

The World Food Business Summit

Success in an Age of Scepticism



Barcelona, Spain 18-20 June 2003

The Official Programme

The Event for the leaders of the World Food Business

Exclusively reserved for CIES members

Why do you consider attendance at The CIES World Food Business Summit as an imperative for you and your organisation?

«The importance of The CIES World Food Business Summit in Barcelona is two-fold: firstly it offers a rich opportunity for exchange in the current climate of uncertainty; secondly, it will take place in Spain, a country which has managed its economy and public finances quite brilliantly.»

*Daniel Bernard, Chief Executive Officer,
Carrefour Group*

«The CIES World Food Business Summit is a magnet each year for those who want to keep up-to-date on the champions, the challenges and the crises of the global market. Missing it is like missing your annual check-up.»

*Senator Feargal Quinn, Executive Chairman
Superquinn*

«The CIES World Food Summit provides an opportunity to see what's new in the industry and build beneficial relationships, all in one location. It has been very beneficial to our business. This event is a priority to our Wal-Mart team.»

*John Menzer, President & CEO,
Wal-Mart International*

«There's is no better venue for keeping pace with the rapidly-changing global retail scene than at The CIES World Food Business Summit.»

*Ron Floto, Group Chief Executive,
Dairy Farm Group*



«The Summit is an important forum for strengthening relationships built on understanding and trust so that our collective results serve the needs of consumers in every community where we do business.»

*Douglas Daft, Chairman & Chief Executive Officer,
The Coca-Cola Company*

«As a retailer, it is vital to be involved in the global community and to gain a better understanding of how our competitors operate in a global context. CIES and The World Food Business Summit give us the tools to be competitive. I think CIES is doing a fabulous job.»

*Don E. Marsh, Chairman, President & CEO,
Marsh Supermarkets, Inc.*

«The CIES World Food Business Summit is an excellent platform for learning, sharing and networking; we never fail to take home fresh ideas.»

*S. Chandra Das, Chairman,
NTUC Fairprice*



Welcome

What is The CIES World Food Business Summit?

The annual “rendez-vous” of food business leaders who understand that anticipating the future is key to success.

Why should you attend?

To obtain knowledge and thought-leadership. *More specifically...*

STRATEGIC PERSPECTIVE

To have the opportunity to stand back and view your business from a new strategic perspective.

NETWORKING

To meet your fellow leaders from the global food business.

ACTIONABLE INSIGHTS

To obtain practical ideas which you can promptly turn into action.

& FOOD FOCUS

To be informed, to debate and to reflect on the latest trends and developments in the global food business and on the general social, political and economic context in which it operates.

What are the benefits?

Membership of an exclusive world-wide food business network at top management level.

Exposure to new strategic concepts, companies and thought-leaders from both inside and outside the food business.

The opportunity to influence the overall direction of the food business world-wide.

BARCELONA

Who will be there?

- ▶ *Executives who influence the strategies of their companies and the businesses they are in*
- ▶ *Retailer and supplier CEOs and top management*
- ▶ *Suppliers' senior sales and marketing management*

Companies whose top management attend The Summit as an imperative include:

Retailers: Aeon, Ahold, Auchan, Billa, Blue Square, Caprabo, Carrefour, Casino, Coop, Cora, D&S, Dagrofa, Daiei, Dairy Farm, Delhaize, Disco, Dohle, Exito, La Fragua, Globus, Hagen, Hakon, Hudson's Bay, Hero, ICA, Jeronimo Martins, Kesko, Laurus, Longs, Marks & Spencer, Marsh, Massmart, McLane, Metcash, Metro, Migros, Modelo Continente, Monoprix, Norgesgruppen, NTUC FairPrice, Pam, Pick'n Pay, Plus One, Rallye, Robinsons, Rustan, Safeway, Schuitema, SOK, Superquinn, Super-Sol, Supervalu, Système U, Tegot, Thrifty, Trader Joe's, Uny, Waitrose, Wal-Mart, Wegmans, Woolworths.

