

HOW GREEN IS YOUR IT?

WHAT IS THE OBJECTIVE OF THE CONFERENCE?

The **CIES IT CONFERENCE** is the meeting for IT executives in the retail industry. Throughout this conference, CIES retailer and supplier members will present practical cases on Green IT, corporate social responsibility, and traceability. These practical, down-to-earth and "feet on the ground" presentations are based on real experiences. Speakers will address benefits found and lessons learned and provide delegates with key learnings and "take-aways". The objective is to share best practices, exchange knowledge and provide opportunities to network and debate top of mind issues in Green IT.

WHY GREEN IT?

Our objective is to look at sustainability from a business process point of view and ask ourselves some challenging questions.

- Does IT have a role to play? Should your IT be "green"? Does it make good business sense? What is the business case behind it?
- Do your own self-assessment. Think about how you "procure, use and dispose", and what you're doing at each stage.

We're not going to provide you with all the answers. But we want to stimulate your thoughts and get you thinking about sustainable IT approaches. At the end of the conference we'll provide you with a "tool kit" to help you get started.

WHAT ARE THE CIES CONFERENCE BENEFITS?

- **Learn through practical case studies**, the trademark of CIES, and benefit from concrete ideas and learnings to take away and apply to your own day-to-day operations.
- **Relevant Topics** - Topics covered are top-of-mind and of concern to IT Executives.
- **Open your mind** - Refresh your thoughts away from the office. Sit back and open your mind to new ideas in a new surrounding.
- **Grow your Network** - Join this exclusive club of top IT executives in Retail.
- **Benchmark your company** - Find out what others are doing and see where you stand compared to industry players.
- **CIES Excellence in the Retail Sector** - Over the past 50 years, we've excelled in offering high quality content, service and professionalism. CIES is embedded in the food retail sector.

WHO SHOULD ATTEND?

The CIES IT Conference is attended by executives in IT, Information Systems and CIOs from over 30 countries. Directors of Corporate Social Responsibility are also welcome to attend. As we will be talking about business processes, colleagues from the business are encouraged to join the CIOs.

WHO WILL BE SPEAKING IN BARCELONA?

CIES would like to thank the speakers from the following companies for their contribution to the CIES IT Conference 2008:



For conference programme updates, please visit www.ciesit.com

CIES IT CONFERENCE 2008

WHAT IS 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 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.

CIES would like to thank the following companies for their support of this event:



THE INDUSTRY EXPERTS WHO MAKE THIS CIES PROGRAMME HAPPEN

This programme has been developed for the members of CIES by the CIES IT Committee:

Chairman: **Kevin Berry**, Waitrose, United Kingdom • **Nuno Abrantes**, Jeronimo Martins, Portugal • **Stephan Biallas**, Metro Group Services, Germany • **Bernard Chew**, NTUC Fairprice, Singapore • **Stéphane Bout**, Casino Group, France • **August Harder**, Coop, Switzerland • **Franz Hölzl**, Spar, Austria • **Sharon Jeske**, CIES-The Food Business Forum • **Clinton Keay**, Sobeys, Canada • **Espen Kjønberg**, Norgesgruppen, Norway • **Luke McCollum**, Wal-Mart, USA • **Dave McNally**, Royal Ahold, The Netherlands • **Daniel Malouf**, Auchan, France • **Terry Morgan**, Delhaize Group, Belgium • **Andreas Münch**, Migros, Switzerland • **Clyde Pereira**, Coca-Cola Hellenic, Austria.

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ANY QUESTIONS?

