**#RevitaliseRetail Workshop 2021**

**Virtual event – 7 December 2021 9:30-12:30**

**Draft Agenda**

| **Timing** | **Agenda points and speakers** |
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| 09:30 – 10:00 | **Welcome & introduction**  ***Giacomo Mattinò****, Head of Unit “Food, retail, health”, Directorate “Ecosystems I: Chemicals, Food, Retail”, DG GROW European Commission*  **Opening remarks**  ***Karla Pinter****, Director-General, Ministry of Economic Development and Technology of Slovenia*  ***Kristin Schreiber****, Director “Ecosystems I: Chemicals, food, retail”, DG GROW European Commission* |
| 10:00 – 11:00 | **Digital transition of retail SMEs – case-studies**  How small retailers have embraced the green and digital transition to increase their resilience and meet the evolving consumer needs.  **Moderator:** *Joanna Zawistowska, Policy Officer at DG GROW, European Commission*  **Speakers:**   * **Simon MAGDIČ, REBEL d.o.o., Murska Sobota** - *case-study of a clothing shop* * **Bernhard REITER, CEO of Zadruga Market, Bleiburg/Pliberk** – *case-study of a mixed retailer (food, tools, construction material, fashion and toys)* * **Rudy COLLINI, President Confcommercio Varese** *– case-study of the monitoring of customer flows to help small retailer develop their marketing strategies* * **Questions and Answers** |
| ***11:00 –11:15*** | ***Coffee break*** |
| 11:15-12:15 | **Retail SMEs in rural areas – case-studies**  How small retailers contribute to the boosting of local supply chains and the improvement of the quality of life in rural areas.  **Moderator:** *Géraldine Fages, Senior Expert at DG GROW, European Commission*  **Speakers:**   * **Bernhard REITER, CEO of Zadruga Market, Bleiburg/Pliberk** – *role of a mixed retailer in rural areas* * **Boštjan PRAZNIK, director, KOROŠKA KMETIJSKO-GOZDARSKA ZADRUGA z.b.o., Slovenj Gradec -** *case-study of the Agricultural and Forestry Cooperative of Koroška* * **Giovanna MAVELLIA, Secretary General Confcommercio Lombardia** *- local strategies to increase the resilience of the retail fabric* * **Questions and Answers** |
| 12:15 – 12:30 | **Concluding remarks**  ***Franc Stanonik****, Secretary, Head of Internal services Division, Directorate for Internal market, Ministry of Economic Development and Technology of Slovenia*  ***Giacomo Mattinò****, Head of Unit “Food, retail, health”, Directorate “Ecosystems I: Chemicals, Food, Retail”, DG GROW European Commission* |