SPRINGBOARD

BENGALURU, INDIA

SAVE THE DATE!

29th & 30th
JANUARY 2025

*BUILDING AI PLATFORMS WITH
MULTI-MARKET SCALABILITY*

SPRINGBOARD

The Consumer Goods
FORUM

End-to-End
Value Chain

HOSTED BY:

Unilever

SPONSORED BY:

DECISION POINT
A LATENTVIEW COMPANY

SpringBoard Events are off-site events, hosted by The Consumer Goods Forum, End-to End Value Chain, member companies to provide hands-on experience of new technologies.

The aim of these events is to **empower decision makers** of retail and manufacturer companies who want to enter discussions about the **strategic implications** of new technologies for their business.

What will the impact of these technologies be? Which process changes lie ahead?
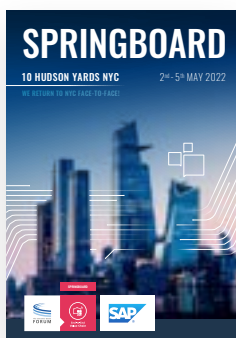
Join us if you are:

A senior leader with global responsibilities, driving data and AI solutions across multiple markets.

A commercial or supply chain leader working to scale solutions internationally, ensuring standardization and efficiency without sacrificing effectiveness.

The leader of a global capability center, focused on delivering market-specific solutions for diverse global markets

A senior leader in AI/Data Science capability development, driving innovation and transformation across industries.

Some of the past Springboards

The CGF Springboard Bengaluru aims to unite a community of leaders focused on developing innovative global solutions within the consumer goods and retail Industry. This event will facilitate discussions on establishing centralized AI capabilities and effectively scaling them across diverse global markets. Participants will have the opportunity to engage in insightful conversations, learn from industry experts, and collaborate through curated workshops. Attendees can expect to gain valuable industry insights, strategic tools, and frameworks, as well as learn from success stories related to building global AI capabilities. In addition to the main agenda, the event will also have enjoyable sessions designed to foster connections and camaraderie among peers within the community.

AGENDA

JAN 29TH 2025 - DAY 1

3PM onwards

Global AI Stories

Curated discussion on case studies that showcase how various markets implement AI solutions to drive business impact. The agenda will explore key priorities, challenges, and the differences in approaches across diverse geographies.

Coffee Brewing Experience

A fun and interactive workshop diving into the nuances of brewing and tasting premium indian estate coffees. This immersive experience helps you develop a keen sense of understanding about unique Indian coffees and what makes them special.

Networking Dinner

JAN 30TH 2025 - DAY 2

9AM - 3PM

CGF Introduction

An Intrdouction to the Consumer Goods Forum and their key priorities

Managing Data Ops Layer for Multi-Market Solutions

Building a scalable data model that can scale success from single market pilots to multi-market solutions in production.

Data-Driven Sustai-nability: Navigating CSRD in the CPG and Retail Sectors"

In light of the Corporate Sustainability Reporting Directive (CSRD) going live in 2025, it is essential for the Consumer Packaged Goods (CPG) and Retail industries to prioritize sustainability within their AI capabilities. In this fireside chat, an industry veteran will share insights on how CPG and Retail companies can enhance their sustainability initiatives through data-driven strategies.

Solving Adoption Challenges for Global Solutions

User personas and pain points can vary significantly across different markets. To ensure successful global scalability, it is crucial to consider the diversity of user requirements during the tool development itself. In this session, experts will share valuable insights and frameworks that can accelerate AI adoption across multiple markets.

Human Centered Design Workshop

This interactive workshop will delve into the power of human-centric design in developing global solutions. Participants will engage in hands-on experiences with effective design tools and frameworks, learning how to create scalable solutions that create business impact across diverse market conditions.

📍 **Hindustan Unilever**

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📍 **HOTEL Sheraton Grand Whitefield**

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