

The GfK logo is an orange square with the letters 'GfK' in white.A red wooden birdhouse with a white square window and a white 'X' on the front, hanging from a string against a background of green foliage.

Re-think Re-invent Re-build

FMCG Conference

GfK Romania is pleased to invite you to attend the

FMCG Conference

2011: ReThink. ReInvent. ReBuild

June 15, 2011, GfK Romania HQ

Agenda:

- | | |
|---------------|---|
| 9.00 - 9.30 | Guests registration
Welcome coffee |
| 9.30 - 9.45 | Opening speech
Andi Dumitrescu, Managing Director GfK Romania |
| 9.45 - 10.20 | Back to Normal? - Latest Developments in European FMCG Markets
Tobias Schediwy, General Manager GfK Consumer Tracking CEE |
| 10.20 - 10.50 | How do the main players in the FMCG market ReThink their business in 2011
Oana Mirilă, Qualitative Research Department Director |
| 10.50 - 11.10 | Coffee break |
| 11.10 - 11.45 | How to challenge consumer insights and ReInvent the business mindset
Marina Udriou, Senior Research Consultant |
| 11.45 - 12.20 | How to ReBuild the path to the consumers shopping basket
Raluca Răschip, Consumer Goods Director |
| 12.20 - 12.30 | Discussions |

The Conference will take place at:

GfK Romania Headquarters

address: 3 George Constantinescu St., Bucharest 2

[location map](#)

Phone: +40 21 205 5500

If you would like to participate, please return the attached **Registration form** with your details to: raluca.bob@gfk.com

You are free to register colleagues who might also have interest in this conference. As numbers are limited, please register as soon as possible to guarantee your place, but not later than **June 10, 2011**. The conference is free of charge.

We are looking forward to welcoming you as our guests,

GfK Consumer Goods Team