

**THE CIES MARKETING**

**COMMITTEE** invite you to join them in Madrid to take part in the debate on how to achieve growth through understanding consumer trends and through the value of brands. The aim of this event is to create a true Forum where marketing executives from the retail industry can discuss the challenges and issues they face in their businesses.

The committee has selected case studies which will give you practical examples of what your peers are doing to achieve growth. Time has also been allocated to enable marketers to debate and network and to discover what is new in the Spanish retail scene.



**THE CIES COMMITTEE MEMBERS ARE:**

- Chairman: André Tordjman, *Auchan*, France
- Jonathan Ackerman, *Pick'n Pay Retailers*, South Africa
- Philippe Brunelli, *Delhaize Group*, Belgium
- 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
- Harvey McCoy, *H.E. Butt Grocery Company*, USA
- Tim Mes, *PepsiCo*, Europe
- Rafael Peces Fernandez, *Caprabo*, Spain
- Franco Suardi, *Kraft Foods*, Europe
- Jean-Jacques Vandenheede, *ACNielsen*, Belgium



**What is CIES ?**

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. Go to [www.ciesnet.com](http://www.ciesnet.com) for additional details.

**HIGHLIGHTS OF THE CIES MARKETING FORUM**

- ▶ The Forum is attended by an exclusive group of top Marketing Executives.
- ▶ Over 30 countries are represented at the Marketing Forum and the diversity of information is tailor-made to provide insights and inspiration.
- ▶ It is a unique Forum where retailer and manufacturer marketing experts come together to look at practical ways of driving growth in their businesses.
- ▶ Practical case studies look at top-of-mind issues in marketing.
- ▶ CIES is a guarantee of quality with over 50 years experience in providing excellence in knowledge and networking.

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**How to register for the Marketing Forum**

Return the enclosed registration form by fax or visit the event website [www.ciesmarketingforum.com](http://www.ciesmarketingforum.com) and fill in the on-line registration form. Don't forget that if you attended the Marketing Forum in Paris in 2005 and you are a member of CIES you are entitled to a 15% discount on your registration fee. Tick the "Active Club Member" box on the form to obtain your special loyalty fee.

**For all information concerning registration and accommodation please contact:**

Groupe Ormès/ CIES MARKETING FORUM 2006 Secretariat, 18-20 rue Fourcroy, 75017 Paris, France. Tel: +33 1 43 18 60 64/68 - Fax: +33 1 43 18 60 61  
Email: [marketingforum2006@ciesnet.com](mailto:marketingforum2006@ciesnet.com)

**For further enquires regarding the conference programme or CIES please contact:**

Sharon Bligh at CIES- The Food Business Forum, 7 rue de Madrid, 75008 Paris, France. 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 2006 is taking place in the Meliá Castilla hotel, c./Capitán Haya 43, Madrid, Spain.

CIES would like to thank its partners for their support of the CIES Marketing Forum:



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



**THE CIES MARKETING FORUM 2006**

*The event*

for marketing executives seeking retail insights, innovation and inspiration from around the world.



The CIES Marketing Forum is the event in the industry for insights, innovation and inspiration from around the world. Our outstanding panel of **speakers** at a glance includes:



**16<sup>th</sup> & 17<sup>th</sup> November 2006 MADRID - SPAIN**

[www.ciesmarketingforum.com](http://www.ciesmarketingforum.com)

Wednesday  
**15<sup>th</sup>**  
November



Thursday  
**16<sup>th</sup>**  
November

# THE CIES **MARKETING FORUM** 2006

Welcome to the CIES Marketing Forum 2006

André Tordjman, Director New Concepts - Group, **Auchan**, France & Chairman of the CIES Marketing Committee

**Setting the scene for the Forum**

Frances Edmonds, Author & Presenter, United Kingdom

**Inspirational Marketing -**

An Overview of What Happened in Marketing Over the Last 12 Months

Jean-Jacques Vandenheede, Senior Retail Industry Analyst, **AcNielsen**, Belgium

## REACTING TO CHANGING CONSUMER TRENDS TO STAY AHEAD OF THE GAME AND GROW YOUR BUSINESS

**Case study 1: Understanding Consumer Trends and How They Provide Opportunities for Growth**

Antonio Lucio, Global Chief Innovation Officer, **PepsiCo**, USA

**Case study 2: How to Personalise the Shopping Experience for Millions of Customers**

Eric Broussard, Vice President, European Business Development, **Amazon Services**

