

The Prince of Wales to address The Consumer Goods Forum's Summit, 23rd June 2010

"Food within Nature's limits"

Paris, France 9th June 2010

His Royal Highness The Prince of Wales is to address the leaders of the consumer goods industry in London on Wednesday 23rd June, where he will deliver the keynote opening speech.

The theme of this year's summit is "Reshaping the world. Winning in a consumer-led future". The Prince of Wales, through his active involvement and leadership in the protection of the planet, is particularly well-placed to share his thoughts for a sustainable society in the years ahead. The Prince will speak on the subject of "Food Within Nature's Limits".

Gareth Ackerman, Chairman of pan-African retailer Pick 'n Pay Stores and Chairman of the Global Summit, said: "The challenges we face require nations, businesses and communities to work together in new ways, on matters ranging from world trade to climate change, cutting-edge technologies and sustainable fishing. How will we feed the world? How can we limit the waste of food and water? How are we adapting our businesses to emerging consumers? How is the new generation of consumers accessing, using and sharing information to influence choice? All are critical questions. Consumer goods is an industry that is well placed to carry a strong and positive message to promote environmental awareness. The 2010 Global Summit will identify both the issues and the calls for action that will affect the future of the consumer goods business and our world."

Manufacturers and retailers have chosen this Forum to develop common positions on key strategic and practical issues affecting the retail and consumer goods industry.

NOTES FOR EDITORS

The Consumer Goods Forum is an independent global parity-based consumer goods network. It brings together the CEOs and senior management of over 650 retailers, manufacturers, service providers and other stakeholders across 70 countries.

The Forum was created in June 2009 by the merger of CIES - The Food Business Forum, the Global Commerce Initiative (GCI) and the Global CEO Forum. The Consumer Goods Forum is governed by its Board of Directors, which includes an equal number of manufacturer and retailer CEOs and Chairmen. Forum member companies have combined sales of EUR 2.1 trillion.

The Forum provides a unique global platform for thought leadership, knowledge exchange and networking between retailers, manufacturers and their partners on collaborative, non-competitive issues. Its strength lies in the privileged access it offers to the key players in the sector as well as in the development and implementation of best practices along the value chain.

It has a mandate from its members to develop common positions on key strategic and practical issues affecting the consumer goods business and to focus on non-competitive collaborative process improvement.

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

For more information contact:

Anne Malbrancq

The Consumer Goods Forum

a.malbrancq@theconsumergoodsforum.com