Suppliers: ACNielsen, Bahlsen, Ballantines, BAT, Bimbo, Bongrain, Catalina, Checkpoint, Chep, Coca-Cola, Colgate-Palmolive, Danone, Energizer, Exel, Ferrero, Georgia Pacific, Heineken, Hormel, IRI, Johnson & Johnson, Kraft, L'Oréal, Lion, NCR, Nestlé, Oetker, Pepsi, Pernod, Procter & Gamble, Reckitt Benckiser, S.C. Johnson, Sara Lee, Sodial, Tyco, Unilever Bestfoods.

The Summit Committee

Chairman: Neville Isdell, Consultant to THE COCA-COLA COMPANY
Gareth Ackerman, PICK'N PAY Holdings Ltd., South Africa
Xavier Alomar Soler, CAPRABO, Spain
Axel Andree, OETKER INTERNATIONAL GmbH, Germany
Jacques-Edouard Charret, CASINO, France
Mario Cifiello, COOP ITALIA, Italy
Renaud Cogels, DELHAIZE GROUP, Belgium
Jacques-Etienne de T'Serclaes, PRICEWATERHOUSECOOPERS, France
Peter Dettmann, ICA FÖRBUNDET, Sweden
Rhoda Lane-O'Kelly, CIES - THE FOOD BUSINESS FORUM
Patrick Rabain, L'ORÉAL GROUP, France
Sandra Turner, TESCO plc, Ireland
Ronald van Solt, ROYAL AHOLD, The Netherlands
Roland Vaxelaire, CARREFOUR GROUP, Belgium



The Event for the leaders of the Global **Food** Business

The 2003 World Food Business Summit will enable top food business executives to navigate their business course by providing penetrating insights on the following key topics:



Success in an Age of Scepticism

The future of governments, economies, businesses and individuals seem to hang by a thread in an unpredictable and increasingly global society. The credibility of the global market system that underpins our complex world is at stake. How can we build sustainable and inclusive success into the fabric of our system and our companies?



Breaking the mould

Dramatically different companies, whose product innovations, business models and company cultures have met or exceeded the expectations of the 21st century consumer.



Leaders at risk

How to be a credible leader when there is a crisis in corporate confidence? Strategies that deliver operational effectiveness and profitability, responsibly, to the benefit of all stakeholders.



A day in the life of the contemporary consumer

Exceptional food and fashion companies, viewed through the lens of today's increasingly sceptical, irrational and ever more demanding consumer. Different time, different place, different need.



Achieving sustainable success

New measures of success. Business, governments, private-public partnerships, monarchies and civil societies coming together to create a sustainable world.



Summit Schedule 2003

	Wednesday 18 June	Thursday 19 June	Friday 20 June
<i>Morning</i>	Store visits (optional)	Plenary Business Session Spouses' Programme	Plenary Business Session
<i>Lunch</i>	CIES Welcome Lunch	Delegate Lunch Spouses' Lunch	Delegate Lunch
<i>Afternoon</i>	Opening Business Session	Plenary Business Session Spouses' Programme	Closing Business Session
<i>Evening</i>	Opening Cocktail	Official Cocktail	Official Gala Reception & Dinner

“scepticism [ˈskeptɪsɪzəm] n. the philosophical doctrine that the truth of all knowledge must always be in question and that inquiry must be a process of doubting.”

13.00 - 14.15

Welcome Lunch at the Palau de Congressos de Catalunya



Opening Session

Success in an Age of Scepticism

Wednesday 18 June

PM

The future of governments, economies, businesses and individuals seems to hang by a thread in an unpredictable and increasingly global society. The credibility of the market system that underpins our complex world is at stake. How can we build sustainable and inclusive success into the fabric of our system and our companies?

Pierre-Olivier Beckers

*Chairman of CIES – The Food Business Forum
& President & CEO, Delhaize Group*

15.00 **Welcome to The Summit**

15.20 **Session Introduction**

His Excellency
José María Aznar
Prime Minister of Spain

15.30 **Keynote Opening Address**
Success in an Age of Scepticism

Daniel Bernard

Chairman & CEO, Carrefour Group

16.00 **Retailing in an Age of Scepticism**

A global retailer gives a business perspective.

