

# Special sessions

Special sessions will take place in the Waldorf Astoria Hotel in the Empire Ballroom on the ground floor on Wednesday 17<sup>th</sup> June from 10.30 to 13.00.

Given the restricted amount of time on the plenary agenda, the Summit Committee has created new special-interest sessions to provide added value for delegates. It has invited proposals for papers and has selected two, based on their unique content. These papers, geared to a CEO audience, will provide New York Summit delegates with new pointers for strategic thinking through their development of exclusive studies on pivotal issues affecting the industry.

The following two topics will be covered at the New York Special sessions:

## Wednesday 17<sup>th</sup> June 10.30 – 13.00

### SESSION I

10.30 – 11.30



#### Acting on Shopper Understanding as a Vital Ingredient for Retail Success

**Patrick Rouvillois**, Chief Marketing Officer, Carrefour Group

**Gerhard Hausruckinger**, Chief Executive Officer, emnos GmbH

**Robert Diamond**, Regional Managing Director, emnos GmbH

The current harsh economic climate calls for intelligent ways to translate superior shopper understanding into more targeted Category Management, Marketing and Store Management decisions. In the session, Gerhard Hausruckinger, CEO of emnos, will present shopper data from four large European markets which highlight differences (and commonalities) between selected shopper segments, categories and regions. Patrick Rouvillois, Chief Marketing Officer of Carrefour, and Robert Diamond from emnos, who speaks on behalf of Mark Price, Managing Director of Waitrose, will share with the audience strategies to leverage consumer insights as vital ingredient for retail success in turbulent times.

### SESSION II

12.00 – 13.00



#### When the Trend is Not Your Friend: Envisioning a Discontinuous Future for Global Packaged Goods and Retail

**James H. Singer**, Partner, A.T. Kearney

A discontinuity is, by definition, a break from the established pattern – an event, product, or market development that comes without warning and has a profound game changing impact on companies, industries and even nations. Is it possible to predict the apparently unpredictable? Can businesses learn how to mitigate their future risk and/or move rapidly into position to capitalize on rapid shifts and changes in the market? What could it mean to a business to learn to see what its competition can't or won't? Discontinuities do, in fact, come in a variety of shapes and styles, but they always have one thing in common – fortunes are made and lost in their wake. Jim Singer, A.T. Kearney partner, will demonstrate how to create a methodology for understanding potential sources of discontinuity and their impacts.

# INGREDIENTS *for* SUCCESS in *TURBULENT TIMES*

To what extent and for how long are we entering a recession that impacts the world? How will we do business in an economy and a planet under stress? Consumers, living with today's uncertainty, are concerned about purchasing power and have become resolutely focused on value. How should our industry deal with the current slowdown? How will we build sales, deliver value, ensure sustainability?

From speed and agility to simplicity and focus, your 2009 Summit will uncover some of the best strategies for navigating through turbulent times. Delegates will take away concrete recipes for business success, and obtain searing insights from CEOs who are passionate about the businesses they lead and the future of our industry.

## BUSINESS PROGRAMME NEW YORK 2009

**Wednesday 17<sup>th</sup> June 2009**

SPECIAL SESSIONS: 10.30 – 13.00

OPENING SESSION: 14.30 – 17.45

### INGREDIENTS FOR SUCCESS IN TURBULENT TIMES

- 14.30 **Welcome to CIES – The Food Business Forum**  
**Pierre-Olivier Beckers**, President & CEO, Delhaize Group and Chairman of CIES - The Food Business Forum
- 14.45 **Welcome to the Summit**  
**Gareth Ackerman**, Chairman, Pick n Pay Holdings Ltd. & Chairman of the CIES Summit Committee  
Introduction by Session Moderator  
**Bill Rancic**, Author, Entrepreneur & TV Host  
**Transforming today's turbulence into a context for success**  
**Defining the context**  
**Where are we? Where are we going? How will we get there?**
- 15.00 **The Macroeconomic context**  
**Dr. Michael Mandelbaum**, Author & Professor, The Johns Hopkins School of Advanced International Studies

- 15.30 **The Food Context**  
**Professor Robert Watson**, Chief Scientific Adviser,  
 Department for Environment, Food and Rural Affairs, UK
- 16.00 – 16.45 **Refreshment Break**
- 16.45 **A Retailer View**  
**Steven A. Burd**, Chairman, President & CEO, Safeway Inc.
- 17.45 Close of Session
- 18.00 – 19.30 **Opening Cocktail at the Waldorf Astoria  
 Hilton & Empire Ballrooms**

