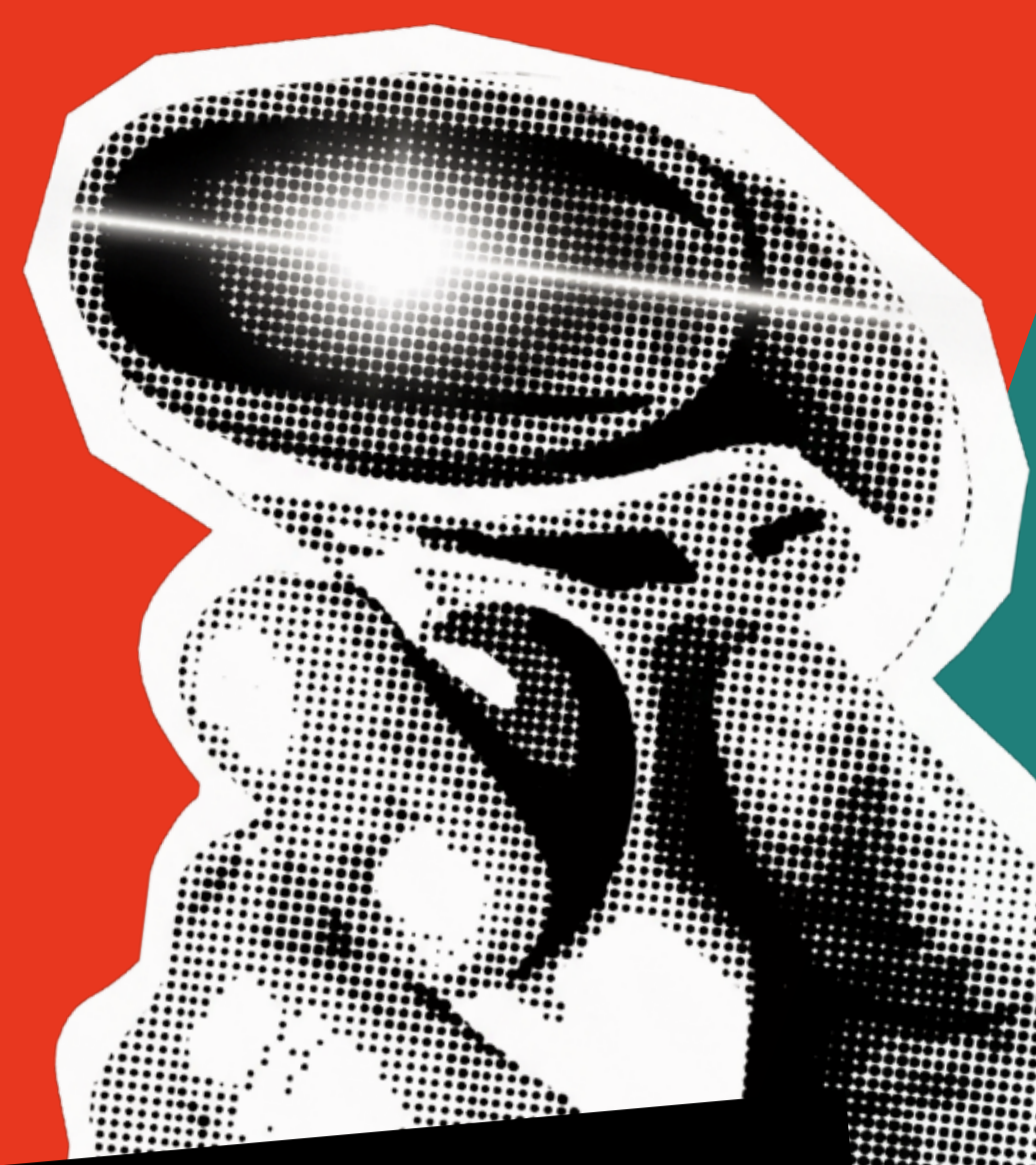


# 6° TRADE MARKETING DAY



Entrada libre

**ABRIL 22 • 2026**

**7:45 a.m. - 8:00 a.m.**

**Ingreso al evento**

**8:15 a.m. - 9:00 a.m.**

**TBD (To be defined)**

**Juan Pablo Medina,**  
Gerente de Marketing  
y Ventas en Faber-Castell

**9:00 a.m. - 9:45 a.m.**

**Influencer Marketing  
for trade Marketing**

**Alejandro Bernal,**  
Gerente PREEM, Full Gas Influencer

**9:00 a.m. - 9:45 a.m.**

**TBD (To be defined)**

**Mauricio Sabogal,**  
CEO Roisense

**9:30 a.m. - 10:15 a.m.**

**Break & Network**

**10:15 a.m. - 11:00 a.m.**

**TBD (To be defined)**

**Enrique Casas,**  
Gerente General de  
Pescados y Mariscos

**11:00 a.m. - 11:45 a.m.**

**Shopper AI Insights**

**Luis Zarate,** Latam Insights  
Manager de Pepsico  
**Jose Silva,** Latam Mkt  
Manager de Pepsico

**11:45 p.m. - 12:30 p.m.**

**TBD (To be defined)**

**Open slot**

**12:30 p.m. - 2:15 p.m.**

**Almuerzo Libre**

**2:15 p.m. - 3:10 p.m.**

**Sesiones Paralelas:**

**DOWNTRADING,**  
(Cluster Research)

**SHOPPER MKT,**  
(Tu Cash)

**VISITA PUPPIES  
ADN PET RETAIL**

**3:20 p.m. - 4:00 p.m.**

**LA ECUACION TRUST**

**De expertos a confidentes  
estrategicos:**

**Juan Felipe Vega**

**4:00 p.m. - 4:45 p.m.**

**Panel. Integración  
real entre Marketing,  
Ventas y Trade.**

**Juan Caro,** Kantar  
**Gustavo Cabrales,** Nestle  
**Pia Ilidge,** Nutresa  
**Yeisson Zarate,** Puppis

**8:15 a.m. - 9:00 a.m.**

**Proposito de Marca  
en Retail Trust**

**Yohana Escobar,**  
Directora de Marketing  
Cruz Verde

**8:15 a.m. - 9:00 a.m.**

**Propósito de Marca  
en Retail Trust**

**Yohana Escobar,**  
Directora de Marketing  
Cruz Verde

**5:15 p.m. - 6:00 p.m.**

**TBD (To be defined)**

**Isabel Pérez,**  
GTM Latam Thoughtleader

**5:15 p.m. - 6:00 p.m.**

**TBD (To be defined)**

**Isabel Pérez,**  
GTM Latam Thoughtleader

**6:00 p.m.**

**Agradecimientos**

**7:00 p.m. - 8:00 p.m.**

**TBD (To be defined)**

**Mauricio Sabogal,**  
CEO Roisense

**8:00 p.m. - 8:30 p.m.**

**Contexto G2M colombiano**

**Juan F. Vega,**  
Trade Marketing association

Aplican términos y condiciones // Programación de agenda sujeta a cambios