

GLOBAL SUMMIT 2026 - OFFICIAL PROGRAMME

Wednesday 24 June

07:30-08:20 - CEO Breakfasts *(invitation only)*

- **Linda Rendle**, Chief Executive Officer, The Clorox Company
 - **Kevin P. Hourican**, President and Chief Executive Officer, Sysco
 - **Sandy Ran Xu**, CEO, JD.com
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● Opening Sessions

08:30-08:45 - Official Opening

Join the CGF's Managing Director, Wai-Chan Chan, in conversation with moderator Isabelle Kumar as they outline the key themes and priorities shaping the Global Summit 2026 agenda.

- **Isabelle Kumar**, Presenter and Journalist - Moderator
- **Wai-Chan Chan**, Managing Director, The Consumer Goods Forum

08:45-09:00 - Welcome to Vienna with the CGF's Board Co-Chairs

In this high-level executive discussion, Isabelle Kumar leads a conversation with Max Koeune, President & CEO of McCain Foods and Ken Murphy, Group CEO of Tesco plc. Together, they will explore how global food leaders are navigating today's evolving landscape - balancing sustainability, supply chain resilience and shifting consumer expectations - while driving long-term growth and impact across the industry.

- **Max Koeune**, President & Chief Executive Officer, McCain Foods
- **Ken Murphy**, Group CEO, Tesco plc

09:00-09:15 - Official keynote with Alexander Van der Bellen, Federal President of Austria

In this official keynote, Alexander Van der Bellen, Federal President of Austria, will offer a high-level perspective on the role of fair trade and multilateralism as instruments for peace, set against the broader economic and societal dynamics shaping the global landscape.

- **Alexander Van der Bellen**, Federal President, Austria

09:15-09:55 - The CEO's AI Playbook: How AS Watson and L'Oréal Lead Transformation in the Age of Generative Intelligence

AI is no longer an experiment - it is a leadership mandate. Executives share how generative AI is reshaping strategy, operations, and competitive advantage.

- **Malina Ngai**, Group Chief Executive Officer, AS Watson Group
 - **Fabrice Megarbane**, President - Consumer Products Division, L'Oréal
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10:05-10:35 ● The Evolving Consumer

The Global Consumer Shift: What's Next?

Consumers are rewriting the rules of value, loyalty, and trust. What emerging behaviours will define the next decade - and which companies are prepared to lead?

- More to be announced soon.

10:05-10:35 ● Tech & AI Applied

The Robotics Revolution: Reshaping Automation Across Retail and Supply Chains

Join leading experts to explore how leading Chinese robotics companies are reshaping automation across retail and supply chains, from smart warehouses to in-store innovation.

- **Isabelle Kumar**, Presenter and Journalist - Moderator
- **Peter Guan**, CEO, Hai Robotics EMEA
- **Will Zhao**, Executive President, NEOLIX
- **Lili Yin**, General Manager, VisionNav Robotics Europe

10:05-10:35 ● People & Planet

The Future of Health

Health systems face unprecedented pressure from a growing and ageing population, evolving health needs and expectations and changes to the environment which are making existing health conditions worse while introducing new threats. What innovations will secure a sustainable and resilient health future?

- **Sharon Bligh**, Health and Sustainability Director, The Consumer Goods Forum
- **Frans Muller**, President and Chief Executive Officer, Ahold Delhaize
- **Brian McNamara**, Chief Executive Officer, Haleon plc

10:45-11:15 ● The Evolving Consumer

The Need for Speed: Winning in Quick Commerce

Speed has become the new battleground in retail. Industry leaders unpack the realities behind quick commerce - what scales, what fails, and what comes next.

- **Anish Shrivastava**, Chief Business Officer, Blinkit

10:45-11:15 ● People & Planet

Shaping the Future of Health and Nutrition Through AI

Gain insights on how to accelerate tailored nutrition and advance health through harnessing food data, AI and digital innovation.

- **Isabelle Kumar**, Presenter and Journalist - Moderator
- **Antoine de Saint-Affrique**, CEO, Danone

11:15-11:55 NETWORKING BREAK - kindly sponsored by The Coca-Cola Company, Ito En and Lotus Bakeries

I-Talks:

- **11:20-11:35: Innosight - When AI Becomes the Consumer's First Choice: How AI Is Rewriting Discovery, Loyalty, and Growth in Consumer Goods**
- More to be announced soon.

