCOUVER CONVENTION CENTRE EAST BUILDING –* **(Exhibit Hall A - Main Stage & Ballroom C)** | | | |  |
| 9:00am – 9:30am  Choose one | | | | | |
| POLICY | **Code of Conduct Panel & Q&A,**  Giancarlo Trimarchi, Vince’s Market; Michael Graydon, FHCP; Scott Ross, Can. Fed. Of Agriculture. Moderated by Gary Sands, CFIG. *Stakeholders have opportunity to ask questions.* | **Main stage** | **BRANDING/MARKETING** | What Matters Most – Your Unique Emotional Positioning:We were taught in school and the businesses and stores we worked in that we needed a unique selling proposition. Something to stand for and to make us stand out. Today what makes you unique is not what you offer but how you offer it—your unique emotional positioning. Marketing Hall of Legend and Canadian Marketing Hall of Famer **Tony Chapman** will share how to establish and fortify your unique emotional positioning to be more magnetic to Your customers, employees and suppliers. | **Ballroom C** |
| 9:40am – 10:10am  Choose one | | | | | |
| SHOPPER INSIGHTS | **Ethnic Consumer Insights**  Lessons that Western companies can learn from China as they develop their own digital market offerings. Presented by **Justin Poy, Poy Agency** | **Main Stage** | **CONSUMER INSIGHTS** | What shoppers want: Driving forces behind grocery shopper attitudes and behaviours. EnsembleIQ shares exclusive results from a comprehensive study of Canadian shoppers conducted in late 2022. Presented by **Beth Brickel**, EnsembleIQ**,** | **Ballroom C** |
| 10:20am – 10:50am  Choose one | | | | | |
| RETAIL INSIGHTS | The "value challenge" during inflationary times: When Consumers talk “value” they really mean low price. When Retailers talk “value” they really are justifying their higher prices. When inflation focuses attention on price, how can you maintain differentiation while remaining price competitive. Presented by **Ken Wong**, Queen’s University, Smith School of Business | **Main Stage** | **IN-STORE SOLUTIONS** | **Stewart Samuel, IGD** | **Ballroom C** |
|  | TRADE SHOW | **VCC EAST - HALLS A, B, C**  **MONDAY: 11:00am - 4:30pm | TUESDAY: 11:00am - 4:00pm** | | | |  |
|  | **MONDAY APRIL 24**  **Insights & Innovations Trade Floor Stages A & B** |  |  | **TUESDAY APRIL 25**  **Insights & Innovations Trade Floor Stage**  **Stages A & B** |  |
| 12:00pm-12:30pm | **TECH**  **Do more with less: Automation of cold chain monitorin**g and compliance for improved margins using IoT. Presented by Rivercity Innovations | **Insights & Innovations Trade Floor Stage** | **12:00pm-12:30pm** | **SAMPLING STAGE** | **Insights & Innovations Trade Floor Stage** |
| 1:00pm-1:30pm | **SAMPLING STAGE** | **Insights & Innovations Trade Floor Stage** | **1:00pm-1:30pm** | **FAIR TRADE**  **Build resiliency in your sourcing and trust with your customers through Fair Trade certifications**. How retailers can use Fair Trade certifications in their product selection process; procurement policies and sustainability strategies and goals. Presented by Ecocert. | **Insights & Innovations Trade Floor Stage** |
| 2:00pm-2:30pm | **SUSTAINABILITY**  **Sustainable Packaging - The Bottom Line:** Overview of trending sustainable packaging materials (recyclable / bio-based / compostable); how to assess sustainability claims for both private label packaging and branded goods | **Insights & Innovations Trade Floor Stage** | **2:00pm-2:30pm** | **SAMPLING STAGE** | **Insights & Innovations Trade Floor Stage** |
| 3:00pm-3:30pm | **SAMPLING STAGE** | **Insights & Innovations Trade Floor Stage** |  |  |  |
| 4:15pm-5:00pm | MIX AND MINGLE Networking Reception  -All Welcome- | INSIGHTS & INNOVATIONS TRADE FLOOR STAGE |  | |  |
| \*MONDAY EVENING EVENT  6:30PM – 9:00PM  *\*Preregistration req’d* | | **VANCOUVER CONVENTION CENTRE**  **East Meeting Rooms 1, 2,3** |  |
| 6:30pm-7:00pm | **RECEPTION** |  |
| 7:00pm-9:00pm | *DINNER & ENTERTAINMENT*  *Hosts Tom Shurrie, Tony Chapman* |  |