

# ING FORUM 2008



5th & 6th November 2008  
Budapest, Hungary

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# CIES MARKET

## What is top-of-mind for marketing executives?

The CIES Marketing Forum will look at the top-of-mind issues in food retail marketing. What is keeping you awake at night? What are the burning issues for marketing directors in food retailing today? Through practical retailer and manufacturer case studies, we will look at **Lessons in Marketing**, and specifically, **Lessons in an inflationary period**, **Lessons from new markets**, and **Lessons from other industries**.

## What is the objective of the conference?

The **CIES Marketing Forum** is the meeting place for marketing executives in the retail industry. The objective is to anticipate future trends and challenges, share practical experiences, including benefits found and lessons learned. It's all about knowledge and networking. **Our aim is to be the event for marketing executives seeking retail insights, innovation and inspiration from around the world.**

## What are the 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.
- **Discuss and debate relevant topics** – issues addressed covered are top-of-mind and of concern to marketing executives.
- **Grow your Network** - Join this exclusive club of top marketing executives in retail.
- **Open your mind** – Refresh your thoughts away from the office. Sit back and open your mind to new ideas in new surroundings.
- **Benchmark your company** – Find out what others are doing and see where you stand compared to industry players.
- **Discover the local retail scene** – only at CIES do you walk the shop floor with the local marketing managers hosting the store visits
- **Do business** – CIES is the meeting place where business gets done
- **Experience CIES** – Over the past 50 years, we've excelled in offering high quality content, service and professionalism. CIES is embedded in the retail sector.

## Who will be there?

The CIES Marketing Forum is attended by executives in marketing, sales, and merchandising, half of which are retailers, coming from over 35 countries. **If there is one event not to be missed, this is it.**



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 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.

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

The Marketing Forum 2008 is taking place at the Intercontinental Hotel, Apaczai Csere J.U. 12-14 Budapest, H-1052, Hungary, Tel: +36 1 3276333

For all information concerning registration and accommodation please contact:  
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For further enquires regarding the conference programme or CIES please contact  
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For programme updates, practical information and on-line registration visit our conference website [www.ciesmarketingforum.com](http://www.ciesmarketingforum.com)

# CIES MARKETING FORUM 2008

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



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

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



Chairman of CIES Marketing Committee  
**Art Drogue**  
Senior Vice President, Sales & Customer Development, UNILEVER, USA



**Jonathan Ackerman**  
Marketing Director  
PICK'N PAY RETAILERS, South Africa



**Adam Balon**  
Co-Founder & Commercial Director  
INNOCENT DRINKS, United Kingdom



**Philippe Brunelli**  
Vice President International  
Product Exchange  
DELHAIZE GROUP, Belgium



**Antonio Coto**  
Executive Director Latin America  
DIA, Argentina



**Joe Grieshaber**  
Group Vice President, Perishables  
Merchandising & Procurement  
THE KROGER COMPANY, USA



**Peter Groves**  
Trading Director, TESCO  
United Kingdom



**Sharon Jeske**  
Director, Operational  
Management Programmes  
CIES-THE FOOD BUSINESS FORUM



**Mateja Jesenek**  
Member of the Board for Marketing  
and Procurement, POSLOVNI SISTEM  
MERCATOR, Slovenia



**Ingrid Jonasson Blank**  
Executive Vice President Market  
ICA, Sweden



**Sander van der Laan**  
Executive Vice President Marketing &  
Merchandising, ALBERT HEIJN BV  
The Netherlands



**Peter Linzbach**  
Chief Customer Officer  
METRO CASH & CARRY INTERNATIONAL  
GmbH, Germany



**Liang Tok Loi**  
COO, Guardian Pharmacy  
DAIRY FARM GROUP GCH RETAIL  
Malaysia



**Tim Mes**  
President, PEPSICO BEVERAGES  
EUROPE, Switzerland



**Steve Newiss**  
Vice President Global Customers  
KRAFT FOODS, United Kingdom



**Jean Rubens**  
Marketing Director Group  
CASINO GROUP, France



**André Tordjman**  
Director New Concepts-Group,  
AUCHAN & General Manager,  
LITTLE EXTRA, France



**Jean-Jacques Vandenneede**  
Director Retailer Insights  
THE NILSEN COMPANY, Belgium





# CIES MARKETING FORUM 2008

Tuesday 4<sup>th</sup> November



# CIES MARKETING FORUM 2008

Wednesday 5<sup>th</sup> November



# CIES MARKETING FORUM 2008

Wednesday 5<sup>th</sup> November



# CIES MARKETING FORUM 2008

Thursday 6<sup>th</sup> November



12:00 - 18:00

## Lessons in Marketing from Hungarian Retailers

### Challenges of the Hungarian Retailers

The store visits programme will offer a glimpse into how local retailers are responding to the needs of the Hungarian consumer and what challenges they are facing today. The CIES store tour programme is unique in that participants will walk the shop floor with the marketing managers of the host companies. We'll have a firsthand look at what is special about each store from a marketing point of view. The tour is optional, offered at an additional fee, available on a first-come, first-served basis and delegates are requested to register for the tour.

