

22<sup>nd</sup> – 24<sup>th</sup> April 2009  
Amsterdam, The Netherlands



# CIES IT CONFERENCE 2009

## Consumer Driven IT

How will the consumer of tomorrow behave?



MOBILE  
PAYMENTS

SOCIAL  
NETWORK

2D Barcode

web 2.0



# CIES IT CON

## Who are the industry experts working behind the scenes to make this programme happen?

The programme has been developed for the members of CIES by the

## CIES IT Committee



Chairman of the CIES IT Committee:

**Kevin Berry**

Systems Director, **WAITROSE**, United Kingdom



**Nuno Abrantes**

Business Development Director  
and Group Controller - M&A Director  
**JERONIMO MARTINS**, Portugal



**Stephan Biallas**

Managing Director  
**METRO GROUP SOLUTIONS**, Germany



**Stéphane Bout**

Chief Information Officer  
**CASINO**, France



**Paul Butler**

Global Business Services, e2e Planning  
Transformation & Global Demand Planning Services  
**PROCTER & GAMBLE**, Germany



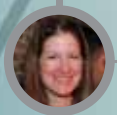
**August Harder**

Chief Information Officer  
**COOP**, Switzerland



**Franz Hölzl**

Director  
IT Strategy International, **SPAR**, Austria



**Sharon Jeske**

Director  
**CIES - THE FOOD BUSINESS FORUM**



**Clinton Keay**

Senior Vice President Information Technology  
and Business Process Optimization  
**SOBEYS**, Canada



**Espen Kjøsberg**

Chief Information Officer  
**NORGESGRUPPEN**, Norway



**Daniel Malouf**

Chief Information Officer  
**AUCHAN**, France



**Luke McCollum**

Vice President Strategy and Transformation  
**WAL-MART STORES, Inc.**, USA



**Terry Morgan**

Chief Information Officer and Senior Vice  
President of Information Technology  
**DELHAIZE GROUP**, Belgium



**Andreas Münch**

Executive Logistics & Informatics Director  
**MIGROS**, Switzerland



**Clyde Pereira**

Chief Information Officer  
**COCA-COLA Hellenic**, Austria

# CONFERENCE 2009

## What is the objective of this conference?

The CIES IT CONFERENCE 2009 is the meeting for IT executives in the retail industry. Throughout this conference, CIES retailer and supplier members will share experiences in the area of consumer driven IT. 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 IT.

## Why Consumer Driven IT?

Consumer behavior is changing. Information Technology will help drive consumer choice, satisfaction, awareness and power. To be ahead of the game, we need to anticipate the needs of tomorrow's consumer. How will the consumer of tomorrow behave? What will be the impact on our business? Are you ready?

## 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.
- **Open your mind** - Refresh your thoughts away from the office. Sit back and open your mind to new ideas in new surroundings.
- **Relevant Topics** - Topics covered are top-of-mind and of concern to IT Executives.
- **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 55 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 will be attended by **executives in IT, Information Systems and CIOs**. This event is usually attended by participants coming from over 30 countries. It is the event in every IT professional's calendar not to be missed!





## THE DUTCH EXPERIENCE IN ACTION

### 12.30 - 18.30 Optional Tour Programme

Discover the local retail scene by participating in our optional store / distribution centre tour programme. The 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 English, and delegates are requested to register in advance. Registrations will be accepted on a first-come first-served basis.

#### Visit to Albert Heijn XL Store

Albert Heijn is a well-known supermarket, highly appreciated brand and market leader in The Netherlands. The Albert Heijn XL in Muiden shows the latest format for extra large stores, including their successful self-scanning concept. You will see examples of how Albert Heijn is using technologies in the store to improve the shopping experience. Your host will be **Jan de Heij**, Director Architecture & Planning and Technology Enabled Innovation, **Ahold**, Europe.



