2025 European Baby & Toddler Session

Education & EPPS Programs

ECRM's educational sessions provide EPPS attendees with the opportunity to learn from thought leaders and category experts on a variety of topics aimed at their professional development. These sessions include presentations, moderated panel discussions, special events, workshops, and roundtable discussions focused on category insights and trends, as well as hands-on workshops to help buyers and sellers enhance the effectiveness of their meetings during an EPPS.

Sunday, October 5, 2025

ECRM Session Kickoff

10 minutes

Join us in a Welcome Reception
Thank you for being here! Please join us to welcome everyone at the Session, review some important details of what to expect and some highlights. This will be quick and informative! Immediately following will begin our lineup of Educational Sessions.

Clayton Kilkenny- Director of Europe

Eurofins (Germany)- Quality and Assurance



30 minutes

Eurofins will present a hot topic focused on the cosmetics industry.

Nicole Kawohl
Eurofins Consumer Product Testing GmbH

Consumer Healthcare Today & Tomorrow- Trends & Prospects that Brand Owners & Buyers Must Know!



30 minutes

An insightful and thought-provoking presentation by Nicholas Hall, Executive Chairman & Creative Solutions Director, Nicholas Hall Group of Companies.

Nicholas will give you an up-to-date review of the global and European Consumer Healthcare industry. It will be focused on the main themes and trends that are impacting future market direction and performance at a time of great change, many challenges, and hidden opportunities.

Topics will include:

- The future of the Consumer Healthcare industry in the post-Covid world
- What Women want – putting Queen Consumer at the heart of Consumer Healthcare
- High-growth opportunities, by category, country, and channel of distribution
- Innovation & new product development hotspots
- What's the secret of the most successful brands?
- The role of e-commerce in transforming purchase behaviour and driving growth
- How M&A is changing the industry landscape
- The 10 Must Do's for sustainable growth – how to win… and win big!

Nicholas Hall - Executive Chairman & Creative Solutions Director
Nicholas Hall Group of Companies

Gen M - New Menopause Certification: Information and Success Stories



30 minutes

Gen M will introduce their new menopause certification, discussing its significance, benefits, and sharing compelling success stories from partnerships with various brands. This is a vital topic as consumer demand for products and services supporting menopause continues to grow.

Heather Jackson - CEO & Co-Founder

Transition to Next-Gen Barcodes



30 minutes

Transition to Next-Gen Barcodes presented by: GS1 Germany
The transition to next-generation barcodes–such as 2D codes–is a key enabler of digital transformation in retail and supply chains. These advanced GS1 data carriers unlock richer product information, improve traceability, and enhance consumer engagement. Retailers and suppliers benefit from greater inventory accuracy, sustainability tracking, and operational efficiency.

As EU regulations like the Digital Product Passport and the Data Act begin to shape data transparency requirements, GS1 next-gen barcodes offer a future-ready foundation.

This session highlights strategic advantages, implementation insights, and how industry collaboration can accelerate adoption and innovation.

Volkan Kavsak
GS1 Germany

Run/Walk Club ECRM Frankfurt

60 minutes

Join our ECRM Run/Walk Guru for a stroll through Frankfurt City Forest, located just south of the airport. Perfect for a light jog/walk before meetings. All levels welcome. Meet in Hotel Lobby on Monday at 7:00am.

TikTok Shop (Germany) - Social Commerce Overview



45 minutes

TikTok Shop from Germany will provide a 45-minute overview of social commerce, specifically detailing what's happening within their business and how brands can effectively leverage the platform to benefit from this rapidly expanding channel.

Max Burianek - Leader, TikTok Shop Germany
TikTok Shop Germany

Singing & Music by ECRM's very own Denisse Ayala

120 minutes

Singing and music have been a hobby throughout my life, I like to sing rock and also Latin music. I hope we can all have a good time and everyone is welcome to join singing!

-Denisse

Fireside Chat hosted by Meijer USA



60 minutes

Join Meijer's Vice President of Merchandising for Household, Pet, Health, Beauty & Wellness for an engaging fireside chat on innovation, differentiation, and emerging consumer trends. Discover what sets Meijer apart in the U.S. retail landscape and how European consumer brands can successfully connect with and grow in Meijer's forward-thinking, customer-centric environment.

Angie Pagel, Vice President, HBC, Pets, & Household Essentials
Meijer