## CIES Store Tour Programme

### Budapest Central Market Hall

Budapest's huge Central Market Hall, also known as the Great Market Hall, is the city's largest indoor market. In operation since the end of the 19th-century, the Central Market Hall originally incorporated an indoor canal by which goods were delivered to the market's traders. Restored in 1994, this hall is an essential halt in Budapest: among the amazing variety of fresh produce, meat, flowers and handicrafts, you will find a combination of vivid colours and immaculately laid out market stalls.



METRO Cash & Carry is the international leader in self-service wholesale. The Cash & Carry principle is that the customers themselves select the purchases from the wholesale store shelves, then pay and take the goods with them. The innovative METRO Cash & Carry concept of self-service wholesale was first introduced in Hungary in 1994 and today 13 wholesale hypermarkets are in operation. Our store tour host will be **László Melegh, Head of Marketing, Metro Cash & Carry, Hungary.**



Tesco Hungary operates over 100 stores and enjoys a strong market position, which it has continued to strengthen by lowering prices, expanding the store network and developing its infrastructure. Today market leader, Tesco began operating in Hungary 13 years ago. Our store tour hosts will be **Steve Reynolds, Marketing Director, Tesco Hungary** and **John Scouler, Commercial Director, Tesco, Hungary.**

19:00

## CIES Welcome Cocktail for Conference Participants

Members of the CIES Marketing Committee will be present to personally welcome you to the CIES Marketing Forum in Budapest. Meet and network with fellow conference participants.



09:00 - 17:30

## Welcome to The CIES Marketing Forum

### Welcome by CIES Marketing Committee Chairman

**Art Drogue**, Senior Vice President Sales & Customer Development, **UNILEVER**, USA

### Setting the Scene for the Forum by Conference Moderator

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

## Philosophy of Marketing - The Views of a Managing Director

### Keynote Address on the Marketing Challenges Facing our Industry

Hear the vision of a managing director, his marketing philosophy, corporate lessons in marketing and how these are being applied to Waitrose's marketing strategy to grow its business.

**Mark Price**, Managing Director, **WAITROSE**, United Kingdom

## Lessons in an Inflationary Period

### An Economic Overview and the Consequences of Inflation in the Food Industry

Rising prices of food - are they here to stay or just passing through?

**Ira Kalish**, Director of Global Economics and Consumer Business, **DELOITTE**, USA

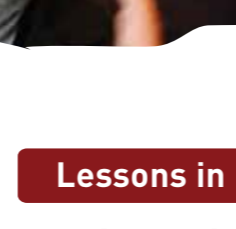
### New Product Development to Meet Consumer Needs in Challenging Times

Speaker to be confirmed

### The Latin American Experience - from Extremes to Reality

Hyperinflation, how can you deal with it? What lessons can retailers in other regions learn from this experience?

**Antonio Coto**, Executive Director Latin America, **DIA**, Argentina



09:00 - 16:00

## Lessons In Marketing from New Markets

Key findings and insights from new markets and new business channels.

### The Absolute Requirements for Success and Pitfalls to Avoid

**Chris Percy**, Regional Director Retailer Services EEMEA, **ACNIELSEN**, Cyprus

### Lessons Learned from Retailing in Hungary

What role did marketing play to help Tesco has become the number one retailer in Hungary? What lessons has Tesco been able to bring back from new markets to apply to its business in the United Kingdom?

**Steve Reynolds**, Marketing Director, **TESCO**, Hungary

### The Russian Retail Experience

**Luc de Jong**, CEO, **OLIVIER**, Russia [Olivier is part of the Russian retail group Azbuka Vkusa]

**Hans Preeker**, Managing Director, **CLAESSENS ERDMANN ARCHITECTS & DESIGNERS**, The Netherlands

### Personal Care around the World - Managing the Unique Business Challenges

**Kevin George**, Vice President /General Manager, Deodorant and Haircare, **UNILEVER**, USA

### The Challenges of Moving a Business Formula across Countries

METRO Cash & Carry has moved its business formula across 30 different countries in different life cycles, with different cultures and habits. What are the different challenges and solutions regarding the life cycle stretch and format consistency vs local adaptation?

**Peter Linzbach**, Chief Customer Officer, **METRO CASH & CARRY INTERNATIONAL GmbH**, Germany

### Wal-Mart's Experience with Expanding in New Markets - What Have Been the Benefits Found and Lessons Learned?

Customer segmentation, past - present - and future. What did Wal-Mart learn from the experience in Mexico, and how did that affect its approach in China? How will these learnings be applied to new and existing markets?

**Anthony Hucker**, Vice President, Global Format Development, **WAL-MART STORES, INC.**, USA

## Cherry on the Cake

### Be. You. Now. Releasing human potential to its fullest.

**Caroline Sami**, Chief ID:ologist, **ID:OLOGY**, United Kingdom

