

THE CIES MARKETING FORUM 2003

Breaking the Rules

20th & 21st November 2003
**AMSTERDAM,
THE NETHERLANDS**



<http://ciesamsterdam2003.iso-intl.com>

THE CIES MARKETING FORUM



Wednesday 19th November 2003

14:00 - 19:00 **Discovery of the Dutch Retail Scene**
Store tour programme*

Thursday 20th November 2003

9:00 - 9:15 **Welcome by the CIES International Committee on Marketing**
Mark Price, Director of Selling & Marketing, Waitrose Ltd., United Kingdom
& Chairman CIES International Committee on Marketing

Introduction to the CIES Marketing Forum 2003 by Conference Chairman
Charles Waldman, Senior Affiliate Professor of Marketing, INSEAD, France



OPENING SESSION

9:15 - 9:50 **Consolidation and Globalisation – What Will the Impact Be on Your Business?**

What impact will consolidation and globalisation in the food retail sector have on our business and day-to-day lives? What affect will it have on the retailer and the supplier? If retailers cannot experience the same growth as in the past, how can market share be gained? How will this changing environment affect the role of marketing?

Ira Kalish, Global Director of Consumer Business Research, Deloitte & Touche, USA



9:50 - 10:00 **Discussion on Consolidation and Globalisation**

BREAKING THE RULES

10:00 - 10:35 **The Rule Breakers**

What rules are going to change in the future? What are examples of different business models that have changed the way we do business? How have some companies succeeded with a completely new strategy in place?

Bryan Gildenberg, VP Team Leader - Retail Research, Management Ventures Inc., USA

10:35 - 11:15 *Coffee Break*

11:15 - 11:50 **“Breaking the Rules” Case Study**

Speaker to be confirmed

11:50 - 12:25 **How ALDI Broke the Rules in Order to Succeed**

Learn the inside story from former CEO of ALDI. How did they see an opportunity and seize it? How did ALDI succeed in cutting costs yet provide added value? What strategy was put in place to make it a leading discount retailer? What does “being discount” really entail?

Dieter Brandes, Author of “Konsequent einfach. Die ALDI Erfolgsstory”, Germany

12:25 - 12:45 **Audience Debate Session on “Breaking the Rules”**

12:45 - 14:15 *Lunch including topic tables*

14:15 - 14:50 **Rule Breaking Trends in Marketing, Advertising and Customer Relationships**

What benefits do customers expect from the retail industry which is attempting to seduce its customers by acting at the same time as a brand, a guardian of the planet, a breaker of monopolies, an explorer of far away lifestyles, a protector of health, a treasure hunter, and as a discounter! Learn about latest marketing and lifestyle trends and where they are headed.

Annie Zilliani, Director and Gilliane Quinn de Schonen, Associate Director, Novale next, France

*The store tour programme is optional, available at an additional fee and in English only.

14:50 - 15:25 *Caring for the Customer at Auchan - Seeing the Market through the Customers' Eyes*

How do you reach millions of customers, each targeted with a specific promotion depending on their tastes? Discover the results of Auchan's latest campaign in customer specific marketing and how this mass retailer has built a personal relationship with its customers.

André Tordjman, Marketing Director, Auchan, France

15:25 - 16:10 *Coffee Break*

16:10 - 16:45 *Breaking the Rules for a Global Brand - Best of Global, Best of Local*

Discover how a truly global brand is marketed locally to tailor the consumer's tastes and requirements. See how Kraft gets the best of global and the best of local with the Philadelphia brand. Learn more about its country adapted marketing campaign. The question is, does it work?

Nick Shepherd, Vice President, Category Development, Cheese/Grocery - Europe, Kraft Foods International, United Kingdom

16:45 - 17:20 *Community First Marketing - The UKROPS Branding Philosophy*

Find out about UKROPS' Branding Philosophy and how it relates to UKROP's tasty food, associates and community. How is UKROPS "breaking the rules" to offer something very unique in the world of food retailing? What's special about customer service at UKROPS? How does UKROPS care for the customer through product innovation?

Bob Kelley, Vice President Operations, UKROPS, USA

17:20 - 17:50 *Audience Debate Session on "Breaking the Rules"*

17:50 - 18:00 *Synthesis of Day 1 by Conference Chairman*

19:00 *Cocktail & Dinner at the Heineken Experience Centre*

You'll be invited to reach the dinner location by one of Amsterdam's best known means of transportation: boats. After a ride and a short stroll along Amsterdam's canals, you will reach the historic Heineken Brewery where you will enjoy refreshing drinks and a dinner of fine Indonesian cuisine.