Courtesy of 

## Thursday 18<sup>th</sup> June 2009

**MORNING SESSION: 9.00-12.30**

### **INGREDIENT NUMBER 1: SIMPLICITY**

- 09.00 Introduction by Session Moderator
- 09.05 **Brenda Barnes**, Chairman & CEO, Sara Lee Corporation
- 09.20 **Jeff Noddle**, Executive Chairman of the Board, Supervalu Inc.
- 09.35 **Irene Rosenfeld**, Chairman & CEO, Kraft Foods, Inc.
- 09.50 **Gregory R. Page**, Chairman & CEO, Cargill, Incorporated
- 10.00 Panel discussion with all session speakers.
- 10.35 – 11.20 **Refreshment Break**

### **INGREDIENT NUMBER 2: AGILITY**

- 11.20 **Retail video segments from across the USA:  
 Great food retail experiences and ingredients for success**
- 11.25 **William V. Hickey**, President & CEO, Sealed Air Corporation
- 11.55 **A.D. David Mackay**, President & CEO, Kellogg Company
- 12.25 Discussion and closing remarks by Session Moderator
- 12.30 – 14.00 **Delegate Lunch**

Courtesy of 

## AFTERNOON SESSION: 14.00 – 17.00

### INGREDIENT NUMBER 3: GLOBAL EXPERIENCE

- 14.00 Introduction by Session Moderator
- 14.05 Retail video segments from across the USA  
Retail case studies sourced around the world
- 14.10 SOUTH AFRICA – **Simon Susman**  
CEO, Woolworths (PTY) Ltd.
- 14.40 ARGENTINA – **Antonio Coto Gutiérrez**  
CEO, Dia, Latin America
- 15.10 – 15.55 Refreshment Break

### INGREDIENT NUMBER 4: OPTIMISM

- 15.55 Introduction by Session Moderator
- 16.00 End of the Line - a world without fish?  
**Mark Price**, Chair of the Prince of Wales' Rural Action Programme & Managing Director, Waitrose Ltd.
- 16.30 The Spectacle of dining - where theatre and design meet in the crafting of a restaurant  
**David Rockwell**, Founder & CEO, Rockwell Group
- 17.00 Close of Session
- 18.00 Transfer by foot or coach to Official Summit Cocktail at the Rainbow room
- 18.30 – 20.00 Official Summit Cocktail at the Rainbow Room  
Rockefeller Center, 65<sup>th</sup> Floor

Courtesy of **SUNTORY**

## Friday 19<sup>th</sup> June 2009

### MORNING SESSION: 09.00-12.30

### INGREDIENT NUMBER 5: SPEED

- 09.00 Introduction by Session Moderator
- 09.05 Retail video segments from across the USA:  
Great food experiences and ingredients for success
- 09.10 **Justin King**, CEO, J. Sainsbury PLC.
- 09.40 **Jean-Jacques Lebel**, President Consumer Products Division, L'Oréal S.A.
- 10.10 – 10.55 Refreshment Break

Ingredients for Success in Turbulent Times





## INGREDIENT NUMBER 6: ENGAGED PEOPLE

- 10.55 **David L. Calhoun**, Chairman & CEO, The Nielsen Company
- 11.25 **Marjorie Yang**, Chairman, Esquel Group
- 11.55 **Marion Nestle**, Paulette Goddard Professor of Nutrition, Food Studies, and Public Health, New York University & author (*Food Politics; Safe Food; What to Eat; Pet Food Politics*)
- 12.15 **Critical Ingredients.....**  
a panel discussion with selected morning speakers
- 12.25 Closing remarks by Session Moderator
- 12.30 – 14.00 **Delegate Lunch**

Courtesy of **ATKEARNEY**

## CLOSING SESSION: 14.00 – 16.45

### INGREDIENT NUMBER 7 : RESILIENCE

- 14.00 Introduction by Session Moderator
- 14.05 **Retail video segments from across the USA**
- 14.10 **Indra K. Nooyi**, Chairman & CEO, PepsiCo
- 14.45 **Lee Scott**, Chairman of the Executive Committee, Board of Directors, Wal-Mart Stores, Inc.
- 15.20 Summit Summary by New York Task Force Leader  
**Peter N. Child**, Director, McKinsey & Co. Inc.
- 15.30 **Closing Remarks**
- 15.45 Keynote closing address  
**The Art of Possibility**  
**Benjamin Zander**, Conductor, Boston Philharmonic Orchestra
- 16.45 **Close of The CIES World Food Business Summit 2009**
- 20.00 **Official Closing Reception**

Courtesy of **L'ORÉAL**

