

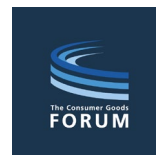
2025 CGF China Day - Plenary Meeting - Updating

11st September (10:30-17:30), Four Seasons Hotel Beijing

Lead and Co-shape a New Future for Consumer and Retail	
9:30-10:30	Welcome Coffee & Registration
Welcome	
10:30-10:50	A Warm Welcome from The Consumer Goods Forum (CGF)
China Consumer & Retail Industry Trends Insights	
10:50-11:00	Keynote Speech
11:00-11:10	Keynote Speech
11:10-11:40	Panel Discussion-Consumer Fragmentation and Precise Strategy for New Growth
Future Chinese Consumers	
11:40-11:50	When Disruption Becomes the Norm: Consumer Shifts in the Post-Pandemic Era
11:50-12:20	Panel Discussion-Future Chinese Consumers
12:30-14:20	Delegate Lunch
14:20-14:35	The Impact of Joint Actions - A Review of 2025
14:35-14:50	Keynote Speech
14:50-15:05	Keynote Speech
15:05-15:20	Observations on China's Consumer Industry: Accelerate Growth Through Innovation
15:20-15:50	Panel Discussion-Accelerate Growth Through Innovation: The Way for Brand Collaborations with Retailers
15:50-16:20	Coffee Break



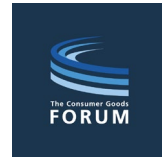
16:20-16:40	AI-Driven Innovation in the Retail and Consumer Goods Industry
16:40-17:10	Panel Discussion- The Practice, Challenges and Response Strategies of AI Applications
17:10-17:15	Closing
17:15	The End



2025 GFSI China Conference - Updating

12th September (9:00-17:30), Four Seasons Hotel Beijing

08:30-09:00	Welcome & Registration
09:00-09:10	Opening & Address
09:10-09:20	Keynote speech <ul style="list-style-type: none"> ● Junshi Chen, Chief Advisor of China National Center for Food Safety Risk Assessment (CFSA) & GFSI China Local Group Honorable Expert
09:20-09:35	Food Safety Strategy Update and the Future of Food Safety Technology <ul style="list-style-type: none"> ● Yongnin Wu, Chief Scientist of China National Center for Food Safety Risk Assessment (CFSA)
09:35-09:50	Third-Party Certification and Food Safety Supervision <ul style="list-style-type: none"> ● Li Sun, Deputy Director / Professor, Chinese Academy of Quality Inspection & Testing
10:50-10:05	Food Safety Co-Governance Trend <ul style="list-style-type: none"> ● Dong Chu, Industry Policy Research Specialist, China Chain-Store & Franchise Association (CCFA)
10:05-10:20	Keynote Speech
10:20-10:30	GFSI Global Progress Update <ul style="list-style-type: none"> ● Elizabeth Andoh-Kesson, GFSI Intern Director, The Consumer Goods Forum
10:30-11:00	Coffee Break
Digitalisation in Food Safety: Transforming Practices with Technology	
11:00-11:15	Water Reuse for Sustainability- Perspectives from a Food and Beverage Manufacturer <ul style="list-style-type: none"> ● Sanjeev Sharma, APAC Food Safety and Quality Assurance Senior Director, PepsiCo
11:15-12:00	Keynote Speech
12:00-12:30	Panel: Digitalisation in Food Safety: Transforming Practices with Technology <ul style="list-style-type: none"> ● Moderator: Guixing Li, Editor and Reporter, "Market Supervision and Administration" (Fortnightly Magazine) ● Deyin Wu, Head of Quality Control Center, DingDong Fresh ● Jingjun Qu, Quality System Director, Foshan Haitian Flavouring & Food Co.,Ltd.
12:30-14:00	Delegate Lunch
Building Capability for Food Safety; Sharing a Better Life of Quality Consumption	



