



# A WORLD OF OPPORTUNITIES

CANADIAN GROCERY'S LARGEST MEETINGS,  
EXHIBITION + CONFERENCE EVENT

OCTOBER 24 & 25 2023 | TORONTO CONGRESS CENTRE, NORTH BUILDING

#GICSHOW23 | [DOWNLOAD SHOW APP >](#)



## PROGRAM SCHEDULE

### MONDAY, OCTOBER 23, 2023

#### 8:00AM | INDUSTRY TOUR

Westin Toronto Airport Hotel

REGISTERED RETAILERS ONLY

SPONSORED BY:

#### 5:30-7:30PM | OPENING RECEPTION

TCC-North Building @ A. Lassonde Stage (P. Anka Lobby, Hall H)

OPEN TO ALL EXHIBITORS, DELEGATES

SPONSORED BY:

### TUESDAY, OCTOBER 24, 2023

TCC-North Building @ A. Lassonde Stage (P. Anka Lobby, Hall H)

SESSIONS OPEN TO ALL EXHIBITORS, DELEGATES

#### 8:00-9:00AM | REGISTRATION/ CHECK-IN ANNUAL GENERAL MEETING

SPONSORED BY:

#### 9:00-9:30AM | CANADIAN FEDERATION OF INDEPENDENT GROCERS' ANNUAL GENERAL MEETING

Updates from CFGI, Tom Shurrie, President & CEO

#### 9:30-10:15AM | A GROCERY CODE OF CONDUCT IS NOW HERE! WHAT YOU NEED TO KNOW

After over two years of industry collaboration under the auspices of the Federal, Provincial and Territorial Ministers of Agriculture and Food, a Grocery Code of Conduct has now been finalized. The Code was developed out of a recognition that certain practices and behaviours in the Food industry needed to be addressed and corrected. Canada's new Grocery Code will govern the entire industry and the principles laid out will apply equally to retailers and suppliers. Don't miss the opportunity to now learn what the Code will mean for your business and how you can ensure it benefits you in the years ahead. Members of the Industry group who constructed the Code will go through key provisions and answer your questions.

**Panelists:** Giancarlo Trimarchi, Vince's Market; Michael Graydon, FHCP; and Gary Sands, CFGI.

#### 10:15-10:45AM | KEYNOTE: DOUGLAS PORTER

Hear from BMO's Chief Economist and Managing Director Economics, **Douglas Porter** about the macroeconomic and financial market trends affecting the grocery sector and consumer retailing, and how to leverage those opportunities.

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#### 10:50AM | GIC OPENING CEREMONY

#### 11:00 AM-4:30PM | **TRADE SHOW EXHIBITION**

TCC-North Building (Hall I)

#### 12:00-2:00PM | TOP 10 IN GROCERY BEST BOOTH JUDGING



#### INSIGHTS & INNOVATIONS TRADE FLOOR STAGE SESSIONS

SESSIONS OPEN TO ALL DELEGATES AND EXHIBITORS

#### 12:00-12:30PM | B.K. SETHI IN CONVERSATION WITH TONY CHAPMAN

Tony Chapman sits down with BK Sethi, one of the pioneers and inventors of the ethnic marketplace. Learn his story and take away insights and ideas for your business. Learn what you need to do to meet your consumers in the ethnic food aisle!

#### 1:00-1:30PM | HORIZON SCANNING:

Developing Packaging and Plastics Regulations in Canada. An overview of what extended producer responsibility is and global trends of plastics regulations, thresholds for application and implications for their business. Presented by **Brandon Seegmiller**, RLG Systems Canada.

#### 2:00-2:30PM | INDEPENDENT GROCER

**SURVEY RESULTS:** Data and insights to benchmark your business. **Robert Graybill**, FMS

#### 3:00-3:30PM | DEFENDING AGAINST RANSOMWARE

Safeguarding Independent Grocers with Proactive Cybersecurity. **Kimberly Simon** sheds light on the pervasive threat of ransomware, particularly targeting independent grocers. This session is an illuminating guide for businesses, establishing resilient security frameworks in an evolving digital landscape.

#### 4:30-5:00PM | MIX & MINGLE NETWORKING EVENT

Join industry colleagues for complimentary hors d'oeuvres and drinks.

TCC-North Building (Mitchell Lobby Hall, Hall H) Ballrooms A, B, C

OPEN TO ALL DELEGATES AND EXHIBITORS

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show app!



## 5:00-6:30PM | MERCHANDISING EXCELLENCE AWARDS



Awards will be presented to Master Merchandiser Winners for best in-store displays; Top 10 in Grocery, and Best Booths from GIC. Co-hosts **Tom Shurrie, Tony Chapman**

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## WEDNESDAY, OCTOBER 25, 2023

[TCC-North Building \(Hall H\) Ballrooms A, B, C](#)

PRE-REGISTRATION REQUIRED FOR ALL SESSIONS

### 7:00AM | BREAKFAST

### 7:25-8:00AM | TOP OF THE MORNING BREAKFAST SESSION

Join **Tony Chapman** of Chatter That Matters. Put the In into Independent. In a softening economy there is a flight to price. 5 ideas to make sure the consumer doesn't fly by you.

