



# THE CIES MARKETING FORUM 2005

*The Event for Marketing Executives Seeking Retail Insights, Innovation and Inspiration from Around the World*

## WHAT IS THE OBJECTIVE OF THE CIES MARKETING FORUM?

The CIES Marketing Forum is the only global marketing conference dedicated to best practices in retail. The Forum aims to share with you real insights, ideas and opportunities in marketing in the retail business. It is *the* event for knowledge and networking among retail marketers.

## WHAT IS NEW ABOUT THE FORUM?

This year our programme is stronger than ever with top level speakers and a core focus on marketing case studies dealing with issues relevant to you. The Forum will also look at what is happening outside the retail industry to demonstrate different concepts which you can take back to your company.

## WHAT ARE THE CIES MARKETING FORUM HIGHLIGHTS?

- ➔ **Practical Case Studies are the Trademark of CIES:** We talk about reality rather than theory. CIES presentations are pragmatic, and not only cover the benefits but also the lessons learned.
- ➔ **Ideas to take-away:** You'll take back with you learnings and ideas that you can apply to your own day-to-day operations.
- ➔ **Relevance:** Topics covered are of concern to Marketing Executives today and relevant for their businesses.
- ➔ **Be a Part of the CIES Network:** Join this exclusive club of Top Marketing Executives in Retail. Share and compare ideas within this unique CIES network.
- ➔ **Benchmarking:** Find out what others are doing and see where you stand compared to industry players.
- ➔ **Store tour programme:** Walk the floor with Marketing Directors and discover the latest innovations in the French retail scene.
- ➔ **The Global Reach of CIES:** CIES is a retail-driven association that covers the world with 25 countries represented at this conference.
- ➔ **CIES Excellence:** 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 Marketing Forum is attended by over 200 Top Marketing and Sales Executives from 25 countries. It is *the* event in every Marketing Director's calendar which is not to be missed!

## WHO WILL BE SPEAKING IN PARIS?

CIES would like to thank the speakers from 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.

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.

For additional information about CIES - The Food Business Forum visit our website [www.ciesnet.com](http://www.ciesnet.com)

## THE CIES MARKETING COMMITTEE

The CIES Marketing Committee is at the heart of the CIES Marketing Forum. The Committee works on an ongoing basis to bring CIES members the latest ideas and developments in Marketing. The committee creates this annual event to build a platform for discussion on the top-of-mind issues and to bring knowledge and networking to retail executives from around the globe. This year the CIES Marketing Committee invites you to join them in Paris for top class speakers, case studies, debates, networking opportunities and the store tour programme that make this *the* Marketing event in the retail sector.

The members of the CIES Marketing Committee who have developed the programme are:

Chairman: André Tordjman, *Auchan*, France  
 Philippe Brunelli, *Delhaize Group*, Belgium  
 Tessa Chamberlain, *Pick 'n Pay Retailers*, South Africa  
 Fiona Dawson, *Masterfoods*, United Kingdom  
 Art Drogue, *Unilever*, USA  
 Joe Grieshaber, *The Kroger Company*, USA  
 Sharon Jeske, *CIES - The Food Business Forum*  
 Ingrid Jonasson Blank, *ICA*, Sweden

Sander van der Laan, *Albert Heijn BV*, The Netherlands  
 Julie Lyle, *Wal-Mart*, USA  
 Harvey Mc Coy, *H.E. Butt Grocery Company*, USA  
 Tim Mes, *PepsiCo*, Europe  
 Paula Murphy, *Superquinn*, Ireland  
 Franco Suardi, *Kraft Foods*, Europe  
 Jean-Jacques Vandenheede, *AcNielsen*, Belgium

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



For all information concerning registration and accommodation please contact:  
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For further enquires regarding the conference programme or CIES please contact Sharon Bligh at  
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Tel: + (33) 1 44 69 99 38, Fax: + (33) 1 44 69 99 39, Email: [s.bligh@ciesnet.com](mailto:s.bligh@ciesnet.com)

The CIES Marketing Forum 2005 is taking place at the Hilton Arc de Triomphe Hotel,  
51-57 rue de Courcelles, 75008 Paris, France

For programme updates, practical information and on-line registration visit our conference website [www.ciesmarketingforum.com](http://www.ciesmarketingforum.com)