Carrefour is present in 30 countries and employs 400 000 people. The Group has gross sales under its retail banners of €94.5 billion.

16.45 **Refreshment Break**

Jacques Rogge

*President,
International Olympic Committee*

17.15 **Winning in an Age of Scepticism**

Jacques Rogge, orthopaedic surgeon and eighth President of the International Olympic Committee, describes the ethical challenges of sustaining the Olympic ideal.

The IOC is an international non-governmental and non-profit organisation. Its primary responsibility is to supervise the organisation of the summer and winter Olympic Games.

18.00 - 19.30 **Opening Cocktail** in the gardens of the Rey Juan Carlos Hotel, next to the Palau de Congressos de Catalunya



M o r n i n g S e s s i o n

Thursday 19 June

AM

Breaking the Mould

Dramatically different companies, whose product innovations, business models and company cultures have met or exceeded the expectations of the 21st century consumer.

09.00 **Introduction**

by J. Rifkin, session moderator

Jeremy Rifkin

President,

The Foundation on Economic Trends

09.05 **Bridging the Gap between Global Commerce and Local Culture to Exceed Consumer Expectations**

The Foundation on Economic Trends examines the economic, environmental, social and cultural impacts of new technologies on the global economy.

Guest speaker

09.50 **“Breaking the Mould” case study**

10.30 Refreshment Break

Adam Morgan

Founder, Eatbigfish

11.00 **“Eating the Big Fish”
Why number 1 will have to think like
number 2 to survive**

Understanding the strategies of challenger brands that have famously succeeded by doing more with less.

Adam Morgan is author of “Eating the big fish”. He left the advertising business to launch an international consultancy advising companies on how to take on brand leaders.

Craig Cohon,

CEO, Globalegacy

Jeb Brugmann

President, Globalegacy

11.50 **Doing Business in the World’s Biggest Economy: Unleashing the Power of Five Billion People, One New Enterprise at a Time**

A new kind of capitalism is emerging in thousands of local, fast-growing, ‘poverty economies’. Will these new capitalists be partners or competitors to traditional ‘big business’?

Globalegacy aims to build a new global business segment whose principal business is the elimination of poverty.

12.30 **Delegate Lunch**





Afternoon Session

Leadership at Risk

Thursday 19 June

PM

How to be a credible leader when there is a crisis in corporate confidence? Strategies that deliver operational efficiencies and profitability, responsibly, to the benefit of all stakeholders.

14.00 **Introduction**

by session moderator

Guest speaker

14.05 **Corporate Governance. Who's in Charge?**

Corporate governance has come to the top of the board agenda. What are the implications for your company?

Maurice Tchenio
Co-Founder Apax Partners
& President Apax Partners SA

14.45 **Why Private Equity Players believe in the Retail Sector**

A profile of successes and failures.

Apax Partners is a private equity investment group. Its retail investments include Sephora, Alain Afflelou, Aigle and Calvin Klein. The group manages and advises over €12 billion on behalf of leading institutional investors around the world.

15.30 Refreshment Break

Dr h.c. August Oetker

Dr. August Oetker K.G.

16.00 **Are Families Good for Business?**

Why family businesses have a competitive edge. Life with your name on your products.

Dr Oetker leads a German, family-owned, international group, which operates diverse business interests from food to shipping, with a total turnover of over €5 billion.

Cesareo Fernandez

Chairman of the Board,
Wal-Mart de Mexico

16.45 - 17.30 **Successful Leadership in a Risky Environment**

How Wal-Mart de Mexico has achieved consistent growth in a challenging economy.

Wal-Mart is the largest retailer in Mexico. Its sales grew 25% to \$US 9.7 billion and its profits increased 23% to almost \$US460 million in 2001, a year when Mexico's economy was in recession.

