



**mærkevare**  
LEVERANDØRERNE

# FAIRNESS FOR ALL - NORDIC FAIR TRADING CONFERENCE

## Fair Trading conference 2018

**Held: 13/09-2018 - Clarion Hotel, Copenhagen Airport**

Fairness for all is the foundation for a competitive, efficient and consumer focused market to ensure sustainable growth and innovation. Unlike the Nordic markets, most markets in Europe have been addressing Unfair Trading Practice (UTP) either through legal regulation or via voluntary code of practice. In UK, the Grocery Code Adjudicator has made remarkable achievements through legal regulations. Norway is following suit with a new Law on Fair Trading in the Markeing and EU has now proposed a directive targeting Unfair Trading Practices in business-to-business relationships in the food supply chain, setting a minimum standard for Europe.

At this conference you will be introduced to the UK model and the achievements of the GSCOP and to the propped directive - both the political process and a perspective on how it will impact the market. Does the directive address the local challenges, or do we need to supplement it with local initiatives?

The conference is organized by Nordic grocery suppliers' associations: ETL Finland, DLF Sweden, DLF Norway and MLDK Denmark.

### Information

**Status:** Open for registrations

**Date:** From 13/09-2018 kl.10.00  
To 13/09-2018 kl. 16.15

**Location:** Clarion Hotel,  
Copenhagen Airport  
Ellehammersvej 20  
2770 Kastrup

### Price

Price per attendee: **1495.00 DKK / 200.00€**

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## Program of the day

**HORTEN**

### Welcome, introduction an legal perspective

**Marie Løvbjerg, Attorney, HORTEN Advokatpartselskab and conference moderator.**

Kl. 10.00 - 10.15



### International retail perspective

**Carina Sponholtz, Bain & Company**

Tectonic shifts are changing the European retail landscape with likely continued grocer consolidation as a consequence. These shifts will have significant implications for consumer products companies and adapting the go to market strategy will be imperative to thrive in the new grocery world.

Kl. 10.15 - 10.45



### The Dual Role of Retailers as Customers and Competitors

**Mogens Bjerre, Associate Professor, CBS and Per Østergaard Jacobsen, Senior Lecturer, CBS**

Nordic research accessing the consequences that manufactures are facing as a result of the dual role of retailers, being both a customer and competitor simultaneously.

Kl. 10.45 - 11.25



### Unfair Trading Practice in a European perspective

**Michelle Gibbons, Director-General, AIM**

You will be introduced to the proposed EU directive, the political process and a perspective on how it will impact the markets. There is open for questions at the end of the presentation.

Kl. 11.25 - 12.10

Kl. 12.10 - 13.00

### Lunch



### Winning fairness for suppliers in the UK market - the role and the achievements of the GCA

**Christine Tacon, UK Groceries Code Adjudicator**

How GSCOP has changed the UK trading environment and how international manufactures can benefit from GSCOP - but manufactures have to step in and participate. There is open for questions at the end of the presentation.

Kl. 13.00 - 1400

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**Manufacture perspective on GSCOP impact on the UK trading environment**  
Ash Amirahmadi, Managing Director, Arla Foods UK

Kl. 14.00 - 14.20



**Successful implementation of GSCOP**  
John Noble, Director General, British Brands Group

GSCOP success relies on suppliers knowing the Code and, importantly, how to use it in day-to-day trading. Training is a crucial, a factor seized on by the British Brands Group.

Kl. 14.20 - 14.35

Kl. 14.35 - 15.00

**Coffee break**

**Unfair Trading Practice in the nordic region**

Status on legislation and voluntary initiatives to address UTP in the Nordic region. You will get a short update per market and a perspective on how the EU-directive has been received in the different markets.

Kl. 15.00 - 16.00

The speakers are:

Olav Kolstad, Dr. juris, Advokatfirmaet Schjødt (NO)

Elisabeth Eklund, Partner/Advokat, Delphi (SE)

Niels Jensen, CEO MLDK Mærkevareleverandørerne (DK)

Heli Tammivuori, Director, ETL (FI)

Kl. 16.00 - 16.15

**Closing comments**