14:00-14:15	<p>GFSI Japan Progress Sharing</p> <ul style="list-style-type: none"> ● Tsutomu Okubo, Senior Manager, GFSI Japan, The Consumer Goods Forum
14:15-14:30	<p>Food Safety in One World - A Global Perspective on the Future of Food Safety</p> <ul style="list-style-type: none"> ● Yukie Fukumoto, General Manager, Codex Information Access Department, Group Food Safety Standard Division, ZENSHO HOLDINGS Co., Ltd.
14:30-14:45	<p>Innovative Practices in Quality Consumption</p> <ul style="list-style-type: none"> ● Elaine Jia, Director, Taotian Group
14:45-14:55	<p>Making Pest Control Visible: Smart Dashboards Driving Precision Management</p> <ul style="list-style-type: none"> ● Stanley Zhao, Director of Group Key Account, LBS Group
14:55-15:30	<p>Panel: Food Safety Capacity Building Practise</p> <ul style="list-style-type: none"> ● Moderator: Chuanwu Xiong, GM of IQC Consulting & GFSI China Local Group - Capability Building Task Force Leader ● Janette Zhou, VP, Quality & Food Safety, China North- Asia Oceania & Danone Beverage China ● Zhihong Sun, Director of the Quality Center, Juewei Food ● Xing Jiang, Director of Industry Policy Research Department, China Chain Store & Franchise Association (CCFA)
15:30-16:00	Coffee Break
GFSI-Recognized Certification: Advancing High-Quality Food Safety Development	
16:00-16:15	<p>Survey Sharing: GFSI-Recognized Certification Application in China</p> <ul style="list-style-type: none"> ● GFSI China Local Group
16:15-16:30	<p>A Shared Growth and Win-Win Supply Chain Ecosystem</p> <ul style="list-style-type: none"> ● Maggie Cai, Quality Assurance Senior Director, Yum China
16:30-16:45	<p>Ferrero Food Safety & Quality Management Sharing</p> <ul style="list-style-type: none"> ● Xinjun Han, Director of Food Safety and Quality, Ferrero China
16:45-17:00	<p>Keynote Speech</p> <ul style="list-style-type: none"> ● Na Hu, Food Safety Director of Wanchen Group
17:00-17:30	<p>Panel: GFSI-Recognized Certification Application: Challenges and Opportunities</p> <ul style="list-style-type: none"> ● Moderator: Yu Li, Chief Technology Officer, China National Food Industry Association (CNFIA) & FSSC China Liaison ● Maggie Cai, Quality Assurance Senior Director, Yum China ● Ray Jin, Regional Head of North Asia, BRCGS
17:30	Closing & Invitation to Attend 2026 GFSI Conference (Vancouver, Canada)



2025 CGF China Green Transition Conference - Updating

12th September (9:00-17:30), Four Seasons Hotel Beijing

08:30-09:00	Welcome Coffee & Sign-in
09:00-09:10	<p>Welcome & Agenda Overview</p> <ul style="list-style-type: none"> ● Qi Zhang, Co-Chair of the CGF China Sustainability Steering Committee & Head of Sustainability, Nestlé Greater China ● Cathy Chen, Vice Co-Chair of the CGF China Sustainability Steering Committee & Head of Internal Communications & Sustainability, Danone China
09:10-09:20	<p>Global Progress and Future Plans of CGF's Plastic Waste Coalition of Action</p> <ul style="list-style-type: none"> ● Cédric Dever, Director of Sustainability, CGF
09:20-09:35	<p>Green Transition Practices Sharing in the Consumer Goods Industry</p> <ul style="list-style-type: none"> ● Junqiang Gui, Vice President of Foshan Haitian Flavouring & Food Co.,Ltd.
09:35-09:50	<p>Scope 3 of Carbon Emission Reduction Practice Sharing from Retailers Supply Chain</p>
09:50-10:00	<p>Current Climate Transition Status in the Retail & Consumer Goods Industry</p> <ul style="list-style-type: none"> ● Yang Liu, Expert Partner, Bain & Company
10:00-10:30	<p>Panel Discussion: Challenges and Insights on Scope 3 Emission Reduction in the Retail & Consumer Goods Industry</p> <ul style="list-style-type: none"> ● Host: Yang Liu, Expert Partner, Bain & Company
10:30-11:00	Coffee Break
11:00-11:05	<p>Global Progress and Future Plans of CGF's Climate Transition Coalition of Action</p> <ul style="list-style-type: none"> ● Sharon Bligh, Director of Health & Sustainability, CGF (Video)
11:05-11:20	<p>Green Consumption Practices Sharing on E-commerce Platforms</p>
11:20-11:35	<p>Green Consumption Practices Sharing in Retail Industry</p>
11:35-11:50	<p>Life Circle Green Products System Practice Sharing in Consumer Goods Enterprises</p>
11:50-12:20	<p>Panel Discussion: Unlocking New Consumer Potential: Enhancing Consumer Awareness for Sustainable Consumption</p> <ul style="list-style-type: none"> ● Host: Xiaoying Wang, Senior Expert, Business Development, Social Good and Green Development Department, Ant Group ● Qingzhi Liu, Deputy General Manager, CEC (China Environmental United Certification Center) ● Gillian Sun, Partner of Impact Hub Shanghai and Managing Director of the 1.5DO Climate Innovation Lab