19.00 - 20.30 **Official Summit Cocktail** in the Maritime Museum



Friday 20 June

AM

Morning Session

A Day in the Life of the Contemporary Consumer

Exceptional food and fashion companies, viewed through the lens of today's increasingly sceptical, irrational and ever more demanding consumer. Different time, different place, different need.

09.00 Introduction

by session moderator

The consumer dresses

Enric Casi

CEO, Mango

09.10 Fashion – The most Fragile of Perishables

How Spanish fashion retailer Mango anticipates trends and brings them to consumers in 70 countries in record time.

Mango designs, manufactures and markets womenswear and accessories that are sold in 600 stores in 70 countries.

Howard Schultz

Chairman & Chief Strategist,
Starbucks Coffee Company

09.50 Serving Coffee with Soul

Howard Schultz wanted to “serve a great cup of coffee” and in doing so built a company with soul. Understand how respect for the human experience lies at the core of a successful business.

The Starbucks coffee company serves its products through its 4000 stores in 25 countries with the help of 29,000 employees.

The consumer drinks

10.30 Refreshment Break

Gonzalo Restrepo

President,
Almacenes Exito, S.A., Columbia

11.00 Understanding and Dealing with the Challenge of Informal Markets

A panel of Latin American retailers discuss the implications for their businesses.

A debate surrounding the exclusive results of the Coca-Cola Retail Research Council of Latin America study on informal channels.

The consumer shops

Angel Losada

Executive President
Grupo Gigante, Mexico

Antonio Coto Gutierrez

Executive Director,
Dia, Latin America

Moderated by Professor Guillermo d'Andrea, Professor & Chairman, Marketing Department, IAE Universidad Austral, Buenos Aires, Argentina.

Ferrán Adrià

Top Spanish chef, El Bulli, Spain

11.40 The Creative Kitchen

Bringing the gourmet experience into the home. Ferrán Adrià delights the diner with unexpected contrasts of flavour, temperature and texture. Witness the genius of the Salvador Dalí of the kitchen.

El Bulli is a restaurant on the coast of Catalonia which has acquired three Michelin stars, and is one of only three restaurants in Spain with this distinction.

The consumer dines

Xavier Argente
Managing Director, Caprabo

12.15 Transforming gastronomic creativity into a profitable business for the retailer.

Caprabo is a Catalan retail business which operates 500 stores and 30 petrol stations throughout Spain. The group is forecasting 2003 turnover of €2 billion.

*The consumer dines
(continued)*

12.30 **Delegate Lunch**



Afternoon Session

Friday 20 June

PM

Achieving Sustainable Success

New measures of success. Business, governments, private-public partnerships, monarchies and civil societies coming together to create a sustainable world.

14.00 **Introduction**
by session moderator

Sean Summers
CEO, Pick 'n Pay Retailers

14.10 **Real Life, Real Responsibilities**
For Pick 'n Pay, corporate social responsibility means addressing critical issues like AIDS and illiteracy. How does it make a significant difference to the daily lives of diverse consumers as well as their 50,000 employees in Southern Africa?
Pick'n Pay describes itself as 'a rainbow company for a rainbow nation'.

Irene Kahn
Secretary General,
Amnesty International

14.50 **Human Rights and Human Lives**
Understanding Amnesty International's measure of success and why it believes it cannot fail.
Views on why and how food retailers and suppliers and the millions of people they employ around the world can support the goals of Amnesty International.

15.30 Refreshment Break

Guest speaker

16.00 **Keynote Closing Address:
Achieving Sustainable Success**

Evening: **Official Gala Reception & Dinner**



BARCELONA

Store Visits Programme

A store visits programme will take place on Wednesday, 18 June 2003 in the morning.

Two tours will be proposed:

- ▶ Tour A will go to Carrefour, Caprabo, Hipercor & Eroski.
- ▶ Tour B will go to Alcampo, Supersol, Dia & Mercadona.

Should you wish to participate, please tick the Store Visits option on the registration form. Precise timing will be communicated in May 2003, and you will be asked to indicate your choice of tour at this moment.

