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- Session 2: "Information as a Tool in the Growth of Supermarkets," Levy Nogueira, ABRAS, Brazil.
 - Session 3: "Competitiveness and Standardization in the Trade Sector," Santiago Macias, SECOFI, Mexico.
 - Session 4: "Operations and Attitudes for a New Market," Mario Torres Dujisin of Mercado Moderno, Chile.
 - Session 5: "The Store of the Future: the Supermarket before the Turn of the Century," Steven Perry, FMI, United States.

12:00 to 6:00 Exhibition floor hours, Convention Center Expo-Guadalajara
7:00 p.m. Exhibitors Cocktail, Hyatt Regency Hotel

TUESDAY, MARCH 30

Conference program conducted at Hotel Fiesta Americana Concurrent Sessions 9:00 a.m. to 10:15 a.m.

- Session 1: "The Systems of Distribution Before the Future of Mexico," Juan Manuel Ley, of Casa Ley, Mexico.
- Session 2: "The Typical Company and Globalization," Renato Bernhoeft, of Oliveira e Bernhoeft, Brazil.
- Session 3: "Fruits and Vegetables: Operational Management," Jorge Rotondo Invidio of Supermercados Devoto, Uruguay.
- Session 4: "Benchmarking, A Primary Tool for Competition," Carlos Flores, chairman, Centro de Productividad de Monterrey.
- Session 5: "Stores Impacting the New Millenium," Tony Lisanti of Discount Stores News, United States.

CONCURRENT SESSIONS 10:30 A.M. TO 11:45 A.M.

- Session 1: "How to Confront the Competition in an Open Market," Atilano Cordero Badillo of Supermercados Grande.
- Session 2: "The Mexican Consumer of the 90's: Opporunities of Growth," Sandra Forsythe and Dorothy Cavender of Auburn University, United States.
- Session 3: "Market Integration, the Challenge for Latin America," Rolando