

# THE RETAIL EXPERIENCE IN DATA SYNCHRONISATION, TRACEABILITY & RFID

Tag, Trace & Synchronise



**7 & 8 OCTOBER 2004**

**Hilton Arc de Triomphe Hotel, Paris, France**



<http://ciesit-supplychain2004.iso-intl.com>

THURSDAY 7<sup>th</sup> OCTOBER 2004

## DATA SYNCHRONISATION IS ON THE MOVE – RETAILER AND SUPPLIER EXPERIENCES IN GLOBAL DATA SYNCHRONISATION

**8:00 - 8:45** *Welcome Coffee, Networking & Demonstration Area is open*

**8:45 - 8:55** *Welcome to the CIES Conference by the International Committees on Supply Chain Management and Information Technology*

**Léandre Boulez**, Supply Chain International Director, **Auchan**, France & Chairman of the CIES International Committee on Supply Chain Management

**Michel Eeckhout**, Senior Vice President & CIO, **Delhaize Group**, Belgium & Chairman, CIES International Committee on Information Technology

**8:55 - 9:15** *Introduction by Session Chairman: Data Synchronisation  
What is it? Why do we have to do it? How do we have to do it?*

**Jean-Luc Galzi**, CIO, **Casino**, France and Member of the CIES International Committee on Information Technology

### GLOBAL STANDARDS - ARE ALL THE PIECES AVAILABLE?

**9:15 - 9:35** *Global Standards - Are All the Pieces Available?*

**Michael Paton**, Operations Director, **ACNielsen Global Services**, United Kingdom

### GLOBAL DATA SYNCHRONISATION – THE BATTLE FOR INFORMATION

**9:35 - 10:35** *Global Data Synchronisation – The Battle For Information*

**Sally Herbert**, Chief Commercial Officer, **World Wide Retail Exchange**, USA

**Graham McLean**, European Operations General Manager, **Transora**, United Kingdom

**Jörg Pretzel**, CEO, **Sinfos**, Germany

**Graham Hodge**, Data Pool Project Manager, **e.centre**, United Kingdom

**10:35 - 11:20** *Coffee Break, Demonstration Area is open*

### PRACTICAL ROADMAP FOR DATA SYNCHRONISATION - CASE STUDIES FROM RETAILERS AND SUPPLIERS

**11:20 - 11:40** *Implementation of Data Synchronisation at Delhaize Group in the United States and in Europe*

**Terry Morgan**, Senior Vice President & CIO, **Food Lion**, USA

**Tanguy t'Serstevens**, Supply Chain Manager, **Delhaize**, Belgium

**11:40 - 12:00** *The Ahold Experience in Data Synchronisation – How can the issue of the quality of data be solved?*

**Ruud van der Pluijm**, Vice President B2B eCommerce, **Ahold**, The Netherlands

**12:00 - 12:20** *A Supplier's Experience with Data Synchronisation – The SCA Hygiene Case Study*

**Peter Irish**, Vice President Sales & Marketing, Consumer Tissue, **SCA Hygiene Products**, Germany

**12:20 - 12:40** *Data Synchronisation – How Gillette is Working with Retailers to Implement the Process of Electronic Data Sharing*

**Brad Newman**, Director, European Value Chain, **Gillette**, Switzerland

**12:40 - 13:00** *Debate Session – The Retail Experience in Data Synchronisation*

Speakers from the Data Synchronisation Session

**Carrefour**, France

**El Corte Inglés**, Spain

**Riccardo Giuliani**, IT Director / **Luca Meconi**, B2B Manager, **Coop Italia**, Italy

# EXPERIENCE IN DATA SYNCHRONISATION

October 2004 - Hilton Arc de Triomphe Hotel, Paris

THURSDAY 7<sup>th</sup> OCTOBER 2004

## WHY YOU SHOULD CARE ABOUT TRACEABILITY

**13:00 - 14:30** *Lunch, Networking & Demonstration Area is open*

**14:30 - 14:50** *Introduction by Session Chairman – Why You Should Care About Traceability*

**Jonathan Pearce**, Head of Supply Chain Europe, **Nestlé SA**, Switzerland & Member of the CIES International Committee on Supply Chain Management

