

## GLOBAL SUMMIT 2026 - PROGRAMME

### Wednesday 24 June

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

- **Sandy Ran Xu**, CEO, JD.com  
**AI in Action: Unlocking Strategic Advantage Through Artificial Intelligence**  
 Join this exclusive peer-to-peer session on unlocking AI's strategic advantage in today's competitive landscape. Learn proven implementation strategies and share real-world insights on transforming organisations through artificial intelligence.
- **Mustafa Murat Bartın**, Retail CEO, Migros Türkiye  
**From Store Network to Speed: Migros Türkiye's Playbook for the Evolving Quick Commerce Market**  
 A CEO-level discussion on how Migros Türkiye is using its store base, customer reach, and operating model to respond to quick commerce and reinforce its position in Turkey's grocery market.
- **Ulrika Kolsrud**, President & CEO, Essity  
**The New Health Aisle: How Grocery Retailers Are Redefining Self-Care**  
 The boundary between grocery and healthcare is dissolving. Supermarkets and mass retailers are expanding rapidly into pharmacy services, wellness products, and digital health - while consumers are increasingly taking health decisions into their own hands. This CEO breakfast brings together senior leaders to examine what is driving this convergence, how consumer self-care behaviours are shifting, and what it means for the future of the health ecosystem.
- **Abdul Wahab (AW) Shaikh**, Senior Partner, McKinsey
- **Shaun Callaghan**, Partner, McKinsey  
**Leadership Breakfast - Rewiring your enterprise for the future**  
 Join fellow Retail and CPG leaders for an interactive discussion on how technology and AI are reshaping the industry. Explore leading transformation examples, practical lessons learned, and tools to help quantify value, prioritize investments, and accelerate scalable ROI.

#### ● Plenary

#### 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

Max Koeune, President & Chief Executive Officer of McCain Foods and Ken Murphy, Group CEO of Tesco plc open the Summit with a dynamic, interactive exchange exploring the future of consumer goods through the lens of AI. Together, they will challenge conventional thinking and highlight why human insight, leadership, and collaboration remain the true differentiators in an increasingly tech-enabled industry.

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

#### 09:00-09:15 - Official Keynote with Dr. Alexander Van der Bellen, Federal President of the Republic of Austria

In this official keynote, Dr. Alexander Van der Bellen, Federal President of the Republic 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.

- **Isabelle Kumar**, Presenter and Journalist - Moderator
- **Dr. Alexander Van der Bellen**, Federal President of the Republic of Austria

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### 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 ● Consumer

#### The Global Consumer: What's Next?

The consumer is changing faster than many business models. Four trends - the new tech-driven path to purchase, the health revolution, the experience economy, and the rise of the resourceful consumer - are redefining competition. Are you prepared?

- **Clarisse Magnin**, Senior Partner, McKinsey & Company
- **Jessica Moulton**, Senior Partner, McKinsey & Company

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### 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
- **Lili Yin**, General Manager, VisionNav Robotics Europe
- **Will Zhao**, Executive President, NEOLIX
- **Sandy Liu**, VP Europe & America, Agibot

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### 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

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### 10:45-11:15 ● Consumer

#### The Need for Speed: Winning in Quick Commerce

Speed has become the new battleground in retail. Anish Shrivastava of Blinkit, unpacks the realities behind quick commerce - what scales, what fails, and what comes next.

- **Anish Shrivastava**, Senior Vice President, Blinkit

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### 10:45-11:15 ● Tech & AI Applied

#### China: The Future of Retail and CP is Happening Today

China often feels like the world's largest real-time innovation lab, powered by the 'four Ds' - digitisation, data, delivery, and disintermediation - where beauty brands iterate weekly, where Luckin Coffee has outscaled Starbucks, and where social and creator-led commerce is truly mainstream. Take a whistle-stop tour to discover how Chinese brands and businesses launch faster, learn quicker and scale at a speed that Western models are yet to demonstrate.