#### Visit to Albert Heijn Distribution Centre

The delivery of products to Albert Heijn stores is done through its own unique logistics system. The six distribution centers (DC's) throughout The Netherlands play an essential role. They are situated in Zaandam, Tilburg, Zwolle, Pijnacker, Nieuwegein and Geldermalsen. In these distribution centers there are over 4000 people employed. We will be visiting the Zaandam DC where order picking is executed with voice terminals and the warehouse is controlled by a warehouse management system. We will be hosted by **Erik van Dulmen**, Site Manager DC Zaadam, **Albert Heijn**, The Netherlands.

#### Visit to Heineken Experience Centre

The Heineken story began more than 140 years ago in 1864 when Gerard Adriaan Heineken acquired a small brewery in the heart of Amsterdam. Since then, four generations of the Heineken family have expanded the Heineken brand and the company throughout Europe and the rest of the world. Today Heineken is one of the world's leading brewers.



Heineken  
International

Our visit will take you to the new Heineken Experience Museum, located in the historic brewery in the center of Amsterdam. Here you will learn all about the art of brewing beer and find out more interesting facts about the Heineken family. You will also be able to explore how past and present innovations have made Heineken what it is today, the role that technology has played and much more. This is just a flavor of what to expect, as it truly is an Experience! Finally, we will also enjoy the benefit of having Heineken managers present during the tour to answer any questions that you may have.

# CONSUMER DRIVEN IT

Thursday 23<sup>rd</sup> April 2009

DAY  
2

09.00 - 17.30

## CONSUMER DRIVEN IT - HOW WILL THE CONSUMER OF TOMORROW BEHAVE?

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

## VISION OF THE FUTURE

An overall view of consumer driven IT, the changing consumer and how technology will respond.

- **A Vision of the Future**  
*The world as we once knew it no longer exists. Society is changing. Consumer behavior is evolving. The world is becoming more dynamic, more complex. A look at where we are now and where we are going.*  
**Nicola Millard**, Futurologist, **British Telecommunications**, United Kingdom
- **Consumer Driven IT from a Technology Company's View**  
*Information Technology will help drive consumer choice, satisfaction, awareness and power.*  
**Laura VanTine**, Managing Consultant, **IBM**, USA
- **The Consumer's View**  
*Why are the retailers of today so disconnected with wants and needs of the consumer of today? What can we learn from the shopper trends?*  
**Jean-Jacques Vandenhede**, Director Retailing Insights Europe, **The Nielsen Company**, Belgium
- **Consumer Driven IT from the Scientist's View - Processing of Complexity in Intelligent Networks**  
*Economy, society and the consumer are in a state of change; technical and economic networking is on the rise. Markets are global. Complexity and dynamics are exploding. People are more connected than ever before. What are the risks and opportunities of Web 2.0? What impact will collective intelligence have on business, the economy and on society as a whole?*  
**Peter Kruse**, CEO, **nextpractice**, Germany

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MOBILE  
PAYMENTS

# HOW WILL THE CONSUMER

Thursday 23<sup>rd</sup> April 2009



## CONSUMER DRIVEN IT & THE POINT OF VIEW OF THE STORE

- **Welcome by Session Moderator**

**Stephan Biallas**, Managing Director, **Metro Group Solutions**, Germany & Member of the CIES IT Committee

- **Innovative Payment Methods in Retail**

*Consumer choice is in the driver's seat. How is the consumer driving the proliferation of payment methods? How is the retail payment industry constantly changing and reinventing itself in order to remain responsive and relevant to consumers?*

**Ulrich Spaan**, Manager Trade Fairs & IT Research, **EHI Retail Institute**, Germany

- **From Innovative Manufacturer to Best-in-Class Retailer**

*Hear from the company that does what it takes to be unique while still producing some of the best technology and the best customer service in the retail industry.*

**Pascal Cagni**, General Manager and Vice President, **Apple**, United Kingdom (speaker to be confirmed)

- **Creating Digital Brands for a Digital Business**

*Understand consumer's digital behavior, create a conversation with consumers digitally, and you will drive brand loyalty.*

**Kevin George**, Vice President / General Manager, Deodorants and Haircare, **Unilever**, USA

- **Bringing Technology into the Hands of the Shopper - The Experience of Metro's Future Store Initiative**

