



Join our Health & Wellness and Food Industry Asia teams for a half-day session on driving healthier diets and lifestyles in Asia. Hear from key players in the arena as they talk about the challenges and opportunities for our industry and the importance of collaboration in helping empower consumers to adopt healthier lives.

Contact us to learn more:

hw@theconsumergoodsforum.com



**GLOBAL
SUMMIT
SIDE EVENT**

12th June 2018

**Roundtable Discussions:
Join the Collective Movement for
Positive Change in Health and Wellness**

PROGRAMME

12:00PM **LIGHT NETWORKING LUNCH**

12:30PM **WELCOME AND INTRODUCTIONS**
Dick Boer, CEO, Ahold Delhaize

12:40PM **OPENING**
Ehab AbouOaf, FIA President & Regional President
Asia-Australia, Middle East and Africa
Mars Wrigley Confectionary

THE GLOBAL MOVEMENT ON HEALTH & WELLNESS: 5 YEAR PLAN TO SUCCESS

CGF Health & Wellness Co-Chairs:
Isabelle Grosmaître, Alimentation Initiative Catalyst, Danone
Alex Hurd, Senior Director, Health & Wellness, Walmart

12:45PM **REGIONAL PRIORITIES ON HEALTH & NUTRITION**
Matt Kovac, Executive Director, FIA

IMPLEMENTING A GLOBAL-LOCAL AGENDA ON HEALTH & WELLNESS
Veronika Pountcheva, Global Director Corporate Responsibility & Senior Vice President, METRO AG

STATE OF PLAY ON REFORMULATION IN SINGAPORE
Joanne Denney-Finch, Chief Executive, IGD

3:15PM **Q&A**
Moderated by: Sharon Bligh, CGF & Matt Kovac, FIA

SPEAKERS



EHAB ABOUOAF

**Regional President Asia-Australia, Middle East and Africa
Mars Wrigley Confectionary**

Ehab is currently the Regional President for the Mars Wrigley Confectionery segment in Asia-Australia, Middle East & Africa and is a member of the Mars Wrigley Confectionery Board of Management. Ehab covers geography that is home to more than half of the world's consumers and is the future growth engine globally. He manages the full P&L

of a business that is > USD\$ 3.0B in RSV, more than 3000 associates and a broad footprint of manufacturing facilities. He joined Mars in 2000 and championed the company's market entry into Egypt and then covered the North African and East Mediterranean region, leading 17 markets. In 2007, Ehab was appointed as the GM of Mars China where he transformed the business quadrupling its sales and accelerating its profits 5 times, turning China into a power house for the Mars Global Chocolate business. In 2011, he led the creation of the Asia Pacific region for the chocolate segment.



DICK BOER

Chief Executive Officer, Ahold Delhaize

Dick Boer has been Chief Executive Officer of Ahold Delhaize since 2016. Prior to the merger between Ahold and Delhaize Group, Dick was Chief Executive Officer of Ahold for six years. He had previously served as CEO of Albert Heijn from 2000 to 2011 and as Chief Operating Officer of Ahold Europe from 2006 until 2011.

Dick joined Ahold in 1998 as CEO of Ahold Czech Republic and was appointed President and CEO of Albert Heijn in 2000. In 2003 he became President and CEO of Ahold's Dutch businesses and in May 2007 shareholders appointed him to the Management Board.

Prior to joining Ahold, Dick spent more than 17 years in various retail positions for SHV Holdings N.V. in the Netherlands and abroad and for Unigro N.V.

Dick is a Board Member of The Consumer Goods Forum (CGF) and Co-Sponsor of the CGF Health & Wellness Pillar. He additionally is a member of the advisory board of fashion retailer G-Star RAW. At the World Economic Forum he is Governor of the Consumer Industries Community and Steward of the Future of Health and Healthcare System. He is a member of the Supervisory Board of the Royal Concertgebouw in the Netherlands.

Career:

1981-1998 Several retail positions Unigro, Makro and Maxis (SHV Holdings)
1998-2000 CEO, Ahold Czech Republic
2000-2011 President and CEO, Albert Heijn
2006-2007 COO, Ahold Europe
2007-2011 Member Board of Management Ahold, COO Ahold Europe
2011-2016 (July) CEO, Ahold
2016 – present CEO, Ahold Delhaize



SHARON BLIGH

Director, Health & Wellness, The Consumer Goods Forum

Sharon Bligh is the Director, Health & Wellness Pillar at The Consumer Goods Forum and is responsible for driving the health and wellness agenda of the leading global platform for the consumer goods industry. Through its pre-eminent and collaborative network engaged through corporate membership, she works towards empowering consumers to make the right decisions and helps them to adopt healthier lifestyles.

SPEAKERS



JOANNE DENNEY-FINCH
Chief Executive, IGD

Joanne Denney-Finch works with chief executives, chairmen and presidents of some of the world's largest food and consumer goods companies. IGD has more than 1,000 corporate members, including their subsidiaries, spanning more than 40 countries.