For IT Conference booking services, contact CIES/Ormes IT Conference Secretariat
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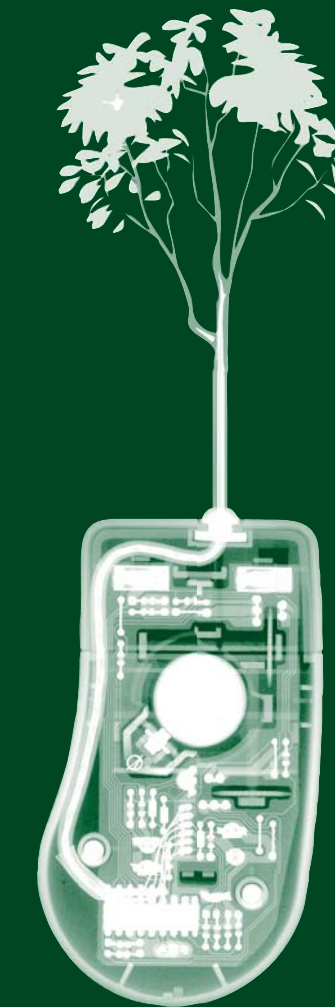
For other information, please contact CIES-The Food Business Forum
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The conference will be taking place at the Fira Palace Hotel
Av. de Rius i Taulet, 1-3, 08004 Barcelona, Spain
Tel: +34 934 262 223
Fax: +34 934 248 679



Recycled paper

CIES IT CONFERENCE 2008



HOW GREEN IS YOUR IT?

OPPORTUNITY OR THREAT?

MARKETING PLOY
OR NEW BUSINESS MODEL?

9th - 11th April 2008
Fira Palace Hotel, Barcelona - Spain
www.ciesit.com



CIES IT CONFERENCE 2008

Wednesday 9th April 2008

12:30 > 18:00

Optional Store Tour Programme



SPANISH RETAIL SCENE IN ACTION



Discover the local retail scene by participating in our optional store tour programme. You will visit typical stores and the local open-air market in Barcelona. The store visits will focus on the latest developments in IT and you'll have the chance to walk the shop floor with the hosting IT managers. These visits are optional, given in Spanish and English, and delegates are required to register in advance. Registrations will be accepted on a first-come, first-served basis.

La Boqueria
RAMBLA DE LES FLORS

La Boqueria is Barcelona's specialised fresh market. Located on La Rambla de los Flors, it offers as many as 300 market stalls where they sell exotic fruit, wild berries, fresh fish, seafood, ham, and much more. It is your opportunity to see and understand the best in Mediterranean merchandising.

caprabo

Caprabo is a high end supermarket chain based in Catalonia running several different banners. The Spanish co-operative Eroski recently acquired a large stake in Caprabo.

El Corte Inglés

El Corte Inglés is the largest retailer in the Iberian Peninsula and is an icon in the Spanish retail scene. In addition, its department store chain operates the Hypercor food store.

MERCADONA
SUPERMERCADOS DE CONFIANZA

Mercadona, a family owned retail business, is Spain's fast-growing neighborhood supermarket chain. Mercadona is well known for its private label assortment and its Every Day Low Price formula.

19:00 - CIES Welcome Cocktail for Conference Delegates

Meet your fellow peers at the networking cocktail in the Fira Palace Hotel patio.

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HOW GREEN IS YOUR IT?

Thursday 10th April 2008

09:00 > 18:00

Welcome by CIES IT Committee Chairman, **Kevin Berry**, Systems Director, **Waitrose**, United Kingdom

GREEN IT TECHNOLOGY'S ROLE FOR A SUSTAINABLE FUTURE

What is really happening in our industry today?



Global View of Green IT - How can the technology industry lead the way in combating climate change?
Dennis Pamlin, Global Policy Advisor, **World Wildlife Fund**, Sweden

IT View on Green IT
John Davies, Vice President, Sustainability Forum, **AMR Research**, USA*

Political View on Green IT
David Hammerstein, MEP of Los Verdes (The Greens) and Member of the **European Free Alliance of Green Parties**, Spain

Green IT and a Vision for the Future - What are the factors that will shape our sector's future and how can IT executives get prepared?
Tom Berry, Principal Sustainability Advisor Business Programme, **Forum of the Future**, United Kingdom

Panel Discussion on Green IT
How will this change our life and our projects?
Speakers from the morning session will participate in this roundtable debate

* Speaker to be confirmed

Welcome by session moderator **Stephan Biallas**, Managing Director, **Metro Group Services**, Germany, & Member of the CIES IT Committee

SUSTAINABILITY WHAT IMPACT DOES IT HAVE ON BUSINESS PROCESSES?

