



EUROPEAN
VENDING ASSOCIATION

VENDING 2020

A GLIMPSE INTO THE FUTURE OF VENDING

JUNE 10-11, 2010
MADRID, SPAIN

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The programme at a glance

10 June

20:00 – 23:00: Dinner at the Real Madrid Stadium

11 June

< 09:15 - 10:00 MEGA TRENDS

< 09:15 - 10:00 "World and European Trends up to 2030"

< 10:00 - 13:00 SOCIETY AND POLICY TRENDS

< 10:00 - 10.45 "Insights into changing consumption patterns and the evolving consumer mindset"

< 11:30 – 12:00 "European food safety and security regulation"

< 12:00 – 12:30 "Environmental challenges for the vending industry"

< 12:30 – 13:00 " The Future of Electronic Payment in Vending"

13:00 – 14:15 Lunch break

< 14:15 – 16:00 THE IMPACT ON YOUR BUSINESS

< 14:15 – 14:40 "Preparing your product for future environmental issues"

< 14:40 - 15:05 "How the retail industry adapts itself to new trends"

< 15:05 – 15:25 "Healthy Snack Vending – Fact or Fiction"

< 15:25 – 15:45 "What will be the ideal operator in 2020"

15:45 -16:00 Closing remarks from the EVA President, Arnaud van Amerongen

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The agenda



10 June

19:45 Bus departs from the hotel to the Real Madrid stadium – meeting in the hotel lobby prior to departure.

20:00 - 23:00 Short visit of the stadium, followed by cocktail and dinner in the playing field. Dress code: smart casual. Entrance to the stadium from gate 55.

23:00 Bus departs from the stadium back to the hotel.



11 June

08:00 - 09:00 Welcome coffee

09:00 - 09:15 Opening speech – Arnaud van Amerongen – EVA President

< 09:15 - 10:00 MEGA TRENDS

< 09:15 - 10:00 “World and European Trends up to 2030”

Speaker: Domenico Rossetti di Valdalbero, DG Research, European Commission

This presentation will highlight some recent results taken from the EU forward-looking activities (foresight and forecast). It will address issues such as globalisation, demographic change, economic development, energy transition, global warming, R&D intensity and land-use for the coming decades. Using both quantitative and qualitative inputs (modelling results and expert's opinions), this talk will focus on some mega trends: the ageing population, the share of European GDP worldwide, the future energy demand, the climate change mitigation and adaptation, the R&D perspective and the urbanisation phenomenon. The figures presented will be of great value to anticipate your business strategy.

Q&A

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NOTE ON THE SPEAKER: Domenico Rossetti di Valdalbero is Principal Administrator at the European Commission, Directorate-General for Research. For ten years he has been responsible for EU research related to "Energy-Economy-Environment" models, to world energy and technology outlooks (2030-2050), and to the quantification of energy external costs (social and environmental costs). Currently, Domenico is responsible for the European forward looking studies, mostly Foresight and Forecast. In the economic and social sciences research, he is in charge of topics related to the "Economy of Services" and to the "Post-Carbon Society".

< 10:00 - 13:00 SOCIETY AND POLICY TRENDS

< 10:00 - 10.45 *"Insights into changing consumption patterns and the evolving consumer mindset"*

Speaker: Siddika Jaffer, Consulting Director, EMEA, Consumer Markets, Datamonitor

Understanding consumers, their habits and preferences, is critical to developing and sustaining successful consumer offers. However, having real empathy with consumers is more difficult than it has ever been before. Consumers no longer behave in uniform ways and traditional demographics are less relevant in predicting purchasing patterns. However, understanding your consumers and anticipating their needs is critical to facilitating the changes needed to compete more effectively for a "share of wallet".

Q&A



NOTE ON THE SPEAKER: Siddika has over 12 years experience in strategy development and implementation across FMCG and FS sectors, having worked both in a consulting capacity, as well as having held strategy management and marketing positions at Abbey National and Cadburys. She is experienced in conducting strategic assessments of company, category and brand performance, developing trend frameworks and commercial planning capabilities, leading large teams to develop product innovation pipelines, based on sound consumer insight and developing commercial capabilities to bring propositions to market.

10:45 – 11:30 Coffee break

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< 11:30 – 12:00 “European food safety and security regulation”

Speaker: Sabine Nafziger, Food consultant

Food Regulations have been on the increase in the past few years, and there is a growing consumer concern for food safety. What can be expected of food law in the coming years and what will it mean for the vending industry.

Q&A



NOTE ON THE SPEAKER: Sabine Nafziger is trained as a commercial lawyer, and has a Master’s degree in Environmental management. Sabine gained experience as Head of the legal department in a French subsidiary of the BASF Group. Her career took off in public affairs in Brussels in 1998. Ms. Nafziger gained most of her experience in the food sector with CIAA, the European Federation representing food manufacturers, from 2000 to 2008, and dealt mainly with nutrition and health issues. In July 2008, Ms. Nafziger joined BUNGE, the agri and food business, holding the position of Director of public affairs until

March 2010.

< 12:00 – 12:30 “Environmental challenges for the vending industry”

Speaker: Elisabet Amat, Engineer specialised in energetic efficiency, Lavola

Environmental policies are often regarded by companies as limiting their businesses. Actually, there are ways to make enterprises benefit from them, and actually reduce their costs and increase their productivity.