12:20-12:30	Launching Ceremony of China First “Green Products Selection Guide” in the FMCG Industry
12:30-14:00	Delegate Lunch
14:00-14:20	Trends in UN Plastics Treaty Negotiations & Five-Year Plan of the China Plastic Pollution Governance Collaboration Network
14:20-14:35	Globalization Path of the Plastic Packaging Industry – From Functional Alignment and Market Access to Value Creation
14:35-14:50	Domestic Policy Directions for Plastic Packaging Design <ul style="list-style-type: none"> ● Wang Wang, Executive Vice-President of CPRRA (China Plastics Reuse and Recycling Association)
14:50-15:30	Panel Discussion: Future Trends in Green Packaging Design Standards Under New Market Dynamics <ul style="list-style-type: none"> ● Qi Zhang, Head of Sustainability, Nestlé Greater China ● Deyuan Zhang, Associate Researcher, Institute of Economic System and Management, Academy of Macroeconomic Research of National Development and Reform Commission. ● Mike Chen, Vice President of CPRRA (China Plastics Reuse and Recycling Association) ● Xuewen Gao, Deputy Secretary-General of the Circular Economy Committee of CPF (China Packaging Federation) ● Victor Wang, Secretary General of CPRA (Plastic Recycling Association of CRRA)
15:30-16:00	Coffee Break
16:00-16:15	Unlocking Consumer Behavior to Drive Sustainable Packaging Innovation
16:15-16:30	Innovative Packaging Solutions Supporting Value Chain Goals <ul style="list-style-type: none"> ● Li Yang, Sustainability Director, North Asia, Polyethylene, Exxonmobil
16:30-17:10	Panel Discussion: Sustainable Packaging in Practice - Creating Business Value Through R&D, Communication Strategies, and Consumer Engagement <ul style="list-style-type: none"> ● Host: Fiona Lang, Partner and Vice-general Manager of Syntao
17:10-17:30	Launch & Award Ceremony: <p><i>Consumer Goods Industry Sustainable Packaging Communication Strategy Guide and Best Practice Case Study Booklets & CGF Golden Design Rules Case Study Booklets</i></p> <ul style="list-style-type: none"> ● Awardee: Cédric Dever, Director, Sustainability, CGF
17:30	Closing



2025 CGF China Supply Chain Roundtable - Updating

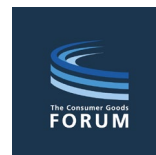
12th September (9:00 – 13:00), Four Seasons Hotel Beijing