Under Joanne's leadership, IGD's commercial arm is known for its unparalleled understanding and insight, developed from extensive research on global business issues. This helps companies identify opportunities, improve performance and create a competitive edge.

IGD's not-for-profit team works with senior industry personnel to be at the forefront of developments in innovation, secure and sustainable supply chains, health, nutrition and diet. They bring businesses together to deliver public benefit and help people gain the skills they need for the world of work.

IGD's growth has been driven through Joanne's significant experience in the food and consumer goods industry. This includes roles from trading, retailing and supply chain, to change management and commercial projects at the British retailer Marks & Spencer. She was also commercial adviser to the UK's Ministry of Defence government department on food procurement.

Joanne was awarded an Officer of the Order of the British Empire (OBE) honour for services to the food and grocery industry.



ISABELLE GROSMAITRE
CGF Health & Wellness Co-Chair and Alimentation Initiative Catalyst, Danone

Isabelle leads a new step in Danone's Alimentation Journey, creating coalition of multi-disciplinary players to implement programs for healthier and more sustainable eating practices. Acting together is the best way to sustainably impact at scale with

businesses as a force for good. Isabelle is supporting the strategic transformation of DANONE since 2012 on Health and Alimentation as former member of the Research and Innovation Executive Board and Danone 2020 Business Connection Committee.

Isabelle is passionate about health – with a career path with pharma, health insurance and food industries, with operational responsibilities and CEO/ entrepreneurs support. Isabelle started her career with the world leader of homeopathic medicine focusing on the category access, resulting in major impact. Then Isabelle was appointed Executive Director for APRIL creating the international activity at the Board of Directors. She set up a new model with a worldwide network of entrepreneurs with creation of local start-ups and acquisitions in more than 35 countries for a unique health insurance and services model.



ALEX HURD
CGF Health & Wellness Co-Chair and Senior Director, Health & Wellness, Walmart

Alex leads business development for Walmart's U.S. Health & Wellness Transformation group. His team focuses on solutions that drive down the cost of healthcare by leveraging Walmart's broad assortment of health & wellness products and services.

Alex holds a BA in Global Business from the University of Florida and an MBA from the Kellogg School of Management & Hong Kong University of Science and Technology. He is a Fulbright Scholar, fluent in five languages and a recipient of Cambodia's "Sahametrei" Medal of Honor.

SPEAKERS



MATT KOVAC

Executive Director, Food Industry Asia

Matt is the Executive Director at Food Industry Asia (FIA), the food industry's first regional industry platform for major food & beverage companies. He reports to a non-profit board of regional CEOs from multinational food and drink companies.

Matt, with a dedicated team of 13 secretariat staff, is responsible for delivering impactful policy outcomes in nutrition, food safety and regional trade across Asia through the establishment of multi-stakeholder platforms and capacity building projects on areas related to health and nutrition, food security, trade liberalisation and regulatory harmonisation. This is done through forging sustainable partnerships with a variety of government agencies, regulators, academia, NGOs and IGOs.

Matt is a seasoned corporate affairs professional with more than 18 years of experience specialising in stakeholder relations, policy analysis, government relations and journalism.

Originally from the UK, Matt has spent 13 years in Asia living in China, Taiwan and Singapore. He holds an MBA at the UK's Lancaster University Management School.

Matt, with a dedicated team of 13 secretariat staff, is responsible for delivering impactful policy outcomes in nutrition, food safety and regional trade across Asia through the establishment of multi-stakeholder platforms and capacity building projects on areas related to health and nutrition, food security, trade liberalisation and regulatory harmonisation. This is done through forging sustainable partnerships with a variety of government agencies, regulators, academia, NGOs and IGOs.



VERONIKA POUNTCHEVA

Global Director Corporate Responsibility & Senior Vice President, METRO AG

Veronika Pountcheva, was born at Bulgaria's capital Sofia.

Veronika studied at the Technical University and the National School of Economics of her hometown receiving a Master of Science and Master of Business Economics.

Pursuing her academic career, she went to INSEAD, London Business School and Cambridge University where she completed various postgraduate programs.

Veronika started her professional career in engineering in 1988 at Vitosha Textile Company. After gaining first experiences in the textile industry, she changed to the chemical industry working for BASF Bulgaria in different representative positions from 1992 to 1998.

Since 1998 Veronika works for METRO and was holding various management positions in Bulgaria, Ukraine, Serbia and Germany in Buying, Operations, Supply Chain and General Management.

Thereby she gained experience in expansion, turnarounds and restructuring. In 2015 she returned to her home country Bulgaria where she worked as Managing Director of METRO Cash & Carry Bulgaria before taking over her current position as Global Director Corporate Responsibility & Senior Vice President.

Besides, Veronika is a passionate start up Mentor and Advocate for Diversity in her role as LEAD Advisory Board Member.