## THE CONSUMER'S VIEW

**14:50 - 15:10** *Have Consumers Lost Their Faith In Food Safety?*

**Claude Fischler**, Sociologist, **CETSAH**, France

## THE SITUATION IN EUROPE

**15:10 - 15:40** *The Status of the Situation in Europe*

**Antoine de Brosses**, Senior Counsel, **Cabinet Simmons & Simmons**, France

## CURRENT BEST PRACTICE CASE STUDIES IN TRACEABILITY

**15:40 - 16:00** *Results of the TELOP Traceability Project in Scandinavia - an electronically managed chain traceability system*

**Magnus Stadig**, Consumer and Quality Manager, **ICA**, Sweden

**16:00 - 16:45** *Coffee Break, Networking & Demonstration Area is open*

**16:45 - 17:05** *The North American View on Traceability*

**Gerry Greenleaf**, Vice President Distribution, **Hannaford Bros. Co.**, USA

**17:05 - 17:25** *Traceability at TraceOne*

**Jérôme Malavoy**, CEO, **TraceOne**, France

**17:25 - 17:45** *The Coca-Cola Case Study in Traceability*

**Alain Crottaz**, Supply Chain Business Process Leader, **Coca-Cola HBC**, Greece

## DEBATE SESSION - WHY YOU SHOULD CARE ABOUT TRACEABILITY

**17:45 - 18:05** *Debate Session - Why you should care about Traceability*

Speakers from the Traceability Session

**Dole Europe**

**18:05 - 18:15** *Closing Remarks by Conference Chairmen*

**18:15 - 18:45** *Networking & Demonstration Area is open*

## CIES GALA COCKTAIL & DINNER

**19:15** *Meeting in Hotel Lobbies for Departure to the Jacquemart-André Museum*

In an atmosphere of the Second French Empire, CIES invites you to dine in a magnificent private mansion dating from the 19th century. With their passion for art, Edouard André and Nêlie Jacquemart created together one of the most beautiful private art collections in France, which includes masterpieces from the Italian Renaissance, 18th century French School and Flemish masters.



# ON, TRACEABILITY & RFID

, France

FRIDAY 8<sup>th</sup> OCTOBER 2004

## THE RETAIL EXPERIENCE IN RFID

**8:30 - 9:00** *Welcome Coffee, Networking & Demonstration Area is open*

**9:00 - 9:20** *Introduction by Session Chairman – The Retail Experience in RFID*

**Michel Eeckhout**, Senior Vice President & CIO, **Delhaize Group**, Belgium & Chairman, CIES International Committee on Information Technology

## CURRENT BEST PRACTICE CASE STUDIES IN RFID

**9:20 - 9:40** *EPC and RFID in the Retail Supply Chain – A North American Example from the Pharmacy Retailer CVS*

**Jack DeAlmo**, Vice President, Logistics & Replenishment, **CVS**, USA

**Lyle Ginsburg**, Partner, **Accenture**, USA

**9:40 - 10:00** *The Marks & Spencer RFID Pilot Study One Year Later*

**Ian Mumby**, Head of Supply Chain, Logistics & IT – Food, **Marks & Spencer**, United Kingdom

**10:00 - 10:20** *The Tesco Experience in RFID*

**Colin Cobain**, IT Director, **Tesco**, United Kingdom

**10:20 - 11:05** *Coffee Break, Networking & Demonstration Area open*

**11:05 - 11:20** *Tracking the Beer Crate – Results from the Rewe's RFID Pilot Study with Gaffel Brewery*

**Jörg Sandlöhken**, Manager of Strategic Organisation & Projects, **Rewe**, Germany

**11:20 - 11:40** *The Wal-Mart Experience in RFID*

**Tony Puckett**, Vice President, Information Systems, **Wal-Mart**, USA

## ANALYSIS OF THE RETAILER RFID CASE STUDIES

**11:40 - 12:00** *Analysis of the Retailer RFID Case Studies and the Next Steps*

**Pascal Petit**, Principal, **Kurt Salmon Associates**, France

**12:00 - 13:30** *Lunch, Networking & Demonstration Area open*

## A VISION FOR THE FUTURE

### KEYNOTE ADDRESS - A VISION OF RFID FOR THE FUTURE

**13:30 - 14:15** *A Vision of RFID for the Future*

**Zygmunt Mierdorf**, Member of the Management Board, **METRO**, Germany

### VISION OF TECHNOLOGY IN THE FUTURE

**14:15 - 15:15** *Vision of Technology in the Future*

### THE LINK BETWEEN DATA SYNCHRONISATION, TRACEABILITY & RFID

**15:15 - 15:45** *Closing remarks by CIES Committee Chairmen*

**15:45 - 16:15** *Networking & Demonstration Area remains open*

## CIES CONFERENCE HIGHLIGHTS

**The Perspective of the Food Retailer** on top-of-mind issues.

**Pragmatic Retailer Case Studies are the Trademark of CIES**  
We talk about the reality, rather than the theory.

**Supplier Contribution**

Express your views, hear what's on the minds of your retailer customers.