*Metro is testing new technologies in a real life environment and has recently opened its second Future Store. The objective is to learn how technology can support the business in the store. What were the lessons learned from the first future store that survived? What have been the results of the RFID testing in the supply chain and on the store shelf? What are Metro's customers saying? What are the next steps?*

**Gerd Wolfram**, Managing Director, **MGI METRO Group Information Technology GmbH**, **Metro AG**, Germany

19.00 CIES Networking Dinner in Amsterdam



# OF TOMORROW BEHAVE?

Friday 24<sup>th</sup> April 2009

DAY  
3



06.00 - 16.00

## TULIPS IN AMSTERDAM

**A unique opportunity to visit the world's largest flower market - the fascinating Flower Auction of Aalsmeer**

More than 22 million flowers and plants are sold every day, coming from 5,400 specialised growers from all over the world, and generating a daily turnover of € 6.6 million. The visit is optional and participants are requested to register.

## BREAKOUT SESSIONS – PRACTICAL EXPERIENCES IN CONSUMER DRIVEN IT

- **Welcome by Session Moderator**  
**Andreas Münch**, Executive Logistics and Informatics Director, **Migros**, Switzerland & Member of the CIES IT Committee
- **POS Consumer Banking as a Joint Value-added Service for NorgesGruppen and DnBNOR**  
**Per Knut Christiansen**, General Manager / Head of Administration in Postbanken Norway, **DnBNOR**, Norway  
**Odd Birkenes**, Director Value-added Services, **NorgesGruppen**, Norway  
**Svein Krakk**, IT-Director Retail, **NorgesGruppen**, Norway
- **C-Stores: 'C' Stands for Customers - The Experience of a Japanese Retailer**  
**Yoichi Yokomizo**, CIO, **Lawson**, Japan  
**Andrew Clarke**, Senior Executive, Products & Managing Partner, Retail APAC, **Accenture**, Australia
- **IT Supporting Consumer Marketing in the Store**  
**Systeme-U**, France (speaker to be confirmed)  
**Joachim Pinhammer**, Marketing Director, Retail, **Wincor Nixdorf International**, Germany
- **Mobile Phones: Putting Consumers in the Driving Seat of IT Innovation**  
**Olivier Raynal**, Innovation Manager, **Carrefour**, France

## CONSUMER DRIVEN IT & THE POINT OF VIEW FROM THE HEAD OFFICE

- **Welcome by Session Moderator**  
**Paul Butler**, Global Business Services, e2e Planning Transformation & Global Demand Planning Services, **Procter & Gamble**, Germany & Member of the CIES IT Committee
- **The Retailer Experience - The Consumer Driven Approach Across Channels**  
**Jürgen Schulte-Laggenback**, Chief Information Officer, **Otto Group**, Germany (speaker to be confirmed)  
*Otto Group is the world's largest mail order group and the world's second largest online retailer.*
- **The Manufacturer Experience - Innovation in Technology**  
**Procter & Gamble**, USA (speaker to be confirmed)

## GOOGLE'S VIEW OF THE WORLD TO COME

- **How the World Will Change. Are You Ready?**  
**Andreas Schönenberger**, CEO, **Google**, Switzerland

16.00 Bus departure to Amsterdam train station (connections to Schiphol Airport).





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



## 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 nearly 400 members, in over 150 countries, with retailers being the largest single group.

Providing a platform for knowledge-exchange, thought-leadership and networking, CIES 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 which allows the organisation to facilitate the development of common positions and tools on key strategic and practical issues affecting the food business.

Visit [www.ciesnet.com](http://www.ciesnet.com) or [www.ciesnet.cn](http://www.ciesnet.cn) to find CIES in your region.

The CIES IT Conference 2009 is taking place at the  
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Fax: +31 20 6228607  
[www.krasnapolsky.nl](http://www.krasnapolsky.nl)

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Tel: +33 1 40 53 40 64 / 69  
Fax: +33 1 40 53 40 65  
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For conference programme updates, please visit  
[www.ciesit.com](http://www.ciesit.com) (or [www.ciesit.cn](http://www.ciesit.cn))