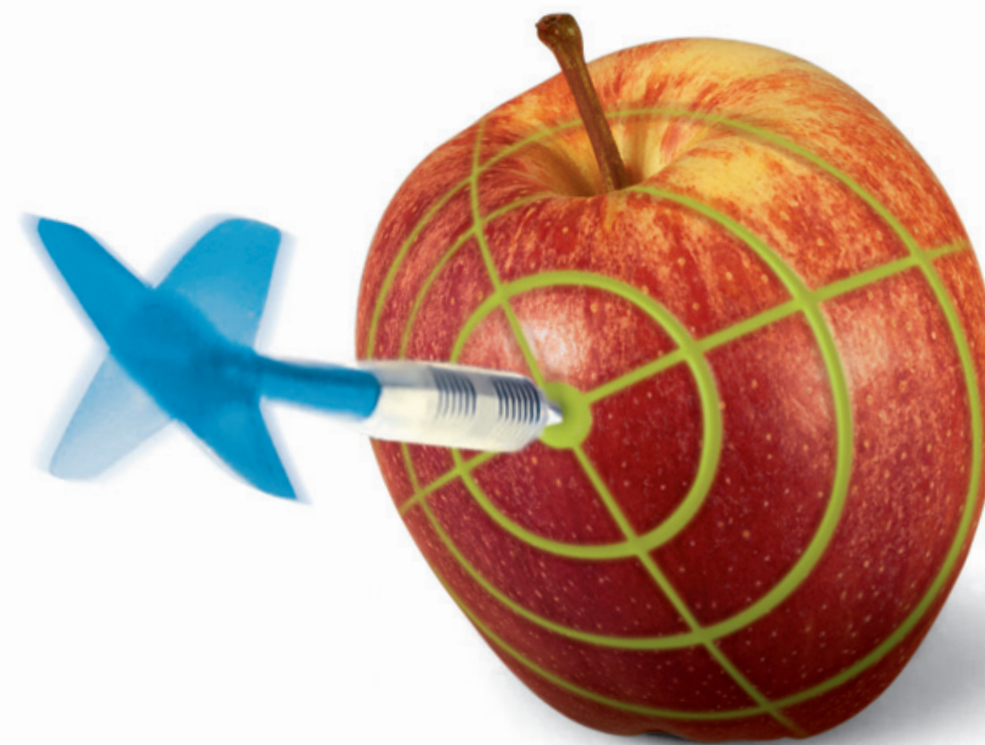
## CIES The Food Business Forum

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15<sup>th</sup> & 16<sup>th</sup> November 2005  
Paris, France

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MONDAY 14<sup>TH</sup> NOVEMBER 2005

## MARKETING IN ACTION - OPTIONAL STORE TOUR PROGRAMME

### Discovery of the French Retail Scene

Discover the Retail Landscape in Paris by joining the Store Tour Programme. The retail tour offers you visits to a hypermarket, a new generation supermarket, a gourmet retail outlet and the newly renovated wine warehouses of Bercy Village, converted into 20 retail outlet and offering a modern vision of a new shopping experience. The Store Managers will guide you through the actions implemented in their stores to attract and retain the French consumer. The retail tour takes place from 11.00 to 17.00 and participants are required to register in advance for this optional tour.



## WELCOME COCKTAIL

### Meet and network with fellow conference participants

Members of the CIES Marketing Committee will be present to personally welcome you to the CIES Marketing Forum 2005. The cocktail will begin at 19.00 in the Hilton Arc de Triomphe Hotel, Paris.

TUESDAY 15<sup>TH</sup> NOVEMBER 2005 ▶ 9.00 - 18.00

### Welcome by CIES Marketing Committee Chairman

▶ **André Tordjman**, Marketing Director, **Auchan**, France

Auchan, one of the world's leading retail groups, is established in 12 countries with a workforce of 170,000.

### The New Pulse of the Marketing Forum - Introduction by Conference Moderator

▶ **Frances Edmonds**, Author & Presenter, **United Kingdom**

Frances Edmonds is a best selling author, broadcaster and a humorous and motivational cross cultural communicator.

## THE COMBAT FOR MARKET SHARE

### Impact of Globalisation – The Combat for Market Share in China

What are the keys to success when doing business in China? What is unique about the marketing approach in China? How can the Chinese retailer combat for market share with the arrival of international retailers to its market?

▶ **Yves Chen**, Executive Vice President, **Beijing Hua Lian**, People's Republic of China

Beijing Hua Lian is the second largest retailer in China.

### How NorgesGruppen Defends its Turf against Lidl

In a country where consumers pay among the highest grocery prices in the world, the arrival of German discount chain Lidl means stiff competition. What are Norwegian retailers doing to defend their market share?

▶ **Olav Johan Thorstad**, Vice President Marketing, **NorgesGruppen ASA**, Norway

NorgesGruppen leads the Norwegian Market with 3,000 supermarkets, convenience stores, newsstands, and restaurants.

## WINNING THROUGH INNOVATION & DIFFERENTIATION

### The "Central Market" Format – A New Concept in Innovation at H.E. Butt

How did the "Central Market" Format help HEB differentiate? What trade-offs did it have to make? How did it help HEB to learn more about its customers? How was the new format rolled out to other stores? What role did health and wellness play in its new store concept?

▶ **Harvey Mc Coy**, Senior Vice President Merchandising Strategy, **H.E. BUTT Grocery Company**, USA  
Texas' largest private company is the #1 food retailer in South and Central Texas.

### Art de Vivre Retailing at Résonances

How did Résonances react to market pressures to innovate and differentiate?