- **11:35-11:50: NTT DATA - Agentic Intelligence Use Cases in CPG : The Hype vs The Reality**

Agentic AI is disrupting many industries. Recent drops in the valuations of enterprise software leaders signal a potential wave of disruption across the technology landscape. Your mission-critical processes depend on these vendors, raising a critical question: will you leverage AI to lead this disruption, or will your business be caught in the fallout? In this session, we will explain how the software industry is bracing for this change, how it may affect your operations, and how you can turn this disruption into a competitive advantage.

- **Carey Wong**, Global Head of CPG, NTT DATA Inc, North America

11:55-12:45 ● **The Evolving Consumer**

Pricing One - Predictive AI to Better Serve the Consumer

The next frontier of customer experience lies in anticipation. Gain insights on how predictive intelligence is enabling companies to understand needs before consumers express them.

- **Ji-Hoon Dierckx**, Co-Founder & CEO, Pricing One

11:55-12:45 ● **Tech & AI Applied**

Dunnhumby - Redefining Brand and Retailer Collaboration for the Agentic Commerce Era

The shift toward agent-led commerce is already reshaping how retailers and CPGs work together, acting as a precursor to a new era of collaboration. While AI is a powerful enabler, its effectiveness depends on two critical factors:

- Quality, multi-source data to generate actionable insights
- Continuous knowledge creation to maintain competitive advantage

Join this Special Session to understand how brands can better position themselves to thrive in this evolving landscape.

- **Josh Bottomley**, CEO, dunnhumby

11:55-12:45 ● **People & Planet**

Deloitte - The Invisible Shelf: Retail and CPG Collaboration in an Agentic World

The three-to-five-year timeline for industry transformation has officially collapsed. Today, the consumer packaged goods and retail sectors are facing a profound "Universal Squeeze." On one side, macroeconomic pressures have fundamentally altered shopper behavior, with nearly two-thirds of consumers bracing for higher grocery prices and rapidly adopting frugal behaviors. On the other side, computational scale has ushered in the era of "Agentic Commerce" - a structural shift where AI shopping assistants actively research, evaluate, and transact on behalf of consumers. The traditional rules of retail and CPG collaboration are breaking down in this new environment. Traditional joint business planning (JBP), psychological pricing, and endcap merchandising were built for human impulse. But AI agents do not fall for flashy packaging; they ruthlessly optimize for strict mathematical value, real-time fulfillment reliability, and highly specific zero-party data parameters. In this session, we will explore the transition from human-centric merchandising to algorithmic orchestration, by dissecting the reality of the "invisible shelf" and introduce a new framework for retail-CPG collaboration. In a first-of-its-kind panel, this conversation will aim to debate the friction and opportunities of this new dynamic.

- **Ed Johnson**, Partner, Retail & Consumer Products Leader, Deloitte US

12:55-13:30 ● **Plenary Session**

International Economics with Gillian Tett

In a world defined by geopolitical fragmentation and economic volatility, Gillian Tett examines the macro forces shaping markets, investment and business strategy.

- **Gillian Tett**, Columnist and member of the editorial board for the Financial Times

13:30-14:30 **DELEGATE LUNCH** - kindly sponsored by Ajinomoto

13.30-14.30 **Inclusivity Lunch** - kindly hosted by Mondelēz International and Ahold Delhaize

14:30-15:00 ● The Evolving Consumer

Lessons Learned from Partnering for Impact

Collaboration is emerging as a powerful catalyst for change. This session explores how partnerships can unlock both business growth and societal impact.

- **Isabelle Kumar**, Presenter and Journalist - Moderator
- **Cécile Beliot-Zind**, CEO, Bel Group

14:30-15:20 ● Tech & AI Applied

Hanshow - The Store Transformation Playbook: Data, Personalization and Growth Engine

Physical stores are no longer just points of sale - they are becoming data-driven growth engines. By combining technologies such as electronic shelf labels, IoT connectivity, and smart carts, retailers can gain real-time visibility, improve operational execution, and create more seamless in-store experiences.

This session will present a practical store transformation playbook for physical retail: how to build the right data foundation, turn automation into operational impact, and use personalization to unlock stronger customer engagement and business growth. Grounded in real deployment experience, the discussion will explore how retailers can translate connected store infrastructure into measurable performance and long-term competitive advantage.