08:30-09:00	Welcome Coffee & Registration
09:00-9:10	Welcome and Opening Remarks: <ul style="list-style-type: none"> Ruediger Hagedorn, Director, Data Driven Value Chain, The Consumer Goods Forum
Data-Driven Value Chains	
9:10-9:25	Product Digitization to Improve Supply Chain Efficiency <ul style="list-style-type: none"> Jianhui Li, Chief Engineer, GS1 China
9:25-9:35	CGF Case Collection Launch Ceremony
In-Depth Analysis and Future Outlook of Supply Chain Innovation Practices in the Consumer Goods Industry	
9:35-9:50	Resilience and Sustainability in the Digital Era: Consumer Goods Supply Chain Trends and Strategic Responses <ul style="list-style-type: none"> Capgemini
9:50-10:05	Data-Intelligent Engines & Chain-Wide Insights: Nestlé’s End-to-End Automation and Data Intelligence in Practice <ul style="list-style-type: none"> Nestlé
10:05-10:20	Instant retail provides new momentum for local consumption <ul style="list-style-type: none"> Yuelel Fan, GM of Platform Operations, Meituan Instashopping
10:20-10:35	Industry Collaboration Built on Standardized Data Assets: P&G China’s Overhaul of Product Information Management <ul style="list-style-type: none"> Yuying Zheng, Director of Master Data Management, P&G China
10:30-11:00	Coffee/Tea Break
11:00-11:15	Sustainable Development: Building an Open Ecosystem with Our Suppliers <ul style="list-style-type: none"> Starbucks China
11:15-11:45	Panel Discussion—Digitalization Enabling Supply Chain Resilience & Sustainability <ul style="list-style-type: none"> Moderator: Capgemini
Holistic Insights, AI-Empowered: Reshaping Consumer Engagement and Growth Models	



11:45-12:00	Keynote
12:00-12:15	Keynote <ul style="list-style-type: none">● Liang Tong, Head of Hanshow Technology Retail Research Institute
12:15-12:55	Panel Discussion—Turning the Shelf into a Window for Brand–Consumer Dialogue
13:00-14:00	Delegate Lunch

2025 CGF China Healthier Lives Roundtable - Updating



12th September (14:00 – 17:30), Four Seasons Hotel Beijing

13:30-14:00	Registration
14:00-14:05	Welcome Remarks & Global Update on CGF's Healthier Lives Initiative and Future Plans <ul style="list-style-type: none"> ● Sharon Bligh, Director of Health and Sustainability, CGF
Healthier Lives—Enabling Healthier Consumer Choices	
14:05-14:20	Science-Led, Industry-Collaborated, and Consumption-Upgraded: The Evolution of Labeling and Consumer Choice <ul style="list-style-type: none"> ● Junhua Han, Secretary-General of the Chinese Nutrition Society
14:20-14:30	Healthier Lives Coalition of Actions Updates
14:30-14:45	Insights on the 'Three Reductions' (Salt, Sugar, Oil) <ul style="list-style-type: none"> ● Mr. Guangfeng Ruan, Deputy Director, Kexin Center for Food and Health Information Exchange
14:45-15:00	Portion Guidance: Innovative Practice Leading Healthy Eating <ul style="list-style-type: none"> ● Nestlé
15:00-15:15	Maximum Flavor, No Added Sugar. Your New Path to a Healthy Lifestyle <ul style="list-style-type: none"> ● Starbucks China
15:15-15:30	2025 Chinese Consumers' Selfcare Awareness & Behavior Report <ul style="list-style-type: none"> ● Rachel Wang, External & Sustainability Communications Lead, Haleon
15:30-16:00	Coffee/Tea Break
16:00-16:15	DingDong Fresh's Path to Healthy Eating <ul style="list-style-type: none"> ● Mr. Deyin Wu, Head of Quality Control Center, DingDong Fresh
16:15-16:30	Keynote
Elderly-Oriented food and Nutrition	
16:30-16:45	The "Six-Pronged Path" for the Development of Senior Nutritional Foods <ul style="list-style-type: none"> ● Dong Guoyong, Deputy Director of the Elderly Care Industry Branch of the China Association of Gerontology and Geriatrics
16:45-17:00	Unlocking Market Opportunities in the Silver Economy



	<ul style="list-style-type: none">● Sylvia Mu , General Manager & Senior Head of Consulting, China , Euromonitor International
17:00-17:30	<p>Panel Discussion—The Silver Economy & Elderly-Oriented Foods</p> <ul style="list-style-type: none">● Moderator: Sylvia Mu, General Manager & Senior Head of Consulting, China, Euromonitor International
17:30	End



2025 消费品论坛中国日 - 大会议程 (更新中)

9月11日 (10:30-17:30)