Both tours will start from the official hotels & finish at the Congress Centre. Do remember that the Summit will open this year with a Welcome Lunch for all Summit participants (spouses and delegates alike). Store visits attendees will be very welcome.

FOOD RETAILING IN SPAIN:

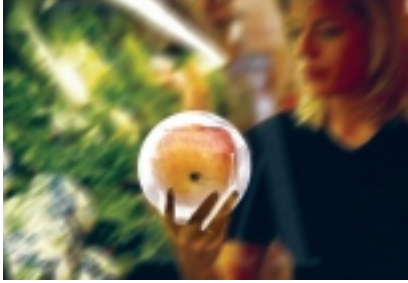
A Brief Overview

Food retailing in Spain has witnessed a period of major consolidation since the 1980s involving both domestic and international players. The top 5 retailers increased their market share to 55% in 2002, compared to just 26% in 1990. Supermarkets and hypermarkets have driven this trend, doubling their total sales area during 1993-2001.

However, regulations on retail development, which are applied by regional governments, have made planning permission difficult to obtain, particularly for hypermarkets. Such restrictions have encouraged hypermarket retailers to focus on non-food categories and diversified services, such as petrol stations, travel agencies, insurance outlets and convenience stores. Discount retailers have also become significant players in the Spanish market, including soft discount - e.g. Dia (Carrefour) - and hard discount - e.g. Plus (Tengelmann) - operators. In terms of store assortment, private label has expanded steadily, claiming 18% market share in food, household and health & beauty categories last year, while ready-to-eat meals and fresh products have also become an important feature in response to changing consumer demand. The Spanish grocery market was valued at € 45 000 million in 2002 by ACNielsen.

CARREFOUR, the largest food retailer in Spain, operates three different banners: Carrefour hypermarkets (121 units), Dia discount stores (2434 stores, including franchises) and Champion supermarkets (165 units). Following its merger with Promodès, the French group rebranded the Pryca and Continente banners two years ago under its own name. A wide assortment and strong promotional activities are important features of the banner. Dia, meanwhile, has developed neighbourhood stores and larger outlets with parking (c. 700m²).





Its offer is based on price both for private label and national brands. The chain also has a highly developed loyalty programme.

MERCADONA, operates discount supermarkets throughout Spain. It is opening around 100 new supermarkets per year in an aggressive expansion programme and now runs nearly 700 outlets. It announced plans last year to add two more logistics centres, in Valencia and Madrid, to support this national expansion. Its retail strategy is based on an Everyday Low Price formula, combined with increasing private label assortment.

CAPRABO, a supermarket operator based in Catalonia, is currently extending its presence in the rest of Spain. It opened around 130 stores during 2002, supported by the acquisition of local retailers Alonso, Nekea and Enaco. This expansion brought its number of supermarkets to 498 at the end of the year. Caprabo stores are typically medium and large neighbourhood supermarkets, with a wide assortment both in packaged food and fresh products. Caprabo is also present in the hypermarket segment with 24 outlets.

EL CORTE INGLES, Spain's largest domestic retailer, operates a range of formats: 43 El Corte Inglés department stores (mostly including supermarkets); 30 Hipercor hypermarkets; 12 Supercor supermarkets; more than 60 Opencor convenience stores. Most Hipercor stores are located inside shopping centres that also host El Corte Inglés department stores.



These hypermarkets have a particularly wide assortment in fresh product categories. They are also very focused on service, in keeping with the policy of El Corte Inglés as a whole.

EROSKI GROUP is a key national operator, with a variety of banners, including Eroski and Maxi hypermarkets (47 outlets) and Consum and Charter supermarkets (nearly 1300 outlets). It also operates specialist concepts, including travel agents, perfumeries and sports stores. Alliances with leading regional retailers have allowed Eroski, a cooperative group, to expand beyond its base in the Basque region. A recent agreement with Intermarché of France, which operates around 100 stores in Spain, has reinforced this national presence.