Sustainability from a business process point of view. Why is it important? Why should we care? What is the link with technology? How can IT play a role in this agenda? Do you believe that IT is going to pull its weight on this issue? What impact does it have on business processes?

This session will include practical case studies with a specific focus on sustainable IT approaches. We'll look at how Green IT can be a strong business case - how it's not only good for the environment but makes good business sense.

Wal-Mart's Approach to Multifaceted Sustainability
Mitch Slape, Senior Vice President, International Business Development, **Wal-Mart Stores Inc.**, USA

Technology's Critical Role for a Sustainable Future - How a Fair Trade coffee brand is using cutting edge retail technology to both improve traceability and reduce the gap between developed and emerging economies.
Jean-Pierre Blanc, Managing Director, **Cafés Malongo**, France

THE CONSUMER VIEW

Consumer View on Green IT - What do they Expect from You as Leaders in the Industry? What are the consumers views on these issues? How can the retail sector help to support the consumer with their efforts to live more sustainably?
Jonathan Banks, European Business Insights Director, **The Nielsen Company**

CIES Evening of Networking at El Xalet De Montjuic

An evening of fun and networking with fellow CIES members. Join us for tapas and dinner at EL Xalet, situated on the emblematic hill of Montjuic offering a spectacular view of Barcelona.

OPPORTUNITY OR THREAT? MARKETING PLOY OR NEW BUSINESS MODEL?

Friday 11th April 2008

08:00 > 16:00

Welcome by session moderator, **August Harder**, Chief Information Officer, **Coop**, Switzerland & Member of the CIES IT Committee

BREAKOUT SESSIONS ON GREEN IT

Breakout sessions have been integrated into the programme so that conference delegates can gather around a table for lively and spirited discussions on the important issues. These sessions are designed to offer practical information and take-aways through relevant case studies.



Fire-Breathing Dragons (but without the carbon emissions): "Green IT" in a Large Chinese Grocer
Michael Reddrop, Chief Technology Officer and Chief Information Officer, **GlobalMart**, China & **Andrew Clarke**, Managing Partner, Retail Asia, **Accenture**, Australia

Proven and Measurable Sustainability throughout the Entire Value Chain
Christoph Guenther, Head of Regional Product Management Nutrition, Fine Chemistry, Europe **BASF**, Germany & **Miodrag Mitic**, Vice President Global Development & Strategy, **Tracetracker**, Belgium

IT Supporting a Sustainable Green Retail Strategy Achievements, Roadmap, and Vision
Luc Koenot, Senior Vice President Supply Chain & IT Europe, **Delhaize Group**, Belgium
Joachim Pinhammer, Marketing Director, Retail, **Wincor Nixdorf**, Germany

Big Green Innovations
Peter Williams, Chief Technical Officer, Big Green Innovations Unit, **IBM**, UK
Retailer Co-Speaker

Welcome by session moderator, **Clyde Pereira**, Chief Information Officer, **Coca-Cola Hellenic**, Austria & Member of the CIES IT Committee

CORPORATE SOCIAL RESPONSIBILITY ACTIONABLE THROUGH PROCESSES

IT will have to play a part in CSR. Do you want to be on the front end of it? Learn how IT can facilitate the bridge.

Corporate Social Responsibility at the John Lewis Partnership
A look into the way this British retailer is engaging key stakeholders in shaping its programmes for Corporate Social Responsibility, and the role technology has to play.
Nick Monger-Godfrey, Head of Corporate Social Responsibility, **John Lewis Partnership**, United Kingdom

FOOD SAFETY & TRACEABILITY

What role can IT play in ensuring that the food we provide to our consumers is safe and carefully traced throughout the supply chain?

Technology's Role in Bringing Better Health and Safety to our Consumers
Traceability and the experience of Japan's number one retailer.
Yasuhide Chikazawa, Senior Vice President, Merchandising, **Aeon**, Japan

CHALLENGES FOR TOMORROW

Green IT. Opportunity or Threat? Marketing Ploy or New Business Model? - What are the challenges and next steps for our sector?
Tony Baynes, Head of Public Affairs & Communications, **Coca Cola Hellenic**, Greece

Bus departure to Barcelona International Airport