- **Philippe Brochard**, Board Member, Hanshow, Former CEO of Auchan France
- **Florian Behrens**, CIO, Bartels-Langness Group
- **Kevin Müller**, Director Retail Acceleration, Shopreme

14:30-15:10 ● People & Planet

At the Table or on the Menu: The New Politics of Plastics

The industry is entering a phase defined by robust, mandatory sustainability systems that demand sharper expertise, faster decision-making and more deliberate design choices. For the C-suite, this goes well beyond compliance; it represents a multi-billion-dollar transformation in how materials are valued, how risks are managed, and how actively companies shape the effectiveness of these systems. In this session, we sit down with industry leaders and experts - to ask: In a world where the roadmap is set, can a company's expertise ensure these systems are as effective as they are ambitious?

- **Cédric Dever**, Director, Plastic Waste, The Consumer Goods Forum
- **Scott Price**, Group Chief Executive, DFI Retail Group
- Other speakers TBC

14:30-15:00 ● Influencers & Makers

The Board of Tomorrow

Corporate boards face unprecedented complexity - from AI disruption to ESG accountability. How must governance evolve to guide companies through the next decade?

- **Isabelle Grosmaître**, Founder & CEO, Goodness & Co

15:10-15:40 ● The Evolving Consumer

Honest Feedback on Retail Media

Retail media has rapidly become a multi-billion-dollar ecosystem. But what is its real value - and how must it evolve to deliver sustainable impact for brands and retailers?

- **Bhavin Bhuptani**, Global Head of Insights, L - founders of loyalty
- **Peter Harris**, CEO, Advantage Group International
- **Neil Reynolds**, Global Chief Customer Officer, Mars

15:20-15:50 ● Tech & AI Applied

AI: The New Growth Multiplier

Beyond efficiency gains, AI is unlocking entirely new avenues for growth. What strategies will separate AI leaders from AI followers?

- **Nicolas de Bellefonds**, Managing Director & Senior Partner, BCG X
- **Sanj Bhayro**, Managing Director - EMEA Sales, OpenAI

15:40-16:20 NETWORKING BREAK - kindly sponsored by The Coca-Cola Company, Ito En and Lotus Bakeries

I-Talks:

- **15:45-16:00: HCL Tech**
 - **Shobhit Kumar**, Senior Vice President and European Head, Retail and Consumer Goods, HCLTech
- **16:00-16:15: A&O Shearman - Agentic Commerce: Partnering with AI Companies On Your Terms** - Industry leaders face a pivotal question to bring agentic commerce into their businesses: build your own AI capabilities or partner with third party providers. There is no one size fits all to this. The best strategy is some combination of the two, marrying best in class third party models with proprietary data. At this embryonic stage of agentic commerce, the real competitive advantage comes not just from innovating quickly but innovating quickly and doing so on your terms. Join us as we explore the value exchanges that partnerships with AI companies can unlock, alongside the key red lines that consumer and retail companies must establish in those deals. We will address how to maintain technological flexibility, protect data and IP, and manage accountability, all within the broader context of technological change, geopolitics, and shifting economic forces.
 - **Alex Shandro**, Head of Global AI Advisory, A&O Shearman LLP

16:20-16:50 ● The Evolving Consumer

Leading Growth in a Changing Consumer Landscape

In this executive fireside chat, Andrew Clarke, Global President of Mars Snacking, shares perspectives on driving sustainable growth, navigating shifting consumer expectations and leading at scale in a rapidly evolving global marketplace.

- **Isabelle Kumar**, Presenter and Journalist - Moderator
- **Andrew Clarke**, Global President, Mars Snacking

16:20-17:10 ● Tech & AI Applied

EY - Reimagining Innovation: The Kraft Heinz and EY Collaboration

Innovation is being reshaped by shifting consumer expectations, faster competitive cycles and the rising role of AI in decision-making. This session shows how Kraft Heinz and EY redesigned the innovation system – anchored in clearer governance, connected insight-to-launch processes and an AI-enabled orchestration layer – to unlock step-change performance.

When combined with disciplined prioritization, results show Kraft Heinz can meet evolving consumer needs, drive superiority across both product and packaging and improve speed to market, while supporting the future productivity pipeline.

The transformation accelerated speed to market and increased portfolio value, by proving what becomes possible when innovation is treated as an enterprise capability, not a linear process. The discussion

offers a forward-looking view on how organizations can build resilient, data-driven innovation models for future growth.

- **Alan Kleinerman**, Vice President and Global Head of Innovation, Kraft Heinz
 - **Thomas Pyschny**, Global PLM and Innovation Excellence Leader, EY
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16:20-16:50 ● **People & Planet**

Global Retailers Joining Forces to Drive Systemic Change

Retail leaders from ALDI SOUTH Group and Ahold Delhaize join forces to explore how global collaboration can drive systemic change across health, climate, nature, and livelihoods. This session highlights how the industry is working differently - strengthening partnerships, engaging suppliers across the value chain, and leveraging retailer scale - to accelerate transformation. Together through CGF, retailers are shaping a more focused, dynamic, and resilient food system. The time for collective action is now.

