



# GlobalPETS Forum 2020

22-24 January 2020  
Athens, Greece

Friday 24<sup>th</sup>  
of January 2020

11:30-12:30



## Evandro Pollono

*Managing Director for Italy at Hinterhuber & Partners*

**PRICING EXCELLENCE** *Increasing profits by optimizing prices and leveraging the power of Big-Data analytics*

The PET industry sees a dramatic growth and price is the central topic of most conversations and negotiations. By understanding the value that products have for the consumer, companies can find the optimal price to set for new products or in different regions globally. By implementing BIG-DATA analytics, company can decide on which products to focus the efforts and prioritize the actions to undertake in the price optimization journey.