引领共塑消费品与零售新未来	
9:30-10:30	欢迎咖啡 & 注册签到
欢迎开幕	
10:30-10:50	CGF欢迎您
中国消费品零售行业趋势洞察	
10:50-11:00	主旨发言
11:00-11:10	主旨发言
11:10-11:40	圆桌座谈：消费分化、渠道变革与精准战略带来新增长
未来的中国消费者	
11:40-11:50	当颠覆成为常态：疫情后的消费者变化
11:50-12:20	圆桌座谈：未来的中国消费者
12:30-14:20	代表午餐
14:20-14:35	消费品论坛 (CGF) 2024 年度报告 / CGF中国报告
14:35-14:50	主旨发言
14:50-15:05	主旨发言
15:05-15:20	中国消费行业观察：产品创新激活新增长
15:20-15:50	圆桌座谈：产品创新激活新增长：品牌商与零售商的协作之道
15:50-16:20	茶歇
16:20-16:40	AI赋能零售和消费品行业新路径
16:40-17:10	圆桌座谈：AI应用的实践、挑战与应对策略
17:10-17:15	闭幕
17:15	结束



2025 年 GFSI 中国大会 - 大会议程（更新中）

9 月 12 日（9:00-17:30）

08:30-09:00	欢迎咖啡&注册签到
09:00-09:10	欢迎开场&致辞
09:10-9:20	<ul style="list-style-type: none">● 陈君石，中国工程院院士、国家食品安全风险评估中心总顾问 & GFSI中国工作组荣誉顾问
09:20-9:35	食品安全战略更新与食品安全技术的未来 <ul style="list-style-type: none">● 吴永宁，国家食品安全风险评估中心技术总师
09:35-09:50	第三方认证和食品安全监管 <ul style="list-style-type: none">● 孙利，中国质量检验检测科学研究院副所长/研究员
09:50-10:05	食安共治趋势 <ul style="list-style-type: none">● 楚东，中国连锁经营协会（CCFA）行业政策研究专家
10:05-10:20	主题发言
10:20-10:30	GFSI全球问候&进展更新 <ul style="list-style-type: none">● Elizabeth Andoh-Kesson, GFSI全球代理执行长
10:30-11:00	茶歇
食品安全数字化：通过技术转变实践	
11:00-11:15	安全、质量、可持续：水资源再利用驱动食品饮料行业新生态 <ul style="list-style-type: none">● Sanjeev Sharma, 百事亚太区食品安全和质量高级总监
11:15-12:00	主题发言
12:00-12:30	圆桌座谈：食品安全数字化：通过技术转变实践 <ul style="list-style-type: none">● 主持人：李贵星，《市场监督管理》（半月刊）编辑记者● 武德银，叮咚买菜品控负责人● 曲景君，海天调味食品股份公司质量体系总监
12:30-14:00	代表午餐



共促食品安全能力建设 共享品质消费美好生活	
14:00-14:15	GFSI日本进展分享 ● Tsutomu Okubo, GFSI日本负责人, 消费品论坛CGF
14:15-14:30	同一世界下的食品安全—食品安全未来之全球视角 ● 福本顺惠 (Yukie Fukumoto), ZENSHO控股株式会社 集团食品安全标准部 &CODEX信息获取部部长
14:30-14:45	淘宝天猫平台品质消费创新实践 ● 贾娅玲, 淘天集团总监
14:45-14:55	让虫害防治“看得见”——智能大看板赋能精细化管理 ● 赵志宏, 史伟莎集团重点客户业务部总监
14:55-15:30	圆桌座谈: 共建能力生态圈: 协同推进食品安全能力建设的行业应用 ● 主持人: 熊传武, 上海悦孜咨询总裁 & GFSI中国工作组-能力建设组组长 ● 姜星, 中国连锁经营协会行业政策研究部主任 ● 周洁, 达能中国北亚澳新区域质量副总裁 ● 孙志鸿, 绝味食品质量中心总监
15:30-16:00	茶歇
共塑未来: GFSI认可的认证驱动食品安全卓越与增长	
16:00-16:15	行业调研分享: GFSI认可的认证在中国食品行业的应用现状 ● GFSI中国工作组
16:15-16:30	共赢共享的供应链生态 ● 蔡怡华, 百胜中国品质管理资深总监
16:30-16:45	费列罗食品安全和质量管理分享 ● 韩鑫君, 费列罗中国食品安全与质量负责人
16:45-17:00	主题发言 ● 胡娜, 万辰集团食品安全总监
17:00-17:30	圆桌座谈: GFSI认可的认证: 现实挑战与未来机遇 ● 主持人: 李宇, 中国食品工业协会总工程师&FSSC中国顾问 ● 蔡怡华, 百胜中国品质管理资深总监 ● 金光, BRCGS 北亚地区首席代表
17:30	此刻·共启新程: 2026 GFSI全球食品安全倡议大会温哥华邀约