- **Anke Ehlers**, International Sustainability Officer & Managing Director, ALDI SOUTH Group
 - **Alex Holt**, Chief Sustainability Officer, Ahold Delhaize
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17:00-17:30 ● **Closing Session**

Leading Through Geopolitical Turbulence - A CEO Playbook

- **Isabelle Kumar**, Presenter and Journalist - Moderator
 - **Ian Bremmer**, President and Founder, Eurasia Group and GZERO Media
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18:30 **Cocktail & Gala Dinner** - *kindly sponsored by L'Oréal*

Thursday 25 June

07:30-08:30 CEO Breakfasts *(invitation only)*

- **Colleen Wegman**, CEO, Wegmans & **Sean Summers**, Group CEO, Pick n Pay
- **Alejandro Rodríguez Bas**, Chief Executive Officer, Grupo Bimbo
- **Ulrika Kolsrud**, President & CEO, Essity

07:30-09:00 CSO Forum *(invitation only)*

08:45-09:15 ● Opening Session

A Conversation with Petra Schindler-Carter of AWS

- **Isabelle Kumar**, Presenter and Journalist - Moderator
- **Petra Schindler-Carter**, GM Retail, Restaurants, and Consumer Goods, AWS

09:30-10:00 ● Tech & AI Applied

The AI Playbook at Amazon

Inside one of the world's most advanced AI ecosystems. Discover how Amazon deploys AI across operations, logistics and customer experience.

- **Justin Honaman**, Global Head, Worldwide Retail, Restaurants & Consumer Goods Business Development, Amazon

09:30-10:20 ● People & Planet

KPMG - Fact, Fiction, or Future? How GLP-1 is Rewriting the Global Food System

The rapid adoption of GLP-1 medications may fundamentally reshape food consumption patterns. What does this mean for the global food industry?

- More to be announced soon.

10:10-10:40 ● The Evolving Consumer

A Conversation about Retail in Latam

Latin America is emerging as one of the most dynamic retail markets. Cencosud explores the region's unique challenges and growth opportunities.

- **Isabelle Kumar**, Presenter and Journalist - Moderator
- **Rodrigo Larraín Kaplán**, CEO, Cencosud

10:30-11:20 ● Tech & AI Applied

IBM - Responsible AI: From Principles to Practice

As AI adoption accelerates, responsible governance becomes essential. What frameworks ensure innovation remains ethical, transparent, and trustworthy?

- More to be announced soon.

10:20-10:50 ● People & Planet

Advancing Human Rights Due Diligence

Building on the landmark 2025 session "Human Rights is Everybody's Business" with The Hon. Theresa May, this session reconvenes industry leaders to address the intensifying challenges of protecting human rights in a world defined by rapid economic and social disruption. Following the 2025 release of the Human Rights Coalition's (HRC) first HRDD Maturity Report, which showed that 91% of members have established due diligence systems, the focus now shifts to ensuring positive outcomes for people

and business. John Ross (IGA, Inc.) and Leah Weckert (Coles Group), will discuss why human rights must remain a C suite priority during periods of rapid adaptation and how to move beyond compliance to establishing a levelled playing field to protect human rights and create measurable impact for workers.

- **Didier Bergeret**, Director, Sustainability, The Consumer Goods Forum
- **John Ross**, President & CEO, IGA Inc.
- **Leah Weckert**, CEO & MD, Coles Group

10:50-11:20 ● The Evolving Consumer

China in Focus: Executive Insights on Innovation and Consumer Trends

Chinese business leaders share perspectives on innovation, competition and the rapidly evolving global consumer landscape.

- **Isabelle Kumar**, Presenter and Journalist - Moderator
- **Sandy Ran Xu**, CEO, JD.com
- **Fei GAO**, CEO, Mengniu Group

11:00-11:30 ● People & Planet

Leading the Climate Transition: The Role of AI Towards a Low-Carbon Economy

Ambition must now translate into action. Discover how companies are accelerating the transition toward a low-carbon economy.