Friday 21st November 2003

6:00 - 9:00 *Optional visit to the Aalsmeer Flower Auction*

9:30 - 9:45 *Welcome by Conference Chairman*

Charles Waldman, Senior Affiliate Professor of Marketing, INSEAD, France



PEOPLE MAKE THE DIFFERENCE

9:45 - 10:20 *Leading through People*

For the food retailer, customer satisfaction means having a committed and competent workforce. The "Leadership People Strategy for Retailers" will demonstrate how you can:

- Implement a successful people strategy
- Attract, recruit, train and retain store employees
- Align your marketing strategy with your people strategy

Tim Mason, Marketing Director, Tesco PLC, United Kingdom

Roland Vaxelaire, Chairman, Carrefour, Belgium

Thomas Vadeboncoeur, President, Goodheart Resource & Director, The Coca-Cola Retailing Research Council - Europe

10:20 - 11:05 *Coffee Break*

11:05 - 11:40 *Employees as Marketeers*

Learn how one retailer uses its employees as marketers. Through this case study you'll find out how Meny in Norway used to work in the past, the lessons it's learned, what it's changed, and the outcome of its new people strategy.

Line Beate Jebsen, Director of Personnel, Meny, Norway



11:40 - 12:10 *Audience Debate Session on "People Make the Difference"*

RULE BREAKING THE DUTCH WAY

12:10 - 12:45 *Leading the World's Flower Market*

Since the 17th century when the first tulip bulb was imported into the Netherlands from the Ottoman Empire, the Dutch have been masters in their dealings with flowers. The Aalsmeer Flower Auction was established at the beginning of the 1900s and has since become the largest of its kind in the world. What are the keys to success of marketing at the Aalsmeer Flower Auction? How did the Dutch "break the rules" to succeed in marketing flowers world wide?

Eric van 't Bovenind, Director of Sales and Marketing, Aalsmeer Flower Auction, The Netherlands

12:45 - 14:15 *Lunch including topic tables*

14:15 - 14:50 *Laurus Reinventing Itself*

Laurus is the Netherlands' second-largest food retailer. What is Laurus' philosophy of retailing? What marketing strategy has it put into place to compete with its Dutch counterparts? Learn more about the Dutch retail scene from one of its major players.

J.G. (Harry) Bruijniks, Chairman & CEO, Laurus, The Netherlands



14:50 - 15:20 *Audience Debate Session on "Rule Breaking the Dutch Way"*

KEYNOTE CLOSING ADDRESS

15:20 - 16:20 *100 Years of Harley-Davidson
How to Build a Brand that Customers Carry on their Bodies*

Get ready to rock, roll and rumble as Harley-Davidson celebrates its hundred year anniversary. How has the company progressed over the past 100 years? How did its products change with the changing times? What were the ups and downs and lessons learned during the difficult times? What marketing strategy was used to gain its unique place in the market? Learn how Harley-Davidson succeeded in "breaking the rules" to develop a strong brand and become one of the market's leaders.

Berry van Gestel, CEO, Harley-Davidson, France

16:20 - 16:45 *Conclusion of Conference by Chairman*

17:00 *Departure for airport by shuttle bus*

What is the CIES Marketing Forum?

This forum has been designed to give you a unique opportunity to discuss top of mind issues with business leaders in the food retail marketing sector. We will have lively debates on the issues which affect companies today. These debates will give you the opportunity to discover the latest trends in Marketing. You'll also discover the companies who are "Breaking the Rules" and changing the way we do business.

The forum will provide you with practical ideas and case studies which can be turned into action in your company enabling you to find solutions to the challenges you are facing today.

The CIES Marketing Forum has been developed by CIES members for CIES members. If you are a Senior Manager in Marketing and Sales in the food retail industry this forum is designed for you.

With open discussions and audience debate sessions you will have a great opportunity to network and share knowledge with your fellow marketers. This CIES Marketing Forum is attended by a group made up of 50% retailers and 50% suppliers from some 30 different countries.

*The CIES Marketing Forum
The annual gathering for business leaders in food retail marketing*

What Topics Will Be Covered?