- **Derek Deng**, Head of Greater China Consumer Products Practice, Bain & Company
- **Weiwen Han**, Head of Asia Pacific Retail practice, Bain & Company

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**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

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**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**
  - **Brian Hindo**, Managing Director, Innosight, USA
- **11:35-11:50: NTT Data - The post-SaaS pivot: Architecting consumer goods for the double-auction economy**
  - **Carey Wong**, Global Head of CPG, NTT DATA Inc, North America

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**11:55-12:25** ● **Consumer**

**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

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**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

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**11:55-12:45** ● **People & Planet**

**Deloitte - The Invisible Shelf: Surviving the Algorithm and the Death of the Middle**

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
- **Filippo Catalano**, Chief Information & Digital Officer, Mondelēz International
- **Aparna Galiasso**, Head of Retail and Consumer Goods Industry Business Development - North America, Amazon Web Services

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**11:55-12:25** ● **Influencers & Makers**

**PIONEERING CHANGE. Entering a New Era of Leadership and Governance**

The future of business is being shaped in boardrooms and executive committees. As business becomes the most trusted force for change, leaders are called to both perform and transform, building future-fit organizations. How do you embrace this new imperative and embrace purpose at the heart of governance?

- **Isabelle Grosmaître**, Founder & CEO, Goodness & Co
- **Barbara Martin Coppola**, Former CEO of Decathlon & Board member of Patagonia

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**12:45-14:15**     **DELEGATE LUNCH** - kindly sponsored by Ajinomoto

**13.15-14.15**     **Leading During Times of Disruption** - kindly co-hosted by Mondelēz International and Ahold Delhaize in partnership with LEAD Network (*invitation only*)

- **Dr. Marcia Goddard**, Founder & CEO, Brain Matters
- **Allyson Zimmermann**, CEO, LEAD Network
- **Liz Caton**, Global Senior Vice President - Sales, Mondelēz International
- **Frans Muller**, President and Chief Executive Officer, Ahold Delhaize

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**14:30-15:00** ● **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

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**14:30-15:20** ● **Tech & AI Applied**

**Hanshow - Smart Cart Revolution in Physical Retail**

The Smart Cart represents a pivotal transformation in physical retail, combining hardware innovation, intelligent operating systems, and retail media capabilities to reshape the shopper experience. This roundtable brings together the complete ecosystem required to deliver this next generation solution.

Moderated by Philippe Brochard, Chairman of Hanshow Advisory Board, this session will explore the journey from traditional hand scanners to fully integrated Smart Carts, examining how strategic partnerships unlock new value creation across the retail value chain.

- **Philippe Brochard**, Chairman of the Advisory Committee, Hanshow
- **Michel Itie**, Director of Transformation, Infomil France
- **Florian Burgstaller**, CEO, Shopreme
- **Romain Charles**, CEO, LuckyCart

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**14:30-15:00** ● **People & Planet**

**Bridging the Gap: The Importance of Facilitating Consumer Awareness and Action to Scale Regenerative Agriculture and Improve Business Resiliency**

Exploring how businesses, farmers, and retailers can bridge the gap between regenerative agriculture in the field and consumer understanding at the shelf.

- **Sharon Bligh**, Health and Sustainability Director, The Consumer Goods Forum
- **Charlie C. Angelakos**, Vice President, Global External Affairs and Sustainability, McCain Foods
- **Tony McElroy**, Head of Campaigns: Sustainability, Circularity and Food Waste, Tesco plc
- **James Durdy**, Farmer

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**14:30-15:00** ● **Influencers & Makers**

**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

### 15:10-15:40 ● Consumer

#### **The Multi-Billion Bottleneck - The 4 pillars standing between Retail Media and its next chapter**

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
- **Danni Peirce**, Chief Sourcing Officer and President Apparel and Non-Food, Loblaw Companies Limited
- **Neil Reynolds**, Global Chief Customer Officer, Mars

### 15:20-15:50 ● Tech & AI Applied

#### **AI Agents at Scale: Transforming Consumer Experiences and Enterprise Operations**

As AI evolves from chatbots to intelligent agents, consumer and retail businesses are entering a new era of transformation. AI-first discovery, search, and agentic commerce are reshaping how consumers discover, evaluate, and purchase products, and increasingly influencing the buying journey and redefining customer relationships. Across the enterprise, AI is reshaping marketing, operations, customer service, product development and decision-making. This session explores how companies are scaling AI across both the consumer experience and the enterprise and what separates those capturing real value from those still trying to move beyond experimentation.

- **Nicolas de Bellefonds**, Managing Director & Senior Partner, BCG X
- **Nicolai Skabo**, Head of Sales, EMEA, OpenAI

### 15:10-15:40 ● People & Planet

#### **Driving Business Value Through Packaging and Circularity**

As sustainability expectations and regulations evolve, businesses must move from ambition to action. This session explores how companies can apply their expertise to develop scalable solutions in packaging design and circularity. The discussion will focus on proactive engagement with changing recycling and waste management systems, alongside opportunities for innovation. Speakers will highlight how effective packaging strategies can improve system performance and environmental outcomes. Join us to examine how these efforts can strengthen long-term business resilience and drive more efficient, circular systems.