- **Sharon Bligh**, Health and Sustainability Director, The Consumer Goods Forum
- **Scott Price**, Group Chief Executive, DFI Retail Group

10:50-11:20 ● Influencers & Makers

If You Can't See It, You Can't Solve It: AI Meets Waste with GreyParrot

Data and AI are revealing hidden inefficiencies across value chains. How can these insights help tackle the global waste challenge?

- **Ambarish Mitra**, Founder, Greyparrot

11:20-12:00 NETWORKING BREAK - kindly sponsored by The Coca-Cola Company, Ito En and Lotus Bakeries

I-Talks:

- **11:40-11:55: Accenture - How to Win Friends and Influence Algorithms**

In an AI-shaped future, brands won't just need to win hearts and minds - they'll need to win algorithms too. As consumers hand over discovery, decisions, and transactions to autonomous AI agents, brand engagement is reorganizing around ecosystems, APIs, and new sources of value. This shift raises urgent questions: Who will orchestrate agentic ecosystems? Do brands have a right to play - or will relevance be decided by machines? And what becomes of the human touch when bots are doing the shopping? This session explores how hyper-relevancy, human connection, and bot-ready operating models will separate the winners from the invisible.

- **Karen Fang Grant**, Managing Director, Global Industries Research Lead, Accenture

12:00-12:50 ● The Evolving Consumer

NielsenIQ - The Commerce Revolution: Where East Meets West

Global commerce is being reshaped by two powerful forces: the East (China, India) is rapidly innovating in live, social, and fast commerce, while the West (U.S., Europe) continues to lead in data rich retail and

commerce media ecosystems. AI is accelerating their convergence, creating more personalized discovery for consumers and new monetization pathways for brands and retailers. The commerce revolution is here - where East meets West. Are you ready?

- **Emilie Darolles**, President West Europe, NielsenIQ

12:00-12:50 ● Tech & AI Applied

Microsoft - Agentic AI in Action: How CG Leaders Deliver Measurable Results

As AI becomes a core differentiator, leading consumer goods brands and retailers are moving beyond pilots toward becoming Frontier Firms: companies that are AI-operated but human-led, grounded in intelligence and trust. This customer panel outlines how to shift from experimentation to scaled impact by rethinking data, operating models, and organizational design to embed AI across the value chain. Attendees will leave with a practical roadmap for starting (or accelerating) their journeys, based on real insights and lessons from leaders already delivering measurable results.

- **Keith Mercier**, Vice President, Worldwide Retail & Consumer Goods Industry, Microsoft

12:00-12:50 ● People & Planet

Newton - Scaling Circular Principles: Building Resilient Supply Chains for Profitable Growth

The future of food goes beyond minimising impact - it's about designing systems that actively restore nature while building resilient, profitable businesses. Join The Ellen MacArthur Foundation and Newton, to explore the next frontier for the food industry: how combining circular principles with tech and AI unlocks scale and resilience. Through real-world examples, we'll show how data-driven decision-making is helping food businesses overcome today's barriers to scale. This session will explore what this shift means for innovation, growth and scalability in shaping the future of food businesses.

- **Jonquil Hackenberg**, Chief Executive Officer, The Ellen MacArthur Foundation
- **Wil Schoenmakers**, Global Head of Consumer Goods and Retail, Newton

12:00-12:30 ● Influencers & Makers

Turning Tragedy into Action: Transforming the Lives of People with Food Allergies through Advocacy and Industry Collaboration

Join Nadim Ednan-Laperouse OBE, Founder and Trustee of The Natasha Allergy Research Foundation, the UK's food allergy charity, as he shares the powerful story behind "Natasha's Law" and his ongoing mission to revolutionise food allergy awareness worldwide. Discover how action among retailers, wholesalers, and hospitality leaders is breaking down barriers for over 250 million people living with food allergies, building a safer, more inclusive world that protects every consumer.

- **Isabelle Kumar**, Presenter and Journalist - Moderator
- **Nadim Ednan-Laperouse OBE**, Founder & Trustee, The Natasha Allergy Research Foundation

12:50-14:00 DELEGATE LUNCH - kindly sponsored by MSD Animal Health

14:00-14:50 ● The Evolving Consumer

Uber - Built for the Moment: How Uber Is Redefining the Consumer Journey and Quick Commerce Across Delivery, Mobility, and Beyond

Uber's platform offers a unique lens on customer experience at scale. What lessons can other industries draw from its evolution?

