

How Spanish business adapts to COVID-19

HERE ARE 5 WAYS TO KNOW



1. POST-COVID TENDENCIES STUDY

10:30-10:45 Opening
10:45-11:05 Rosario Pedrosa, Commercial and Marketing Strategy Manager, AECOC
11:05-11:25 Discussion

2. POST-COVID TRENDS FROM THE POINT OF VIEW OF WHAT DISTRIBUTION IS DOING IN SPAIN

11:25-11:45 Pablo de la Rica, Retail Knowledge Manager, AECOC
11:45-12:05 Discussion



3. NEW STRATEGIC CHALLENGES FOR RETAIL IN THE COVID PERIOD

12:05-12:25 Imanol Echeveste Aizpurua, Trade Marketing and Horeca Director, Angulas Aguinada
12:25-12:45 Discussion



4. NEW GLOBAL TRENDS AND TECHNOLOGIES THAT ARE EMERGING IN THE WORLD WITH GREAT IMPACT OF FOOD COMPANIES

12:45-13:05 Albert Anglarill, Innovation and Project Development Manager, AECOC
13:05-13:25 Discussion



5. INNOVATION, SUSTAINABILITY AND SOCIAL RESPONSIBILITY

13:25-13:45 Juan Antonio López, Director of Energy Optimisation and Environment, Damm
13:45-14:05 Discussion

14:05-14:15 Closing



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