

MONDAY, SEPTEMBER 10 | 83RD TIF, IOANNIS VELLIDIS C.C.

3RD EXPORT USA FORUM 2018

FOOD USA INNOVATION
& DISRUPTION
IS ON



AMERICAN-HELLENIC
CHAMBER OF COMMERCE

ORGANIZERS



TRADE USA
Exploring Opportunities™

CO-ORGANIZERS



14:30 Registration – Sponsored by  Lufthansa

15:00 Introduction

Elias Spirtounias, Executive Director, American-Hellenic Chamber of Commerce

Simos Anastasopoulos, President, American-Hellenic Chamber of Commerce

Geoffrey Pyatt, U.S. Ambassador to the Hellenic Republic

Welcome addresses

Athanasios Savvakis, President, Federation of Industries of Northern Greece (SBBE)

Kyriakos Loufakis, B' Vice President, Greek International Business Association (SEVE)

15:30 **What's Trending?**

There's strong evidence that food and beverage consumers are moving into a period of risk taking, playfulness, courage, and vulnerability. That makes this a great time to think about introducing new products. Speakers will review how consumer and health forces are shaping marketplace trends, building a landscape for innovation, and impacting the creation of new products and menu items. They'll highlight the importance of recognizing and adapting to changes in trend direction and differentiating between long- and short-lived trends.

John Moysoglou, TradeUSA Lead, American-Hellenic Chamber of Commerce

Rafael Tselikas, EU and International Public Sector Advisor, Euromonitor International

16:00 **Session I: Product Categories Analyzed**

Specializing in the demand-side of the premium food and beverage market, in other words what's in the shopping cart, what's on the way, and why – not to mention “how” – products succeed. Today's specialty food consumers believe they are unique individuals with equally unique needs, and they seek specialty food and beverage products that match their uniqueness. During this session, food categories will be reviewed in terms of market appeal requirements aiming to craft ripe opportunity areas for new product innovation.

Cheese, Bakery, Olive Oil & Specialty Food

Arn Grashoff, Director of Merchandising and Marketing, European Imports – a SYSCO Company

16:30 **Session II: Plan-Make-Launch | New Product Development**

A killer product is the ultimate competitive advantage. Today's consumers have so many choice, it's mind-boggling. With great branding, positioning, and packaging it's easy to get people to try your product once. But the only way to build a sustainable business is to deliver a product that consumers want to buy. This session will outline the key steps in the product development process to navigate the unpredictable world of product innovation and development.

Dimitris Karavasilis, Managing Director, DK Marketing

Dr. George Sarantavgas, Director, Standards & Solutions, GS1 Association Greece

Chara Ioannidou, Sales Manager, Kuehne+Nagel

Coordinator: **Dimitris Karavasilis**, Managing Director, DK Marketing

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FEDERATION OF INDUSTRIES OF NORTHERN GREECE



SEVE

17:15 COFFEE BREAK – Sponsored by  Lufthansa

17.30 Session III: The Market Talk

Join us in this panel discussion to get the inside track on what buyers, brokers, and distributors are looking for in new products, and how to work efficiently with them to make sure the relationship is beneficial for all.

Panel

Coley Anderson, Industry & Government Director, Registrar Corp

Arn Grashoff, Director of Merchandising and Marketing, European Imports – a SYSCO Company

Coordinator: **John Moysoglou**, TradeUSA Lead, American-Hellenic Chamber of Commerce

17.50 Session IV: How do I compete?

You've got the best-tasting product in your category, but nobody's buying. Or, you've got the healthiest innovation in the bottle, but haven't launched yet. Whatever your situation, a great product isn't necessarily a great brand. To stand out and make buyers want your product you need to be ready and have negotiation power. This session will analyze: FDA regulatory compliance, financing, insurance DOs & DONTs.

U.S. FDA

Coley Anderson, Industry & Government Director, Registrar Corp

Angeliki Katsapi, Managing Director, Swiss Approval

Coordinator: **John Moysoglou**, TradeUSA Lead, American-Hellenic Chamber of Commerce

Product Insurance

Apostolos Zikoulis, Managing Director, ZIA Insurance Brokers

Margarita Golfinopoulou, Commercial Lines Director, Risk Champion, AIG Greece

eSolutions

Athanasios Daflos, Head of i-Services, Global Transaction Banking, Eurobank

Dimitris Christou, Director, Market Development, GS1 Association Greece

Coordinator: **Dimitris Karavasilis**, Managing Director, DK Marketing

18.45 Keynote Address

Phil Kafarakis, President, Specialty Food Association

19.15 Closing Remarks

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