AUCHAN, is present in Spain through Alcampo (43 hypermarkets) and Sabeco (more than 115 supermarkets). Many Alcampo hypermarkets are located within large cities. Alcampo's positioning is to offer a wide assortment, together with different complementary services (e.g. petrol stations, travel agencies, car sales). Sabeco recently launched a convenience store concept, 7d.

AHOLD, established itself as a leading retailer in Spain through the acquisition of Superdiplo in 2000. It operated last year 29 Hiperdino and Hipersol hypermarkets and 550 Supersol supermarkets. Much of its network is concentrated in the Canary Islands and in southern Spain. Until now, Ahold has been focused on the integration of its different chains. The group is currently expanding its private label offer and loyalty programme.

Source: ACNIELSEN



If you would like to visit stores in your own time, CIES will also provide a list of recommended stores and markets, such as La Boqueria, background on Spanish retailing store, fact sheets, and a map showing the store locations.

The business sessions & social events to which you are cordially invited are outlined on pages 7 to 11.

We especially recommend attending "A Day in the Life of a Consumer" on Friday morning - witness top chef Ferrán Adrià sharing his passion for food fashion with the leaders of the world food retail business.

'Partners Day', the cultural alternative for Thursday, 19 June, includes :

Morning visits to

- The *Barri Gòtic*, the fabulous Gothic area that was the city of Barcelona's birthplace. Visit the Cathedral & the *Església del Pi* (Church of Pi).
- The *Museu Picasso*, a permanent collection of the artist's work which specialises in his earliest pieces.
- La *Sagrada Família*, Barcelona's unfinished Gaudí icon.

Lunch

- Catalan-style - at the *Casa Llotja de Mar* on the harbour. This beautiful neoclassical building originally housed the Barcelona Stock Exchange.

In the afternoon

the day continues with an optional visit to *Passeig de Gràcia*, one of Barcelona's grandest avenues where Gaudí townhouses sit side-by-side with the best of Barcelona shopping. Visits to *Casa Batlló* and *Casa Milà* (also known as *La Pedrera*) will be possible at this time.

Throughout the day, groups will be accompanied by multilingual professional guides. Groups will depart from and return to the Official Hotels. Should you wish to attend this programme, please respond to the detailed invitation which registered partners will receive in May 2003 from Danone, Official Sponsor of The Partners Programme.

Summit Practical Information can be found on page 16.

We strongly encourage you to read it.

Join us in the Catalan capital for business, food, art and architecture.

Spain



An invitation to Partners

Summit delegates' spouses are very welcome at The Summit.

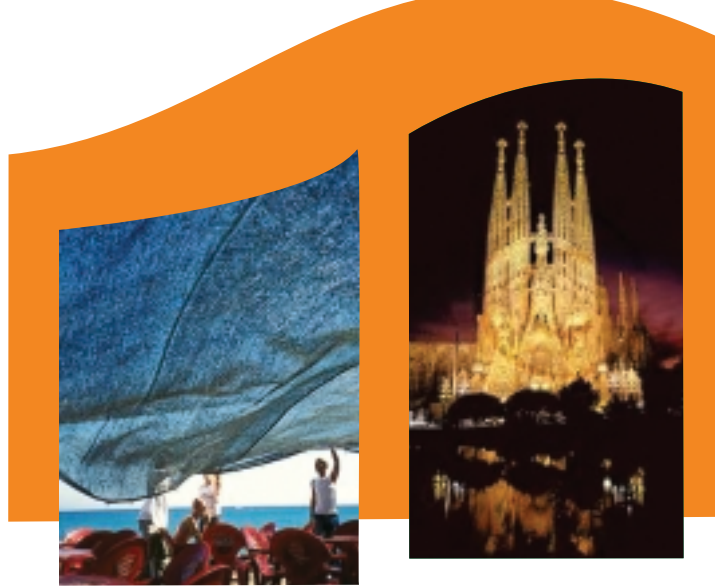
The whole Summit (all business sessions & the social events) is open to partners.