2025 年 CGF 中国绿色转型大会 - 大会议程（更新中）

9 月 12 日（9:00-17:30）

08:30-09:00	欢迎咖啡&注册签到
09:00-09:10	欢迎介绍 & 日程介绍 <ul style="list-style-type: none">● 张琦, CGF中国可持续发展指导委员会联席主席&雀巢大中华区可持续发展总监● 陈俊美, CGF中国可持续发展指导委员会联席副主席&达能中国内部及数字化沟通和可持续发展负责人
09:10-09:20	CGF全球塑料废弃物行动联盟全球进展和未来规划 <ul style="list-style-type: none">● Cedric Dever, CGF全球可持续发展执行长
09:20-09:35	消费品行业绿色转型实践分享 <ul style="list-style-type: none">● 桂军强, 海天味业副总裁
09:35-09:50	零售商供应链范围三碳排放管理实践和思考
09:50-10:00	零售与消费品行业气候转型现状洞察分享 <ul style="list-style-type: none">● 刘洋, 贝恩咨询全球专家合伙人
10:00-10:30	圆桌座谈: 零售和消费品行业在范围三减碳的挑战与思考 主持人: <ul style="list-style-type: none">● 刘洋, 贝恩咨询全球专家合伙人
10:30-11:00	茶歇
11:00-11:05	CGF全球气候转型行动联盟全球进展和未来规划 <ul style="list-style-type: none">● Sharon Bligh, CGF全球健康&可持续发展执行长
11:05-11:20	电商平台绿色消费实践分享
11:20-11:35	零售商绿色消费实践分享
11:35-11:50	消费品企业全生命周期绿色商品体系实践分享
11:50-12:20	圆桌座谈: 激活消费新潜能: 提升消费者可持续心智, 共促绿色消费 主持人: <ul style="list-style-type: none">● 王小颖, 蚂蚁集团可持续发展部总监、蚂蚁森林基金会秘书长 座谈嘉宾: <ul style="list-style-type: none">● 刘清芝, 中环联合(北京)认证中心有限公司副总经理



	<ul style="list-style-type: none">● 孙菁歌, Impact Hub Shanghai 合伙人、1.5DO气候创新实验室主理人
12:20-12:30	消费品论坛 (CGF) 中国绿色商品选品指南 (2025 年版) 发布
12:30-14:00	代表午餐
14:00-14:20	联合国塑料公约谈判走向 & 中国塑料污染治理合作网络未来计划
14:20-14:35	塑料包装行业全球化之路 - 从功能配套和市场准入到价值创造
14:35-14:50	塑料包装设计国内政策导向 <ul style="list-style-type: none">● 王旺, CPRRA (中国合成树脂协会塑料循环利用分会) 会长
14:50-15:30	圆桌座谈: 新常态下绿色包装设计标准的未来发展趋势 主持人: <ul style="list-style-type: none">● 张琦, CGF中国可持续发展指导委员会联席主席&雀巢大中华区可持续发展总监 座谈嘉宾: <ul style="list-style-type: none">● 张德元, 国家发展和改革委员会经济体制与管理研究所主任&副研究员● 陈俊青, 中国合成树脂协会塑料循环利用分会 (CPRRA) 副会长● 高学文, 中国包装联合会循环经济专业委员会 (CPF) 副秘书长● 王永刚, 中国物资再生协会再生塑料分会 (CPRA) 秘书长
15:30-16:00	茶歇
16:00-16:15	解锁消费者行为, 驱动可持续包装积极创新
16:15-16:30	创新解决方案助力产业链实现目标 <ul style="list-style-type: none">● 杨丽, 埃克森美孚 (中国) 投资有限公司广州分公司北亚区聚乙烯可持续发展总监
16:30-17:10	圆桌座谈: 可持续包装实践: 在包装研发, 传播策略, 消费者参与中寻找商业价值 <ul style="list-style-type: none">● 主持: 郎华, 商道纵横合伙人&副总经理
17:10-17:30	《消费品行业可持续包装传播策略指南及实践案例集》 & 《黄金设计原则案例集》发布暨颁奖典礼 <ul style="list-style-type: none">● 颁奖嘉宾: Cedric Dever, CGF全球可持续发展执行长
17:30	结束



