

### **CONSUMER GOODS LEADERS TO DEFINE GLOBAL STRATEGY FOR BUILDING A BETTER FUTURE**

*CEOs of world's leading consumer goods companies unite at annual Global Summit*

19<sup>th</sup> May, 2011, Paris, France - The Consumer Goods Forum today announced its 2011 Global Summit will take place in Barcelona, Spain on 15-17 June. Leaders of the world's most successful consumer goods companies will come together to discuss how the industry can have a positive impact on the lives of people around the world, both today and in the future. The theme of this year's event reflects the Forum's vision of 'Better Lives through Better Business'.

Speakers at the Summit include some of the most influential names in the industry, such as Muhtar Kent, Chairman & CEO, The Coca-Cola Company; Lars Olofsson, CEO, Carrefour; Doug McMillon, President & CEO, Walmart International and Indra K. Nooyi, Chairman & CEO, PepsiCo. These leaders will share their strategic insight into how manufacturers and retailers can resolve the many issues that are vital not only to the industry but to society as a whole.

Over the three days, members will gain further knowledge into the key challenges faced by retailers, manufacturers and their service providers, establishing actionable steps to help them achieve the vision of serving shoppers, consumers and communities better, faster, with greater value and in a responsible way. Key themes include Critical Influences on our Business Landscape; Changes in Consumer Behaviour; Personal Sustainability & Well-being as a Lifestyle; The Future of Food; and Shaping the Future.

On the opening day of the Summit, co-chairs, Muhtar Kent, Chairman & CEO, The Coca-Cola Company and Lars Olofsson, CEO, Carrefour will present the Forum's vision and initiatives in a press Q&A session supported by Jean-Marc Saubade, Managing Director of The Consumer Goods Forum.

"The annual Global Summit is a unique opportunity to bring together global industry leaders on one stage, to share knowledge and expertise, in a collaborative environment," said Mr. Saubade. "We are looking forward to discussing how we as an industry can meet the challenge of driving our businesses forward, whilst securing a better future for our customers, their communities and society as a whole."

In light of the recent events in Japan, where the 2011 Summit was scheduled to be held, the programme will include special presentations from two of the country's most prominent business leaders. Motoya Okada, President of AEON and Makatoko Kigawa, President of Yamato Holdings will provide updates on how efforts being made to support the industry and the entire nation in these challenging times.

"Our hearts go out to all of our members and colleagues in Japan that have been affected by the events there and we are looking forward to holding the Summit in Japan in 2013," said Klaus Dohle, Chief Executive Officer, Dohle Handelsgroupe Holding and Chairman of The Global Summit Committee. "Japan will be at the heart of the new 2011 Summit.

## NOTES TO EDITORS

### **The Global Summit 2011**

Media are welcome to attend the Global Summit (please see below for information on how to register in advance). Details about the full programme are available via the Summit website:

[www.tcgsummit.com](http://www.tcgsummit.com)

The Summit will take place at:

International Congress Centre of Barcelona (CCIB)

Avinguda Diagonal 1

08019

Barcelona

Spain

### **The Consumer Goods Forum**

The Consumer Goods Forum (CGF) is a global, parity-based industry network, driven by its members. It brings together the CEOs and senior management of over 650 retailers, manufacturers, service providers and other stakeholders across 70 countries and reflects the diversity of the industry in geography, size, product category and format. Forum member companies have combined sales of EUR 2.1 trillion.

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 50 manufacturer and retailer CEOs and Chairmen.

The Forum provides a unique global platform for knowledge exchange and initiatives around five strategic priorities – Emerging Trends, Sustainability, Safety & Health, Operational Excellence and Knowledge Sharing & People Development – which are central to the advancement of today's consumer goods industry.

The Forum's vision is: "Better lives through better business". To fulfil this, its members have given the Forum a mandate to develop common positions on key strategic and operational issues affecting the consumer goods business, with a strong focus on non-competitive process improvement. The Forum's success is driven by the active participation of the key players in the sector, who together develop and lead the implementation of best practices along the value chain.

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

**For further information and to register to attend the event, please contact:**

**Anne Malbrancq**

[a.malbrancq@theconsumergoodsforum.com](mailto:a.malbrancq@theconsumergoodsforum.com)

Cell : +33 6 87 66 70 94

**Edgard Nemorin**

[e.nemorin@theconsumergoodsforum.com](mailto:e.nemorin@theconsumergoodsforum.com)

Phone: +33 1 82 00 95 77