- **Susan Anderson**, Global Head of Delivery, Uber
- **Leah Weckert**, CEO & MD, Coles Group
- **Neil Reynolds**, Global Chief Customer Officer, Mars Snacking

14:00-14:50 ● **Tech & AI Applied**

Capgemini - Rediscovering the Joy of Marketing: How AI-Powered Marketing Hubs Unlock Growth, Creativity and Speed

AI is transforming marketing from execution to strategic intelligence. Join this session to learn how to unlock creativity while accelerating performance.

- More to be announced soon.
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14:00-14:50 ● **People & Planet**

Infosys - Applied AI for Product Traceability

Supply chain transparency is becoming a strategic necessity. Gain insights on how AI technologies are enabling unprecedented visibility from source to shelf.

- More to be announced soon.
-

15:00-15:50 ● **The Evolving Consumer**

SAP - The Adaptive Sustainability Edge

Sustainability is evolving from compliance to competitive advantage. Companies that adapt fastest will define the next era of growth.

- **Sophia Mendelsohn**, Chief Sustainability and Commercial Officer, SAP Sustainability
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15:00-15:30 ● **Tech & AI Applied**

Featuring NVIDIA, Blue Yonder & Microsoft - more to be announced soon!

15:00-15:50 ● **People & Planet**

PwC - Voice of Consumer Survey: What does the rapidly growing wellness economy mean for your product portfolio?

Based on data from more than 20,000 global consumers, PwC's annual consumer survey shows how health-conscious consumers are reshaping the future of consumption - and what that could mean for eating occasions, retail shelves, and brand strategies.

- More to be announced soon.
-

14:45-15:15 ● **Influencers & Makers**

The Next Generation of Influencers & Makers with the CGF's FLP

Emerging leaders share fresh perspectives on innovation, collaboration, and the future of responsible business.

- More to be announced soon.
-

15:50-16:30 NETWORKING BREAK - kindly sponsored by The Coca-Cola Company, Ito En and Lotus Bakeries

16:30-17:30 ● **Closing Session**

- **Isabelle Kumar**, Presenter and Journalist - Moderator
 - Guest speaker to be announced soon.
-

18:30 Taste of Austria Food & Drink - kindly sponsored by Spar International and Heineken

Friday 26 June

09:00-09:30 - Retail Insights: A CEO Perspective with Rami Baitiéh of Morrisons

Explore how one of the UK's leading grocers is navigating disruption, competition, and shifting consumer expectations. Rami Baitiéh shares candid insights on strategy, resilience and what's next for modern retail.

- **Isabelle Kumar**, Presenter and Journalist - Moderator
- **Rami Baitiéh**, CEO, Morrisons

09:30-10:00 - More to be announced soon

10:00-10:30 - Scaling Smart: Growth, Formats and Digital with Salling Group

How do you expand across markets while staying locally relevant and digitally competitive? Anders Hagh of Salling Group shares lessons on balancing formats, e-commerce and customer-centric innovation at scale.

- **Isabelle Kumar**, Presenter and Journalist - Moderator
- **Anders Hagh**, CEO, Salling Group

10:30-11:15 **NETWORKING BREAK** - kindly sponsored by The Coca-Cola Company, Ito En and Lotus Bakeries

11:15-11:45 - Transforming Travel Retail: Driving Growth Through Experience and Innovation

Explore how travel retail is evolving into a dynamic channel through digital innovation and hyper-local relevance. Frédéric Chevalier of Lagardère Travel Retail delivers insights into the operational shifts and engagement models currently optimizing the ROI of the "on-the-move" consumer segment.

- **Isabelle Kumar**, Presenter and Journalist - Moderator
- **Frédéric Chevalier**, Chief Executive Officer, Lagardère Travel Retail

11:45-12:15 - Platform Power in Turkey: AI, Data and the Future of Digital Retail

Turkey's fast-evolving digital retail market is being shaped by AI, platform ecosystems and rapid delivery models. Nilhan Onal Gökçetekin, CEO of Hepsiburada, and Mustafa Murat Bartın, CEO of Migros Türkiye, explore how platform-led and retail-owned models are leveraging technology, logistics and data to meet rising consumer expectations and redefine digital retail in Turkey. From marketplace dynamics to AI-driven personalization, we will explore the forces reshaping online retail.

- **Isabelle Kumar**, Presenter and Journalist – Moderator
- **Nilhan Onal Gökçetekin**, CEO of Hepsiburada

12:15-12:30 - Closing Session with the CGF's Board Co-Chairs

- **Isabelle Kumar**, Presenter and Journalist - Moderator
- **Max Koeune**, President & Chief Executive Officer, McCain Foods
- **Ken Murphy**, Group CEO, Tesco plc