Q&A



NOTE ON THE SPEAKER: She holds an MSc in Telecommunications Engineering from the Polytechnic University of Catalonia (UPC) and a Master’s degree in Environmental Studies. Ms. Amat is currently a PhD candidate. Working at Lavola, an environmental services company, since 2009, she has participated in many different projects mainly focused on Climate Change, Life Cycle Analysis and Energy Efficiency.

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< 12:30 – 13:00 “ The Future of Electronic Payment in Vending”

Speaker: Markus Hoevekamp, Vice President, Global Self-Service Business at Hypercom

Based on an analysis of major developments in technology, cashless payment schemes and payment provider initiatives, as well as user behavior, we will develop scenarios covering the next 10 years, and will discuss strategies on how the vending industry can profit from the expected changes.

Q&A



NOTE ON THE SPEAKER: Markus Hoevekamp is the Vice President and Head of Hypercom's Global Self-Service Business Unit. When Markus entered the credit card business, he had gained experience as Business Development Director, Head of Sales, Management Consultant and Project Director for several leading systems integration and management consulting companies. Markus holds an MBA from the University of Münster, Germany. With his team, Markus is responsible for all business in the Self-Service domain, including Encrypting PIN Pads for ATMs and unattended payment solutions for Vending, Public Transport (Ticketing), Petrol, Parking and other areas.

13:00 – 14:15 Lunch break

< 14:15 – 16:00 THE IMPACT ON YOUR BUSINESS

< 14:15 – 14:40 “Preparing your product for future environmental issues”

Speaker: Carlo Doglioni Majer, Managing Director, Rheavendors

The vision of environmental issues of a family owned and managed company is naturally inclined to develop on a long term scale, and considers the theme of controllable growth as central. Long term view and family values also tend to articulate a holistic approach to the environment, seen not only in a natural, but also in a human (and humane) context.

Q&A

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NOTE ON THE SPEAKER: Carlo Doglioni Majer is Vice-President and Managing Director of the Rheavendors Group. His early career started as Artistic Manager of historical Italian institutions, such as Turin's Teatro Regio and Naples' Teatro di San Carlo. He has taught at the Universities of Naples and Venice. He sat on the Board of Italia Nostra, one of the world's oldest NGO's for environment and heritage protection, in Milan, for more than 20 years. He is a founding member of the Perilparco Foundation, who recruited Italy's main private investors to fund the restoration and maintenance of Milan's central Sempione park.

< 14:40 - 15:05 *"How the retail industry adapts itself to new trends"*

Speaker: Luckshie Haran, Principal consultant, Verdict Consulting

The vending industry shares similar challenges to the broader retail industry but is being left behind in terms of its ability to respond to changing consumer attitudes and behaviour. This session provides insights into lessons that can be learnt from retailers in adapting to the changing consumer mindset.

Q&A



Australia.

NOTE ON THE SPEAKER: Luckshie Haran B.Comm / LLB (hons) Sol is Principal Consultant for Verdict Consulting and oversees the delivery of consulting projects globally. Before joining the Datamonitor Group in January 2009, Luckshie held strategy consulting positions at PricewaterhouseCoopers, as well as at a boutique marketing and management consulting firm called Gemba Group. Luckshie is also a qualified solicitor and barrister at the Supreme Court in Victoria,

< 15:05 - 15:25 *"Healthy Snack Vending – Fact or Fiction"*

Speaker: Daniel Spielhofen, Operations Director at Seymour Valentine

Being a small operator is not a barrier to being innovative in the market. Seymour Valentine, operator in the UK, will tell us about their experience in adapting their offer to the consumer's wishes. Mr. Spielhofen will talk about a new approach to the market.

Q&A

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NOTE ON THE SPEAKER: Originally from Germany, Mr. Spielhofen moved to the UK when he was 16. He holds a degree in Catering Management and worked as a General Manager for Aramark for 5 years, primarily at JP Morgan Bank. Daniel joined Seymour Valentine Vending in July 2007 to head up the Operations Department and then moved on to Business Development.

◀ 15:25 – 15:45 “What will be the ideal operator in 2020”

Speaker: Brian Tustain, CEO of Associated Vending Services (AVS)

Taking into account all the information discussed during the conference, Mr. Tustain will present what the ideal operator should be in 2020.

Q&A



NOTE ON THE SPEAKER: Brian has worked in the vending industry for nearly 30 years, having joined Cadbury Schweppes in 1976. In 1977, he was employed as a vending ingredient Sales Manager for Cadbury Typhoo. With a 4 year absence from 1989 to 1993, when he owned and managed a VW/Audi main dealership, he then returned to vending to run and develop AVS.

15:45 -16:00 Closing remarks from the EVA President, Arnaud van Amerongen

Details of the venues

Conference

Hotel Miguel Ángel (5 stars)
Calle de Miguel Ángel, 29-31
28010 Madrid, Spain

Dinner venue

Real Madrid Stadium
Avenida de Concha Espina, 1
28036 Madrid, Spain

For any urgent matter, you can contact Ana I. Esteban +32 (0)475 38 64 31.