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### 8:00-8:45AM | SECTOR INSIGHT: CAPTURING THE ETHNIC CONSUMER

Today's consumers are more diverse than ever. What opportunities are being missed by grocery chains or independent stores when it comes to recognizing special holidays, marketing and advertising opportunities using ethnic media and social channels? What about payment systems such as WeChat Pay, AliPay and OTTPay? Moderator: **Justin Poy**, Justin Poy Agency with **Gavin Barrett**, Barrett and Welsh; **Jie Chen**, Chens Enterprises Corp.; **Loretta Lam**, Focus Communications; **Don Seo**, Galleria/Korea Food Trading

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### 8:45AM-9:30AM | THE NEXT 730 DAYS: WHAT TO EXPECT IN TECHNOLOGY, THE ECONOMY, AND THE FUTURE OF WORK

History has shown that we can only accurately predict two years ahead, or 730 days. So, while many are sharing their 5, 10, 15, 20-year forecasts, often with conflicting ideas and notions, this keynote is your antidote. A clear, narrow-focused exploration of the forces shaping our

near future and how leaders and organizations can better prepare for it. Presented by **Leonard Brody**, Multi-Exit Entrepreneur, Business and Technology Visionary

SPONSORED BY: **acosta**

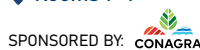
### 9:30-9:40AM | COFFEE BREAK

SPONSORED BY: **KraftHeinz**

### 9:45-10:15AM & 10:20-10:50AM

### CONCURRENT WORKSHOPS [REPEATED]

[Rooms 1-4](#)



**[ROOM 1] DATA:** Optimizing differentiation and growth with big and small data using innovative technologies to disrupt the competitive landscape. Hear about secrets to success from a former Google International Growth executive, **Rachel Loui**.

**[ROOM 2] SHOPPER INSIGHTS:** Do you have plans and strategies in place to maximize your share of growth with new Canadians? Retailers and brands must understand the needs and preferences of these consumers and what regions and channels in Canada will likely have the largest opportunity to satisfy those needs. **Kevin Lacey**, Senior Vice-President of Consulting from Environics Analytics will share multicultural insights, grounded in geography, to inform local activation that will maximize trips, volume and market share.

**[ROOM 3] TECH:** Understand how digital tools are optimizing stores' back-end efficiencies, driving engagement, and impacting the shopper journey, presented by **Amar Singh**, Kantar, Sr. Director.

**[ROOM 4] RETAILER INSIGHTS:** A look at some of the US independent retailers in that market are doing, where they are finding success, what the challenges are, changing consumer trends, buying habits. **Elizabeth Lafontaine**, EnsembleIQ Chief Retail Analyst

### 11:00AM-4:00PM | TRADE SHOW EXHIBITION

[TCC-North Building \(Hall I\)](#)



**GIC** GROCERY  
INNOVATIONS  
CANADA

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## INSIGHTS & INNOVATIONS TRADE FLOOR STAGE SESSIONS

SESSIONS OPEN TO ALL DELEGATES AND EXHIBITORS

### 12:00-12:30PM | FLAVOUR FORECAST

McCormick's Chef **David Burnett** shares the latest trends that influence what we cook and eat from the brand's Flavour Forecast report.

### 1:00-1:30PM | SINGLE-USE PLASTICS:

A look at the *Single-use Plastics Prohibition Regulations* and what it means for your business. Presented by **Audrey Boitson**, Environment and Climate Change Canada

### 2:00-2:30PM | THE PROOF IS IN THE PRICING

Queen's Marketing Professor **Ken Wong** explores how grocers can show they are loyal to consumers; work with consumers to reduce costs; and maintain transparency etc.

### 3:00-3:30PM | STATE OF CLOUD VIDEO

(SURVEILLANCE) & AI-BASED ANALYTICS  
wAI in Grocery has limitless potential to stop theft, and avoid fraud/lawsuits, but also provide operational insights such as inventory tracking, end-cap analytics, traffic, impressions, and even how the fast-moving consumer goods companies can improve their sales working with Grocers who can quantify the value of placement in the stores. Presented by **Jim Farell**, Solink.

## 5:30-9:15PM | EVENING EVENT

📍 TCC-North Building (Mitchell Lobby Hall, Hall H) Ballrooms A, B, C

\*PRE-REGISTRATION REQUIRED

## 5:30-6:15PM | RECEPTION

SPONSORED BY: **HOBART**  
CANADA

## 6:30-9:15PM | INDEPENDENT GROCER OF THE YEAR AWARDS

Awards will be presented to the best grocers in Canada.

DINNER SPONSORS:



AWARD SPONSORS:



**DRAW FOR FINAL FOUR  
FOR GRAND PRIZE TRIP  
TO NGA SHOW IN LAS VEGAS!**

SPONSORED BY: **Saputo**

## 2024 SAVE THE DATES!



### GROCERY & SPECIALTY FOOD WEST 2024

APRIL 22 & 23, 2024

VANCOUVER CONVENTION CENTRE, EAST BUILDING

[www.gsfshow.com](http://www.gsfshow.com)



### GROCERY INNOVATIONS CANADA 2024

OCTOBER 29 & 30, 2024

TORONTO CONGRESS CENTRE, NORTH BUILDING

[www.GroceryInnovations.com](http://www.GroceryInnovations.com)

## DAILY SHUTTLE:

EVERY 15-20 MINUTES

Westin Toronto Airport Hotel to/from  
Toronto Congress Centre

Monday, October 23, 2023  
4:45PM - 8:00PM

Tuesday, October 24, 2023  
7:00AM - 7:30PM

Wednesday, October 25, 2023  
6:30AM - 11:00PM