- **Isabelle Kumar**, Presenter and Journalist - Moderator
- **Cécile Beliot-Zind**, CEO, Bel Group
- **Scott Price**, Group Chief Executive, DFI Retail Group
- **Cédric Dever**, Director, Plastic Waste, The Consumer Goods Forum

### 15:10-15:40 ● Influencers & Makers

#### **The Power to Shape the Future: Why Business Will Lead the Transformation of Social Media**

**The companies funding the digital world now have the power to define it. How the world's leading consumer brands can help create a safer, more trusted and more economically inclusive future for billions of people.**

#### **A Fireside Chat with Zoe Kalar, Founder & CEO, WeAre8**

The companies represented at The Consumer Goods Forum collectively influence billions of lives every day. Through the products they create, the communities they serve and the advertising investments they make, they help shape culture, behaviour and society itself. But there is a deeper question facing every business leader today:

#### **What responsibility comes with that influence?**

Social media has become one of the most powerful forces in modern life. It connects billions of people, shapes public discourse, influences culture and increasingly determines how younger generations experience connection, identity and community.

Yet concerns around online safety, harmful content, mental wellbeing, trust and economic inequality continue to grow. The next era of social technology will not be defined by governments or technology companies alone.

**It will be shaped by the organisations whose advertising investments power the digital ecosystem. This is the invitation to be at the epicenter of this transformation.**

Join visionary entrepreneur, Zoe Kalar, for a provocative conversation on one of the defining leadership challenges of our time: how business can help shape a safer, healthier and more economically inclusive digital future.

Zoe will explore:

- Why social media has become both a public safety challenge and an economic challenge
- The 8I Shield of protection - How AI protects citizens while strengthening human connection
- The role brands will play in shaping the future of digital platforms
- Why advertising investment may become one of the most powerful forces for societal change - what does a reshaped economy look like?
- How business can help build digital environments that protect people, strengthen communities and create shared value.

This is not simply a discussion about social media. It is a discussion about leadership, responsibility and the opportunity to help redesign one of the most influential systems shaping society today.

- **Polina Dekhtyar**, Head of Special Projects, The Consumer Goods Forum
- **Zoe Kalar**, Founder, WeAre8

**15:30-17:00 Executive Workshop - The Connected Store: Turning Physical Retail into a Growth, Media and Data Platform**  
(invitation only)

“The Connected Store: Turning Physical Retail into a Growth, Media and Data Platform” will bring together a select group of international retail leaders to discuss how AI, real-time data, IoT and retail media are reshaping the future of physical retail. The session will combine strategic insights from Bain & Company, concrete transformation examples from Vusion, and an interactive roundtable focused on growth, collaboration opportunities and scalable business impact over the next 3–5 years. Participation is by invitation only to ensure open peer discussion among senior leaders.

- **Aaron Cheris**, Global Head of Retail practice, Bain & Company
- **Jérôme Hamrit**, SEVP Vusion Intelligence, Vusion

**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 - Reimagining the Consumer Goods Enterprise - Where Does Competitive Advantage Come From?**
  - **Kristina Rogers**, Chief Growth Officer, Retail, CPG and Luxury, HCLTech
  - **Shobhit Kumar**, SVP Europe, Retail, CPG and Luxury, HCLTech
- **16:00-16:15: A&O Shearman - Agentic Commerce: Partnering with AI Companies On Your Terms -**
  - **Alex Shandro**, Head of Global AI Advisory, A&O Shearman LLP

**16:15-17:00 ● Plenary**

**Red Bull Athlete Talk, Lindsey Vonn**

Red Bull, the Austrian company and global leader in the energy drinks category, gives wings to people and ideas - and for this session, gives the floor to one of its most inspiring athletes: Lindsey Vonn. In a moderated conversation, Lindsey will reflect on her greatest wins, biggest challenges, and her partnership with Red Bull - a relationship that goes far beyond sponsorship.

