

Mexican Retailing Forum

October 14-16, 2008 | Mexico City, Mexico

Understand Your Customers & Anticipate Change

As commodity prices continue to accelerate globally, pressure on the trade builds on both a large and local scale. Mexico is experiencing these changes in a unique manner—benefiting as a commodity exporter, yet under increasing stress from the price of basic foods and the rise in overall energy costs. Retailers have broadened their brand value to the consumer and balanced that investment versus the rise in overall costs of doing business. Mergers and acquisitions, a rapid expansion of formats, and changes in shopper insight programs are just a few of the responses that Mexican retailers have made to the new realities.

What will this challenging environment mean for retailers in Mexico and the suppliers who call on them?



The landscape for retailers in Mexico continues to change as Wal-Mart maintains double-digit growth, Soriana works its way through the complexity of merging Gigante into their brand, and club stores continue to pull in diverse parts of the population. As competition rises, many retailers are turning to category management to enhance their procurement and merchandising teams while increasing collaboration with vendors. Overall, the market is growing as Mexico enjoys stability and steady increases in spending power. **MVI brings these variables together to look at the whole of the retailer landscape, how the consumer expectations are changing it, and how vendors can work to expand their product penetration and sales.**

Time	Oct 14	Oct 15	Oct 16
9a-1p	NEW! Clubs Overview OR NEW! Soriana Workshop	Wal-Mart Mexico	Strategic Retailer Management
2p-6p	Retailer Economics	NEW! Advanced Thinking in Category Management	

Day 1 October 14

NEW Clubs Overview Workshop (AM)

Mexico's club landscape consists of three retailers, each appealing to a different part of the market. Costco attracts a strong brand loyalty from the middle class looking for a good buy along with 'treasure,' Sam's Club fulfills the needs of small business owners, and City Club uses a smaller footprint to capture shoppers from their competition—including supermarkets. MVI will review:

- How each club retailer positions itself to its market
- Membership as a driver of profitability
- The unique nature of product selection and lifecycle in club stores
- How vendors need to establish and manage a portfolio of product development

NEW Soriana Workshop (AM)

With the outright purchase of Gigante, Soriana gained not only the number two position in the retailer market by volume sales, but a key location in the Mexico DF market. Soriana made an early decision to re-brand the Gigante stores to support their strategic marketing message and frequent shopper programs. MVI takes a look at:

- Soriana's plans and execution towards growth prior to the Gigante purchase
- How the Gigante purchase will affect those calling on Soriana
- Changes to in-store merchandising and the marketing message
- How Soriana uses its frequent shopper card to build business

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SkillBuilders™ Retailer Economics: Raising Financial Acumen (PM)

This session hones skills essential for retailer/supplier relationships:

- Understand retailers' diverse business models, financial drivers, economic metrics, and scorecards
- Learn how suppliers' strategies impact the financial results of retailers
- Map your financial strategy against your retailers' success for optimal results

Day 2 October 15

Wal-Mart Mexico Workshop (AM)

The Mexico division continues to grow faster than expectations despite being the largest retailer in the country and the only one found in every state. With a range of banners and formats to select from, the division has been creative in fitting banners to specific markets. With continued investment into the Bodega format and consequent growth in the smaller cities, Wal-Mart is making it even harder for its competition to keep pace.

- Examine how Wal-Mart Mexico fits into the Corporate and International groups' strategy and market execution
- Review the formats and banners Wal-Mart leverages in the Mexican market and compare them to those in other Wal-Mart International markets
- Identify how Wal-Mart has changed its approach to vendor relations and collaboration

NEW Advanced Thinking in Category Management (PM)

Retailers and vendors have found that category management provides a framework for collaboration and joint profitability. But with new information flowing in from shopper insights and the automation of

many manual tasks, the process and the skills needed are changing again. MVI maps out how suppliers can provide value today:

- The basic process, what works, what has changed, and what requires a fresh approach
- Evolution of information available and how to manage it
- Segmentation methods and tool capabilities
- The new role of automation

Day 3 October 16

SkillBuilders™ Strategic Retailer Management

MVI's renowned SkillBuilders™ course on strategic frameworks and planning ...including modules on negotiation tactics, a co-planning roadmap, and ways to maximize business reviews, top-to-tops, and scorecards

- **Strategic Paradigms**—Understanding the Big Picture. Navigate through frameworks to align with the leadership attributes of your customer's management, gain an in-depth understanding of the critical functions within your customer to execute the growth plan, and identify strategies to move the dialogue beyond price to the "who" and "how."
- **The Co-Planning Roadmap.** Familiarize yourself with OGSM (Objectives, Goals, Strategies, Measures) as a co-planning framework and learn how to merge brand plans, customer plans, and scorecards into a cohesive story.
- **Negotiation Tactics.** Understand retailer negotiation methods and uncover why today's environment challenges in-store execution
- **Measurement and Alignment.** Gain insight into getting the most from scorecards and quarterly reviews, discuss how to get beyond the numbers to move your brand initiatives forward, and learn how to maximize top-to-top discussions.

For More Information & Registration

Email CustomerService@mventures.com

Web MVI-Worldwide.com/Events/

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Rate per day: USD 1650

Multi-day/multi-seat rates available. Please contact MVI for details.

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Orders totaling less than \$5000 require payment at time of registration. Session fee includes continental breakfast and lunch each day and relevant MVI training outlines. Cancellations/Substitutions received in writing 10 days before the program will qualify for a credit on a future MVI program. Unfortunately, MVI is unable to issue refunds for cancellations. Substitutions must be communicated and are allowed at any time. If, due to travel restrictions, security issues or other business reasons, MVI determines that it is not preferable to deliver its traditional classroom programs (such as Workshops and Forums), MVI reserves the right to substitute comparable, alternative learning systems (such as interactive Webcasts) in their place. Content Speakers and topics subject to change. MVI specifically disclaims any liability for the editorial content of the presentations made by non-MVI speakers, which wholly originates with the speakers. The analysis and conclusions presented by MVI represent the opinions of the company. The views expressed do not necessarily reflect those of the retailers under discussion, nor are they endorsed or otherwise supported by the management of those retailers. Sessions may be taped by MVI for internal training purposes.