**Case study 3: The Role that Marketing Played to Capture the Thai Consumer**

Ian Pye, President, **Central Food Retail Company**, Thailand

*Networking Break with Topic Corners*

**Case study 4: Driving Growth by Anticipating the Changing Consumer**

Lance Friedman, Senior Vice President, Global Health & Wellness, **Kraft Foods**, USA

**Case study 5: Adapting your Marketing Strategy to Stay Ahead of Changing Consumer Trends**

Stephen Quinn, Senior Vice President Marketing, **Wal-Mart Stores Inc.**, USA

**Case study 6: Growth through Innovation - Winning with Consumers and Customers**

Richard Lenny, Chairman, President and CEO, **The Hershey Company**, USA

*Debate Session – Your opinion matters. Vote on your top-of-mind issues.*

**The Speed of our Decisions Doesn't Keep up with the Speed of Change**

Kevin Sneader, Partner, **McKinsey & Company**, USA

## HIGHLIGHT PRESENTATION

**Building Real Madrid into a Powerful Brand and Retail Business**

José Angel Sanchez, Director of Marketing, **Real Madrid Soccer Team**, Spain

**CIES Networking Cocktail & Dinner in Madrid**

Enjoy a typical Spanish evening with friends at Palacio de la Misión

Friday  
**17<sup>th</sup>**  
November



9.00 - 16.00

## THE VALUE OF BRANDS

**Paradigm Shift in the Way We Do Business**

Marcel Corstjens, Marketing Professor, **INSEAD**, France

**Case study 1: Why Master-Brands Need a Point of View on the World**

Alan Jope, Group Vice President, Global Spreads, Cooking Products and Dressings, **Unilever**, USA

**Case study 2: How PUMA Brought Back its Brand through Design and Retail**

Christoph Peter-Isenbürger, Head of European Marketing, **PUMA**, Germany

*Networking Break with Topic Corners*

**Case study 3: Innocent Drinks - The Friendly Brand that Makes You Feel Good**

Adam Balon, Co-founder & Commercial Director, **Innocent Drinks**, United Kingdom

**Case study 4: Brand-led Reinvention**

Rob Price, Senior Vice President of Marketing and Chief Marketing Officer, **Wawa**, USA  
*Based in Pennsylvania, Wawa is one of the most innovative convenience store chains in the USA.*

**Case study 5: The Value of a Retail Brand**

Peter Groves, Category Director New Initiatives, **Tesco**, United Kingdom

*Debate Session – Your opinion matters. Vote on your top-of-mind issues.*

## HIGHLIGHT PRESENTATION

**How Marketing Helped London Win the 2012 Olympics Bid**

David Magliano, Former Director of Marketing, **London 2012**, United Kingdom

*London 2012 is the organisation which successfully bid to host the 2012 Olympics and Paralympics.*

16.30

Coach Transfer to Barajas International Airport of Madrid

12.00 – 18.00

**Discovery of the Spanish Retail Scene - Optional Store Tour Programme in Madrid**

Visit **Mercadona**, **Caprabo**, **Opencor** and **VIPS** for insights into the Spanish Retail Market. This is a great opportunity to learn and take home ideas from the dynamic Spanish retailing scene.

Why Spain?

The Spanish retail market is recognised for its style and efficiency. Spain has been a pioneer in the soft discount channel. It also boasts an innovative hypermarket sector and a range of new store formats to meet changing customer needs. The sector has a strong foreign presence. Supermarkets and hypermarkets have been the main drivers for growth, doubling their total sales area during the past 10 years.



Caprabo, the leader in the Catalan market, is continuing its expansion in Spain. Its supermarkets offer high quality and service and they operate online shopping and delivery services.



Mercadona is Spain's fast-growing neighbourhood supermarket chain which uses an Everyday Low Price strategy and a competitive private label range.



Opencor is the latest store format offered by El Corte Inglés, Spain's largest retailer. It is a new store concept offering convenience to consumers and is open 365 days of the year, 18 hours a day.



VIPS is a combination retail-foodservice outlet. The store sells gifts, music, books, photography and food items. The concept is very successful in Madrid and has been expanded to Barcelona.

19.00

Welcome to the CIES Marketing Forum  
Cocktail Reception at the Melia Castilla Hotel,  
Madrid



19.00

Visit [www.ciesmarketingforum.com](http://www.ciesmarketingforum.com) for the full conference programme and on-line registration

\* To be confirmed