▶ **Antoine Lemarchand**, CEO, **Résonances**, France  
▶ **Charles Waldman**, Affiliate Professor, **INSEAD**, France

Résonances provides unique products to those who are passionate about their home and lifestyle.

### Providing Innovation that the Consumer Wants – Creating a Sensation with Senseo

Riding on the gourmet coffee trend, Sara Lee and Philips foresaw that traditional coffee machines were becoming obsolete and combined forces to come up with an innovative way for people on the run to make a quick cup of great coffee at home.

▶ **Marleen Vaesen**, Regional Vice President, Cafe & Tea, **Sara Lee**, The Netherlands  
Sara Lee is one of the world's leading companies for branded consumer products.

### An Overview of Examples in Innovation - Why Some Succeed While Others Fail

▶ **Tim Wilke**, Managing Director - Europe, Middle East and Africa, **ACNielsen BASES**, Belgium  
ACNielsen BASES is the leading provider of pre-market consumer insights for marketers of consumer package goods.

## THE GENE OF COMMERCE

### The Gene of Commerce

▶ **Paolo Pellizzari**, Photographer & World Traveler, **Belgium**

Paolo Pellizzari is a world renowned photographer who captures the true essence of retail in his panoramic photos.



## CIES COCKTAIL & DINNER on the Champs-Élysées

Join fellow CIES members for an evening of networking and fun at Ladurée on the Champs-Élysées. This unique location in the heart of Paris will ensure a delightful evening of good French food & wine in good company in an outstanding atmosphere. Continue your evening by discovering the sights of the Champ-Élysées, one of the most beautiful avenues in the world.

WEDNESDAY 16<sup>TH</sup> NOVEMBER 2005 ▶ 9.00 - 16.00

## KEYNOTE ADDRESS

### The Recovery of Carrefour

What are Carrefour's biggest challenges? With a new CEO at the helm, what does José-Luis Duran plan to do to change the course of direction?

▶ **José-Luis Duran**, CEO, **Carrefour**, France

Carrefour is the 2<sup>nd</sup> largest retailer worldwide and is number 1 in Europe with 11000 stores in 31 countries.

## GAIN MARKET SHARE THROUGH BRAND REPOSITIONING

### The Challenges of Repositioning the Club Med Brand

How did Club Med reposition itself to respond to a changing market?

▶ **Henri Giscard d'Estaing**, CEO, **Club Méditerranée**, France

With more than 1.5 million guests, Club Med has 150 recreational centres in more than 40 countries.

### The Results of Repositioning the Delhaize Brand

With increased competition from hypermarkets and discounters, Delhaize responded by repositioning its brand. With a focus on 4 key concepts: Passion for Food, Everyday Fair Price, Private Label and Consumer Communication, Delhaize repositioned itself in the market.

▶ **Philippe Brunelli**, Senior Vice President Marketing and Business Development, **Delhaize Group**, Belgium  
Delhaize Group was founded in Belgium in 1867 and has retail operations in 8 countries.

### Repositioning in the German Market Where Hard Discount Flourishes – The Pampers Case Study

How did P&G reposition its Pampers brand to help supermarket chains offer more value in face of stiff competition?

▶ **Andrew Garden**, Vice President, Customer Development Manager, **Procter & Gamble**, Switzerland

Procter & Gamble is the #1 US maker of household products with brands in 160 countries.

### Price Perception and Repositioning – How to Better Understand the Consumer

How do consumers build price perception and what is its impact on retailers? Take-aways from the Coca-Cola Retailing Research Council Study on "Inside the Minds and Pockets of Latin American Consumers" and what it means for you.

▶ **Gonzalo Restrepo**, CEO, **Almacenes Exito**, Colombia

Almacenes Exito was founded in 1949 in Medellin and is a leading player in the Colombian grocery market.

## COMMUNICATE TOMORROW

### Evolution of Media - The Way to Reach Consumers

▶ **Fernando Rodes Vila**, Global Chief Executive Officer, **MPG**, Spain

Media Planning Group (MPG) is the media division of Havas, the 6th largest communications group worldwide.

### Evolution of Advertising - The Way to Talk to Consumers

▶ **Andrew Robertson**, CEO, **BBDO Worldwide**, USA

BBDO is part of the world's largest advertising conglomerate with a network of more than 300 offices in 70 countries.

### The Battle for Consumer Attention

How will the world as we know it today change? How will the Internet alter the way we communicate? With the rapidly changing technology and the proliferation of media, what dangers are waiting for us?

▶ **Cammie Dunaway**, Chief Marketing Officer, **Yahoo! Inc.**, USA

Yahoo! Inc. is the Internet's leading global consumer and business services company.

### Conclusions by CIES Marketing Committee Chairman

▶ **André Tordjman**, Marketing Director, **Auchan**, France



15<sup>th</sup> & 16<sup>th</sup> November 2005, Paris, France

For detailed information on the presentations, the conference programme and on-line registration visit [www.ciesmarketingforum.com](http://www.ciesmarketingforum.com)