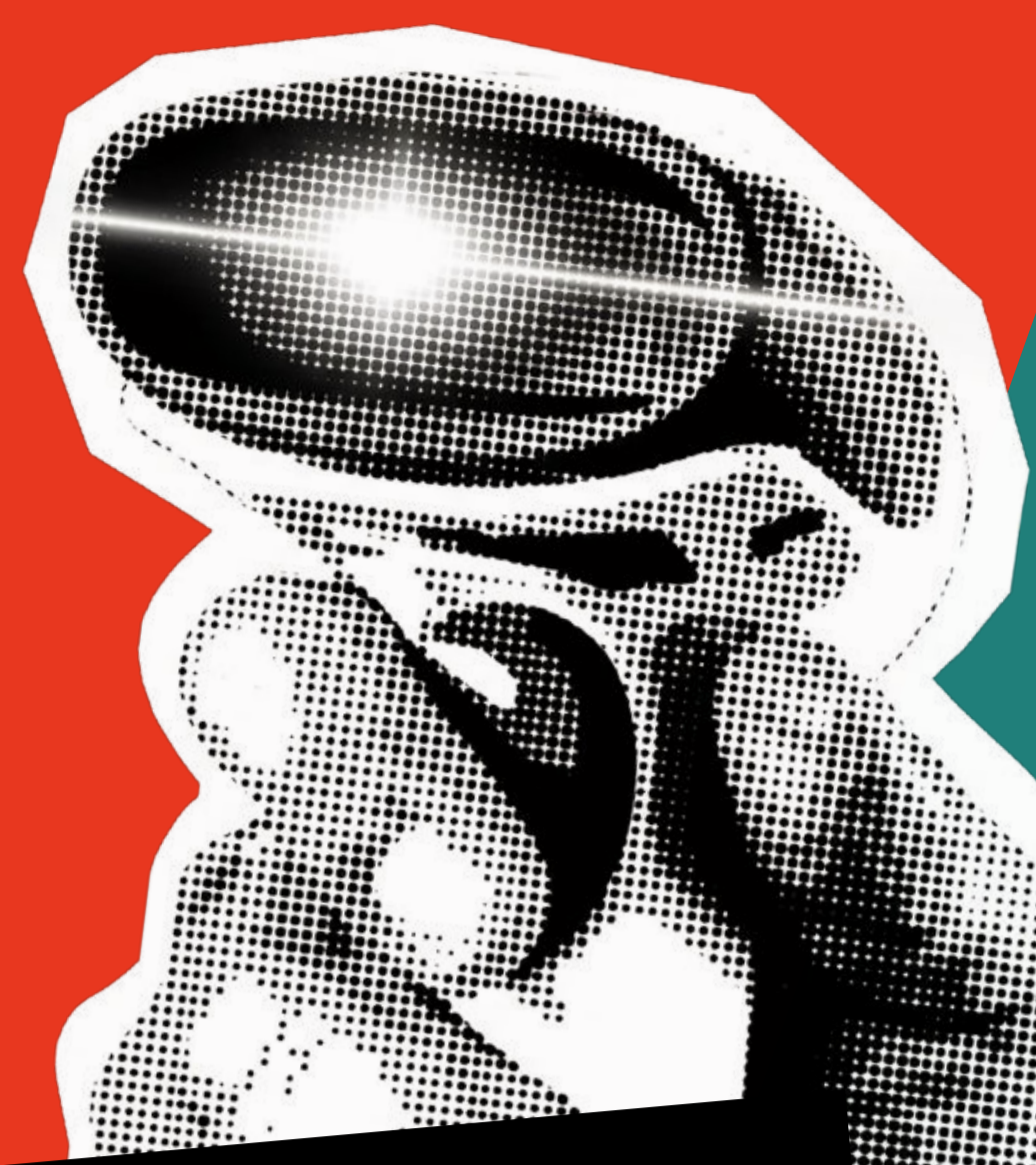


6° TRADE MARKETING DAY



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, Nutresa
Pia Ildige, Nestle
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