Plus, the traditional 'Partners' Day' will continue to offer a cultural alternative on Day Two, (Thursday 19 June)

Attend The Summit, get up-to-date on current affairs, meet friends & peers from around the world, and enjoy elegant soirées in some of Barcelona's top venues.

Details are below. If you would like assistance from a CIES team member, please call + 33 1 44 69 84 84.





Barcelona

*Spain's second city is now the country's hippest town. Year-round the city is vibrant, and **always** on the leading edge of fashion, architecture, food, style, music, and good times.*

Gastronomic delights abound Take in some (real) tapas while you watch the world go by, or book ahead at the tables of some of the most acclaimed Spanish chefs who have made Barcelona their home.

Do the taste test on cava, *méthode champenoise* Catalonia-style, produced in the nearby Penedès region, or try out the quality reds from Rioja and Ribera del Duero.

Seek out Spanish style & design in Passeig de Gràcia, the Illa shopping-centre on the Avinguda Diagonal, or visit the MACBA, the Museum of Contemporary Art Barcelona (Plaça de Àngels).

Stroll down Les Rambles This tree-lined series of boulevards (“rambles”) runs from Plaça Catalunya to Barcelona’s port district, Port Vell, and is a major attraction. A casual walk in this lively area is a must for first-timers to the city. *The colourful **Boqueria** - the oldest fresh-food market in Barcelona - is midway down Les Rambles. With bakeries, pastry shops, **jamón serrano**, at least twenty kinds of olives, and just about every cheese made in Europe, it offers the makings for a great picnic lunch – or a brainstorming on merchandising!*

Get arty **Antoni Gaudí** was one of the most important modernist architects: townhouses **Casa Batlló** and **Casa Milà**, the **Parc Güell**, and the temple of **La Sagrada Família** are astonishing monuments to this visionary’s work and must be visited. But

don’t forget his contemporaries’ works in l’Eixample (‘the new town’), or to take in medieval Barcelona, majestic **Montjuïc**, or the whole view from the **Tibidabo** (Plaça Dr. Andreu). Picasso and Miró enthusiasts will delight in the museums dedicated to the two masters. Head to the new **Museum of Modern Art, MNAC**, (in the **Parc de la Ciutadella**) for creations from the last 40 years.

Enjoy the Mediterranean climate:

June is the best month to visit Barcelona. The average temperature is 21°C/70°F during the day, and a balmy 19°C/65°F in the evenings. And rain is rare.

The best areas next to the sea are the modern Port Vell with its Aquarium or the Olympic Port for some nightlife.

Appreciate the Catalan welcome

Catalonia is an Autonomous Region in Spain with its own Generalitat, or local government. While you will be welcomed in Catalan, the everyday language of the one million **Barcelonenses**, Spanish, French, and English are widely spoken. Catalan culture is unique and has created a wealth of folklore, art, literature, music, food and more - seek it out while you are there!

For information on **Barcelona & Catalanian business**, visit www.cidem.com, www.cambrabcn.es, www.elconsorci.net

For **more information on things to see or do**, visit www.bcn.es



Practical Information

Summit Location

Palau de Congressos de Catalunya,
Av. Diagonal 661-671, Barcelona, Spain

CIES Welcome Desk

The CIES team will be ready to welcome you to The Summit as of 10 am on Wednesday, 18 June, in the Palau de Congressos de Catalunya. Delegates and partners attending The Summit are invited to collect their kits and badges from the welcome desk before attending any of the Summit.

Badges

Delegates and partners must present their badges upon arrival at all Summit events.

Cyber Café & Message Centre

A business and messaging centre will be available in the cyber café, sponsored by KPMG. It will be open as of 10 am on Wednesday 18 June in the Palau de Congressos de Catalunya for the duration of The Summit. Contact details for the message centre will be posted on www.ciesnet.com in June.

Mobile Phones

If you wish to rent a GSM mobile phone while in Spain, visit the phone rental desk at the congress centre. It will be open as of 10.00 on Wednesday 18 June.