Join us in Amsterdam to debate on the following issues:

- Consolidation and Globalisation – what will the impact be on your business?
- Breaking the Rules – Different Strategies – Different Business Models
- Marketing Trends – Caring for the Customer – Consumer Specific Marketing
- Marketing Through Employees
- The Dutch Retail Scene

What is the Store Tour Programme?

This programme on the 19th of November 2003 will give you the possibility to discover the Dutch retail scene. This afternoon of organised visits enables you to meet with the store managers of the key players in the Netherlands. Take this opportunity to discover the latest developments in store concepts and learn what the Dutch are doing to seduce their customers.

What impression did the CIES Marketing Forum leave with your fellow marketers in 2002?

"My first visit, excellent, lots to think about and learn. I never expected to meet so many people from retailers and organisations from around the world, which previously I had admired from afar."

"Last year was good, this year was excellent. A much better forum on marketing. Higher calibre speakers, well done!"

"Speakers of high quality – very interesting exchange with other participants."

"I expected to learn something and I did."

"I found most of the presentations useful to take back and share with my team."

"I would like to thank you very much for a really great conference in Monaco, everything went off like clockwork and I do believe that those of us that were there, not only benefited from various discussions and events on the agenda, but also from meeting old friends and getting to know new ones."

"It was my first CIES Marketing Conference and I have not had very detailed expectations. I found the programme and presentations very useful and some ideas can certainly be applied for my company."

"First class as usual, great location."

Please visit our conference website for on-line registration and programme updates: <http://ciesamsterdam2003.iso-intl.com>



What is CIES - The Food Business Forum?

CIES is the independent global food business network. Our members include more than two thirds of the world's largest food retailers and their suppliers. At the same time, local players from Austria to China and New Zealand to Brazil also play an active role in our organisation. All in all, more than 200 retailer and 200 supplier companies in over 50 countries are part of the international CIES network.

CIES membership is on a company basis. Our programmes are designed for chief executives and their senior management. They cover themes like strategic management, food safety or the image of the food retail sector, and functional areas like marketing, I.T. or supply chain management. These programmes include projects, international conferences and seminars, benchmarking studies, publications and reports, as well as many other tailor-made member services.

The CIES network is based on privileged access to information and contacts. It enables you to step back from daily business life and take in the latest trends and developments in the global food business. By sharing this knowledge, CIES members gain a new perspective on their activities which brings a key advantage in their business.

CIES - The Food Business Forum has been growing with the food business for the last 50 years. No other organisation can offer this depth in knowledge and contacts. For more information please visit our website: www.ciesnet.com.

The CIES International Committee on Marketing has designed this conference for the members of CIES. The members of the committee are:

Chairman: Mark PRICE, Director of Selling & Marketing, **WAITROSE LTD.**, United Kingdom
Jonathan ACKERMAN, Marketing Director, **PICK'N PAY RETAILERS**, South Africa
Philippe BRUNELLI, Director of Marketing, **DELHAIZE LE LION**, Belgium
Art DROGUE, Senior Vice President, Sales & Customer Development, **UNILEVER BESTFOODS**, USA
Arne ERIKSEN, Director, Research & Development, **MENY AS**, Norway
Paulo GOELZER, President, **IGA, INC.**, USA
Sharon JESKE, Senior Manager, Specialised Management Programmes, **CIES - The Food Business Forum**
Sander Van Der LAAN, Senior Vice President Marketing & Format Management, **ALBERT HELJN**, The Netherlands
Hans PREEKER, Managing Director, **CLAESSENS ERDMANN ARCHITECTS & DESIGNERS BV**, The Netherlands
Eamonn QUINN, Marketing Director, **SUPERQUINN**, Ireland
David RATCLIFFE, Senior Vice President, Sales and Customer Development, **KRAFT FOODS INTERNATIONAL**, United Kingdom
André TORDJMAN, Marketing Director, **AUCHAN**, France
Jean-Jacques VANDENHEEDE, Vice President Europe Retailer Services, **ACNIELSEN**, Belgium

CIES - The Food Business Forum would like to thank the following companies for their generous support of the food business sector:

Heineken
International



For all information concerning registration and accommodation please contact, Céline Lions at our agency: **LSO International**
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For further enquires regarding the conference programme, please contact Sharon Bligh
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For more information about this event email m&m@ciesnet.com

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