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CEOs of Coca-Cola, Carrefour to lead goods network

ATLANTA

Coca-Cola Co. CEO Muhtar Kent and Carrefour CEO Lars Olofsson have been named as co-chairmen of The Consumer Goods Forum, a consumer goods network for manufacturers and retailers.

Atlanta's Coca-Cola is the world's biggest soft drink maker while France's Carrefour is the second-largest retailer after Wal-Mart Stores Inc. of Bentonville, Ark.

Both Kent and Olofsson will serve two year terms as co-chairmen of the trade group.

The forum was created last June by combining several groups, including The Food Business Forum, the Global Commerce Initiative and the Global CEO Forum. The group is governed by a board of directors, which is split evenly between manufacturer and retailer CEOs and chairmen.