Working Languages

Simultaneous interpretation will be provided in English, French, German, Spanish & Japanese during the plenary sessions.

Partners

Delegates' spouses are welcome at The Summit. The whole Summit – all business sessions & the social events - is open to

partners. Plus, the traditional “Partners Day” will continue to offer a cultural alternative on Day Two, Thursday 19 June. Please refer to page 14. Partners should register for The Summit by means of the delegate registration form or the Summit website.

Store Visits

A store visits programme will take place on Wednesday, 18 June 2003 in the morning. Please refer to page 12 for an outline. Should you wish to participate, please tick the Store Visits option on the registration form. Precise timing will be communicated in May 2003, and you will be asked to indicate your choice of tour at this moment.

Access / Transport

Barcelona Airport has direct flights with 70 international cities and 22 Spanish cities. There is also a shuttle service between Madrid & Barcelona every 30 minutes.

The four Official Summit Hotels are a 15 to 25 minute drive from International Airport El Prat, where taxis are readily available. During The Summit, transfers will be arranged between the four hotels (Melià, Hilton, Princesa Sofia Intercontinental & Rey Juan Carlos I), the Palau de Congressos de Catalunya, and the official evening functions.

Maps of Barcelona can be found on www.ciesnet.com and on the inside back page of this programme.

Visas

Delegates are invited to check with the Spanish embassy in the country where they have citizenship for up-to-date information on any visa requirements.

Tourist Information

The official receptive agency in Barcelona for The Summit 2003 is AOPC. For tourist or practical information on Barcelona or Spain at the time of the Summit, the AOPC team will be delighted to help.



Accommodation

A number of rooms at preferential rates have been provisionally reserved for Summit delegates in the Hilton, Melià, Princesa Sofia Intercontinental & Rey Juan Carlos I hotels. The accommodation of delegates at Summit 2003 will be managed for CIES – The Food Business Forum by the French agency, LSO.

The Hilton

- Situated in the heart of the city's shopping district and close to Barcelona's tourist attractions.

The Barcelona Hilton offers an exceptional stay in its hospitable and friendly rooms. The hotel is situated on one of the most important avenues of the city, next to a top Barcelona shopping area.

www.barcelona.hilton.com

The Melià

- The closest hotel, among the four official Summit hotels, to the city centre
- Offers a taste of authentic Spanish luxury and hospitality

The Melià is a welcoming hotel situated in the heart of modern, cosmopolitan Barcelona. It features state-of-the-art guest rooms, appointed in a modern, contemporary style that is both functional and comfortable.

The fitness centre incorporates a sauna and massage centre. The hotel's dining facilities and proximity to many shopping and entertainment venues will assure you of a most pleasant stay.

www.solmelia.com

Princesa Sofia Intercontinental

- Conveniently located 10 minutes from the congress centre
- Recently refurbished and offering a modern fitness centre

The Princesa Sofia is located on the elegant Avinguda Diagonal, in the heart of the residential, business and shopping areas. The hotel has been completely refurbished and is bright and airy, from the marble-floored lobby to the soft hues and tasteful furnishings in every room. In keeping with the spirit of the hotel, the restaurant offers a choice of local and international cuisine. Facilities include the latest in fitness equipment, including a pool, sauna & jacuzzi, a beauty salon and both massage and hydrotherapy centres.

<http://barcelona.spain.intercontinental.com>

Rey Juan Carlos I

- Located opposite the Summit venue, the Palau de Congressos de Catalunya.

The King Juan Carlos Hotel is also located next to the financial and shopping districts. Set in its own private gardens, the hotel offers sweeping views over the city. Guest rooms are excellently decorated and stylishly furnished with designer pieces. The hotel is renowned for its international cuisine and regional specialities. The fitness club offers several heated pools both inside and outdoors, as well as an avant-garde health club.

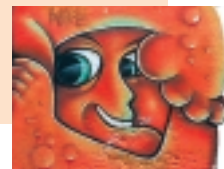
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Any questions?

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