

Food Retail Evolution: New Business and Purchasing Models in Italy and Beyond

in collaboration with **Largo Consumo Mag**

**Largo
Consumo**

*The Academy (Hall 18)
Wednesday, May 7th, 2025
start: 12 pm - end: by 1.15pm*

Abstract

Top executives from Italy's leading food retail chains discuss how evolving consumer behaviors are reshaping their business models and sourcing strategies. The session will explore how Italian and international suppliers can respond to current challenges and become strategic partners for large-scale retail groups. A resident chef by APCI – Italian Professional Cooks Association will prepare dishes and/or tastings using specific ingredients offered by the TPOs taking part into the event.

In collaboration with *Largo Consumo*, (prominent Italian magazine specialized in Large Scale Retail)

Program

Discussion panel:

1. Alessandro Masetti – **Grocery Director of Coop Italia**
2. Alessandro Pieri – **Sales Team Responsabile Hypermarket Channel of Conad CIA**
3. Grégoire Kaufman – **General Manager of CRAI Secom**
4. Max Coello – **Director and Trade Commissioner of Pro Ecuador**
5. Raquel Vieira de Castro – **Vice-President of PortugalFoods**

Moderator: Armando Garosci – **Editorial Director of Largo Consumo Mag**

Extra: at the end of the event, the public will visit the International pavilion, to explore in depth the themes of the event.

Panel language

English - Italian (simultaneous translation provided)

