



Paris, Cologne, 18th February 2009

Global Consumer Goods Industry to move ahead with establishing a Single, Global Association

The Boards of CIES – The Food Business Forum, the Global Commerce Initiative (GCI) and the participants of the Global CEO Forum agreed today to combine their assets and move forward with the founding of a single global consumer goods industry association. The goal is to improve the way the consumer goods industry meets the needs of the world's ever more knowledgeable and demanding consumers.

"This represents a step-change in the way our industry's trading partners will be equipped to meet the complex challenges of a global value chain. I'm particularly pleased that we are showing as an industry that we can move this forward in the present economic context. Ultimately this will bring more value to consumers, more benefits to all stakeholders," said Pierre-Olivier Beckers, Chief Executive Officer and President of Delhaize Group, in his role as Chairman of CIES – The Food Business Forum.

"In the Consumer Goods Industry our goal is to provide shoppers with brands and products that deliver better performance, quality and value day in and day out," added A.G. Lafley, Chief Executive Officer, Chairman and President of Procter & Gamble, in his role as Co-Chairman of GCI and the 2008 Global CEO Forum, who has led this effort with Pierre-Olivier Beckers in the past months. "With this new industry body we shall be able to address non-competitive issues together so that shoppers benefit even more from the wide assortment and the outstanding everyday value this industry can and does bring to the economy and to society."

The global platform will be focused on collaborative, non-competitive issues within the consumer goods industry, including:

- Providing a platform for networking between trading partners and other key stakeholders at both CEO and operational level
- Identifying industry priorities and developing recommended action plans when and where appropriate
- Developing processes to improve the efficiency of the industry globally
- Identifying best practices and supporting their implementation
- Continuing to meet the unique requirements of retailers and manufacturers
- And continuing to develop the industry's portfolio of programmes to educate and promote best practices

Next steps will assemble interim governing bodies to lay the groundwork for the launch of the new Association after submitting the project for approval by the GCI Board and CEO Forum participants and the CIES General Assembly. The CIES General Assembly will take place on 18th June 2009 in New York during the [CIES World Food Business Summit](#).

Pierre-Olivier Beckers and A.G. Lafley will co-chair the Interim Board, which will provide active governance of the Future Association during the Interim Period (February – June 2009)

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Notes to the editors:

About CIES – The Food Business Forum

CIES Mission is:

- to provide a platform for knowledge-exchange, thought-leadership and networking and
- to facilitate the development of positions and tools on key strategic and practical issues affecting the food business.

CIES - The Food Business Forum is the only independent global food business network. It brings together the CEOs and senior management of around 400 retailer and manufacturer members of all sizes, across 150 countries.

CIES retailer members alone generate over €1500 billion, employ 6.4 million people and operate close to 200,000 stores. The manufacturer members account for €640 billion in sales.

CIES has been growing with the food business for 55 years. It provides a real global platform for thought leadership, debate and networking between retailers and their partners. Its strength lies in the privileged access it offers to the key players in the sector and the sharing of best practice at the highest level. It has a mandate from its members to develop common positions on key strategic and practical issues affecting the food business.

With its headquarters in Paris and its regional offices in Washington, D.C., Singapore, Tokyo and Shanghai, CIES serves its members throughout the world.

CIES Products include international management programmes, newsletters and studies as well as tailor-made member services. Each programme is headed by a retailer-led committee or a task force whose role is to identify top-of-mind issues. Current programmes are The World Food Business Summit, Future Leaders, Marketing, IT, Supply Chain, & Food Safety & The Global Social Compliance Programme.

More information is available at www.ciesnet.com

About the Global Commerce Initiative (GCI)

The Global Commerce Initiative (GCI) was established in October 1999 as a voluntary platform. Its mission is to lead global value chain collaboration through the identification of business needs and the implementation of best practices and standards to serve consumers better, faster and at less cost.

It is a network created by the member companies and sponsors to simplify global commerce and link the value chains to improve consumer value.

GCI operates through an Executive Board composed of senior representatives of more than 45 companies drawn equally from manufacturing and retailing that do business across continents or via global supply chains. It works closely with seven partner organisations – the regional ECR Initiatives, four trade associations (AIM, CIES, GMA and FMI) and the standards organisations GS1 and GS1US – representing more than 1 million companies in the world.

More information about the Global Commerce is available at www.gci-net.org.

The Global CEO Forum is a platform for knowledge exchange managed by CIES, AIM, FMI & GMA.