



Paris, 12th May 2009

CIES ANNOUNCES 53RD WORLD FOOD BUSINESS SUMMIT

750 food retailers and manufacturers from over 50 countries due to attend annual global meeting

CIES, the global food business network, today announced its World Food Business Summit, a global meeting for top-level retail business leaders. The forum, taking place from 17th – 19th June 2009 at the Waldorf Astoria Hotel, New York, will offer delegates the opportunity to network with CEOs and senior management from some of the world's most successful retail and FMCG companies. With a total revenue of € 2.14 trillion, this year's speakers include the CEOs and Presidents of PepsiCo, Wal-Mart, L'Oréal, Kellogg Company, Kraft Foods, Sainsbury's, Sara Lee and Safeway, with top level executive attendees from Coca-Cola, Carrefour, Campbell Soup Company and Danone amongst others.

The theme of this year's World Food Business Summit is 'Ingredients for Success in Turbulent Times' and debate will focus on shared thinking from different markets to find actionable strategies for growth. The event will centre on pivotal issues such as how the industry can deal with the slowdown, build sales, deliver value and ensure sustainability; ultimately ensuring delegates take away solutions for overcoming the challenges currently faced by the retail sector.

According to Alan McClay, CEO, CIES, "The retail and consumer industry is confronted both with new opportunities and with massive, sudden and conflicting pressures, as a result of abruptly shifting priorities in consumer spending. This year's summit will arm delegates with concrete recipes for success to help them withstand these current pressures, giving them insight into how best to ensure that they maintain consumer loyalty whilst running a profitable business."

In addition, the 2009 Summit will include two special-interest sessions; the first focusing on consumer understanding and the second on envisioning a discontinuous future for global packaged goods and retail. The specially chosen papers will provide delegates with advice for targeted, strategic thinking.

At this year's Summit, CIES will also encourage a back-to-basics understanding of the food retail business with its store visits programme, incorporating some of the world's leading retailers. The organised visits will ensure that delegates take home effective retailing ideas to successfully target today's rational consumer who is primarily concerned with price and value.

CIES showcases true innovation and cutting-edge ideas with their Innovation Zone. This specially designed display will offer a window to the most innovative concepts each participating company has to offer, allowing Summit delegates to engage with breakthrough concepts within the food retail industry.

For further information please visit www.ciessummit.com

To request a delegate pass, media support or for interview requests, please contact:

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About CIES

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 has been growing with the food business for over 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.

Notes to the Editor:

Simultaneous interpretation will be provided in English, French, German, Spanish, Italian, Japanese and Chinese during the plenary sessions subject to a minimum of 10 delegates per language group.