**Be a Part of the CIES Network**

A unique and exclusive network of senior level management in the food business.

**CIES Excellence**

Over the past 50 years, we've excelled in offering high quality content and service, professionalism and neutrality.

**The Global Reach of CIES**

CIES is a retail-driven association that covers the world. 25 countries will be represented at this conference.

**Networking & Demonstration Area**

Meet, exchange views on the latest advances in information technology in food retailing.

CIES would like to thank the conference speakers representing the following companies for their contribution:



# WHAT IS CIES - THE FOOD BUSINESS FORUM ?

**CIES - The Food Business Forum** is the only independent global food business network. It serves the CEOs and senior management of 175 retailer and 175 supplier member companies, and their subsidiaries, in over 150 countries by:

- **Providing a neutral platform for knowledge-exchange, thought-leadership and networking.** CIES services are channelled through international conferences, benchmarking studies, publications and tailor-made member services. Current programmes include the Global CEO Forum, the World Food Business Summit, Future Leaders Programme and the functional areas of Marketing, Information Technology and Supply Chain Management.

- **Orchestrating positions and developing tools on key strategic and practical issues affecting the food business.** These top-of-mind issues are identified by our ten retailer-led committees and taskforces. Priority projects include the Global Food Safety Initiative and the Food Business in Society Initiative.

CIES - The Food Business Forum has been growing with the food business for over 50 years. Its strength lies in the active commitment of its member companies and its privileged access to key industry players. CIES retailer members alone generate over \$2,000 billion, employ 4.5 million people and operate close to 600,000 stores representing a total sales area of 160 million square metres.

For more information about CIES, please visit our website [www.ciesnet.com](http://www.ciesnet.com)

## CIES - THE FOOD BUSINESS FORUM

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**This conference targets senior level management in information technology, supply chain and food safety. It has been developed for the members of CIES by the CIES IT and Supply Chain Committees. The members of the committees are:**

#### THE CIES INTERNATIONAL COMMITTEE ON INFORMATION TECHNOLOGY

**Chairman:** Michel EECKHOUT, *DELHAIZE GROUP, Belgium*  
Nuno ABRANTES, *JERONIMO MARTINS, Poland*  
Caroline BASYN, *PROCTER & GAMBLE, Switzerland*  
Jean-Luc GALZI, *CASINO, France*  
Eric GREGORY, *WAITROSE Ltd., United Kingdom*  
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Sharon JESKE, *CIES - The Food Business Forum*  
Michiel KAMERMANS, *HEINEKEN N.V., The Netherlands*  
Clyde PEREIRA, *COCA-COLA Hellenic Bottling Company, Ireland*  
Tony PUCKETT, *WAL-MART, USA*  
Søren SKOVGAARD, *COOP, Denmark*  
Philippe VAN HAECKE, *AUCHAN, France*

#### THE CIES INTERNATIONAL COMMITTEE ON SUPPLY CHAIN MANAGEMENT

**Chairman:** Léandre BOULEZ, *AUCHAN, France*  
Erland BJORN, *ICA NORWAY AB, Norway*  
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René MEYER, *MIGROS, Switzerland*  
Ian MUMBY, *MARKS AND SPENCER, United Kingdom*  
Brad NEWMAN, *GILLETTE, Switzerland*  
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Didier WARCKOL, *METRO CASH & CARRY, France*  
Peter WILLIAMS, *PROCTER & GAMBLE, Switzerland*

CIES would like to thank the following companies for their generous support of the food business sector:

**Microsoft**  
Your potential. Our passion.™



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**Deloitte.**

**For all information concerning registration and accommodation please contact, LSO/ CIES IT/SCM PARIS 2004 Secretariat**  
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**For further enquires regarding the conference programme, please contact Phoebe Perdreau at CIES**  
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Please visit our conference website for on-line registration and programme updates: <http://ciesit-supplychain2004.lso-intl.com>