Schedule

Baltic Retail Forum 2026

StrongPoint

9:00 — **REGISTRATION & WELCOME COFFEE**

9:30 — **OPENING REMARKS**
Welcome from our host and an overview of the day's agenda.

9:45 — **BUILDING WHAT'S NEXT IN RETAIL**
Jacob Tveraabak, Chief Executive Officer at StrongPoint

10:00 — **THE CONNECTED FRONTLINE, HOW RETAIL STAFF ARE STILL RELEVANT IN THE AGE OF AI**
Mark Thomson, Retail Industry Director EMEA at Zebra Technologies

10:45 — **COFFEE BREAK**

11:15 — **WHAT WILL DRIVE CONSUMER SPENDING IN THE BALTICS IN 2027 AND WHAT COULD HOLD IT BACK?**
Tadas Povilauskas, Economist at SEB Bank

11:45 — **TAKING THE PULSE OF FMCG: RETAIL MARKET DYNAMICS**
Žaneta Simonaitytė, Retailer Leader FMCG & TnD North Eastern Europe NielsenIQ

12:15 — **LUNCH BREAK**

13:00 — **HOW PREDICTABLE WE ARE**
Tomas Ramanauskas, Creativity lecturer, founder of advertising agencies

14:00 — **COFFEE BREAK**

14:30 — **PANEL DISCUSION: INNOVATE OR NOT TO INNOVATE?**
Moderator: Dalius Misiūnas, President of ISM University of Management and Economics | Panellists: Eglė Radžiūnė, CFO and Board Member at Lidl; Vaidas Lukoševičius, Country Managing Director at Rimi; Tomas Bazys, CEO at Franmax