

What influence will world commodity price rises have on food manufacturers.

How should Polish food manufacturers react to dramatic increases in food staples on world markets? Can the UK experience of the 1980's be helpful in predicting what will happen in Poland?

We have invited as key speakers at the fourth Polish – British Food Forum leading sector experts who will not only define the problem but will set out a possible scenario for future developments.

The major food retailers will as usual increase price and payment terms pressure on manufacturers. Manufacturers have little influence on raw material costs. Microeconomic theory suggests that only those with a low manufacturing cost base will survive as will those whose brand is so strong that it creates effective demand pull which retailers cannot resist.

The UK experience suggests that in the medium term only the large efficient production plants will survive causing concentration on the one hand with a significant number of specialist producers surviving at the other end of the market.

Using United Biscuits as an example we will show how lean management techniques, developed in the motor industry, have helped the group maintain profitability. Twinings which has recently opened a production facility in Poland will demonstrate how lean has helped that company improve its financial position. A representative of Raben Logistics will share thoughts on how to rationalize the supply chain. Mark Forkun, a highly experienced lean management coach, will share his experiences of implementation in the UK and Poland and will present the results of a survey of Polish food manufacturers.

Professor Andrzej Blikle whose family owned business is over 140 years old will show how TQM can be applied to specialist manufacturers whilst brand experts will set out how to create demand pull through brand building.

The presentations will be brought together and summarised by Stefan Kirk whose company Glenboden for over 20 years has followed consolidation of manufacturers by mergers and acquisitions on the global market.

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