2025 年 CGF 中国数字供应链圆桌 - 大会议程 (更新中)

9 月 12 日 (9:00-13:00)

08:30-09:00	欢迎咖啡&注册签到
09:00-9:10	欢迎开场&致辞 ● 鲁迪 (Ruediger Hagedorn), 消费品论坛全球DDVC数据驱动价值链执行长 ^①
数据驱动价值链	
9:10-9:25	商品数字化助力供应链管理效率提升 ● 李建辉, 中国物品编码中心总工程师
9:25-9:35	CGF案例集发布仪式
消费品供应链创新实践的深度剖析与未来启示	
9:35-9:50	数智化浪潮下的韧性与可持续: 消费品供应链趋势研判与应对方略 ● 凯捷咨询
9:50-10:05	数智引擎, 链上洞察: 雀巢的全链路自动化与数据智能驱动实践 ● 雀巢
10:05-10:20	即时零售提振本地消费新动力 ● 范越雷, 美团闪购事业部平台运营总经理
10:20-10:35	基于标准化数据资产的产业链协同: 宝洁数字化商品主数据转型之路 ● 郑煜颖, 宝洁中国主数据管理总监
10:30-11:00	茶歇
11:00-11:15	可持续发展, 与供应商共建开放生态系统 ● 星巴克中国
11:15-11:45	圆桌-《数字化助力供应链韧性与可持续发展》 ● 主持人: 凯捷咨询
全景洞察, 人工智能赋能: 重塑消费者参与和增长模式	
11:45-12:00	主题发言



12:00-12:15	主题发言 ● 童亮, 汉朔科技零售研究院院长
12:15-12:55	圆桌: 《让货架成为品牌与顾客对话的窗口》
13:00-14:00	代表午餐



2025 年 CGF 中国更健康生活圆桌 - 大会议程 (更新中)

9 月 12 日 (14:00-17:30)

13:30-14:00	注册签到
14:00-14:05	欢迎致辞 & CGF全球更健康生活全球进展和未来计划 ● Sharon Bligh, CGF全球健康&可持续发展执行长
更健康的生活：消费者的健康选择	
14:05-14:20	科学引领-产业协同-消费升级：标签发展和消费者选择 ● 韩军花，中国营养学会秘书长
14:20-14:30	更健康生活行动联盟
14:30-14:45	关于三减相关的洞察分享 ● 阮光锋，科信食品与健康信息交流中心副主任
14:45-15:00	Portion Guidance：引领健康饮食的创新实践 ● 雀巢
15:00-15:15	风味加满不加糖，健康生活新思路 ● 星巴克中国
15:15-15:30	2025 中国消费者主动健康洞察报告 ● 王媛，赫力昂对外传播及可持续发展传播负责人
15:30-16:00	茶歇
16:00-16:15	叮咚买菜健康饮食之路 ● 武德银，叮咚买菜品控中心负责人
16:15-16:30	主题发言
营养与适老食品	
16:30-16:45	老年营养食品发展的“六化”路径 ● 董国用，中国老年学与老年医学学会老龄产业分会副主任委员
16:45-17:00	银发经济市场机会解锁 ● 穆愔，欧睿国际中国区总经理及咨询总裁
17:00-17:30	圆桌-银发经济和适老食品 ● 主持人：欧睿国际中国区总经理及咨询总裁
17:30	结束