- **Gernot Klement**, Editor / Head of Winter Sports, Servus TV
- **Lindsey Caroline Vonn**, American alpine ski racer
- **Georg Storandt**, COO, Red Bull GmbH

**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
- **Jens Weng**, Senior Partner, EY

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**17:00-17:30** ● **Plenary**

**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

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

- **Colleen Wegman**, CEO, Wegmans & **Sean Summers**, Group CEO, Pick n Pay  
**Food Safety: Take Nothing for Granted**  
A candid CEO discussion on how Wegmans and Pick n Pay embed food safety into culture, systems, and daily decision-making to protect customers and strengthen trust.
  - **Alejandro Rodríguez Bas**, Chief Executive Officer, Grupo Bimbo  
**Supply Chain Resilience: Leadership Lessons from Grupo Bimbo**  
Discover how Grupo Bimbo builds resilient supply chains to keep one of the world's most expansive food distribution networks moving. Discover the leadership strategies driving resilience across Latin America - and beyond, and discuss how it can apply to your businesses too.
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### 07:30-09:00 CSO Forum Breakfast Meeting *(invitation only)*

- **Alex Holt**, Chief Sustainability Officer, Ahold Delhaize
  - **Christine Montenegro McGrath**, SVP and Chief Impact & Sustainability Officer, Mondelēz International
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### 08:45-09:15 ● Plenary

#### A Conversation with Petra Schindler-Carter of AWS

- **Isabelle Kumar**, Presenter and Journalist - Moderator
  - **Petra Schindler-Carter**, GM Retail, Restaurants, and Consumer Goods, AWS
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### 09:30-10:20 ● Tech & AI Applied

#### PricingOne - 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
  - **Ayla Ziz**, Chief Customer Officer and SVP Commercial Europe, Danone
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### 09:30-10:20 ● People & Planet

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

GLP-1s are evolving beyond their medical origins to become a catalyst for consumer and industry transformation. This session explores what GLP-1s are, how they work, and why they are increasingly relevant for the food, beverage, and retail sectors. We examine emerging consumer personas, sector-level impacts, and intersections with demographics, health systems, food culture, and country-level economics. The session discusses implications for product portfolios, recipes, agriculture and supply chains, regulation, and the cost of doing business, alongside ethical, trust, and responsibility questions. Drawing on insights from healthcare, pharma, and agrifood professionals, KPMG shares how leaders can manage risk and unlock growth opportunities.

- **Isabelle Allen**, Global Head of Consumer & Retail, KPMG
  - **Ian Proudfoot**, Global Head of Agribusiness, KPMG
  - **Deborah Lancaster**, European Head of Life Sciences, KPMG
  - **Amit Sethi**, Partner, Integrated Care, and Global co-lead, Health equity and access in developed markets, KPMG
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### 09:30-10:00 ● Influencers & Makers

#### From Ambition to Execution: Scaling Circular Packaging and Resilient Supply Chains

- **Isabelle Kumar**, Presenter and Journalist - Moderator
- **Jon Banner**, Executive Vice President and Global Chief Impact Officer, McDonald's Corporation

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**10:10-10:40** ● **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

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**10:30-11:20** ● **Tech & AI Applied**

**IBM - Driving Results with Trusted AI: Heineken and Nestlé**

AI is a core driver of competitive advantage—not a pilot. Drawing on real-world experience from leading global brands, we'll explore how to scale AI across the business and turn it into bottom-line results—while keeping it responsible. Heineken and Nestlé will share their perspectives on cutting through the noise, the pitfalls to avoid, and where to start.

- **Barbara Jenny Wilson**, Head of IT Marketing, Sales & eCommerce, Nestlé
- **Elaine Parr**, Vice President, Consumer Industries - EMEA, IBM
- **Sophie Kuijt**, CTO IBM Consulting North Europe, IBM
- **Surajeet Ghosh**, Chief AI Officer, Heineken

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**10:20-11:00** ● **People & Planet**

**Navigating Disruptions and Sc-AI-ling Impact: The Future of Corporate 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.

Beginning with a video message from Volker Türk, the United Nations High Commissioner for Human Rights, 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
- **Volker Türk**, United Nations High Commissioner for Human Rights
- **John Ross**, President & CEO, IGA Inc.
- **Leah Weckert**, CEO & MD, Coles Group

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**10:10-10:40** ● **Influencers & Makers**

**AI for Growth, Productivity and Advantage: How winners are beginning to separate from the pack**

Everyone is doing AI. Few are capturing its value. As the industry moves from experimentation to enterprise-wide deployment, a clear divide is emerging between leaders and the rest. Frontrunners are capturing value by augmenting existing technology and taking the time to rethink business processes before over-tooling. They commit to one agentic ecosystem and scale around it, moving the advantage from model to knowledge.

Grounded in a survey of ~40 consumer executives, the session explores in depth what it takes to move the needle in AI and gives CEOs a practical action guide to take back to their teams.

- **Nick Goad**, Managing Director & Senior Partner, Boston Consulting Group
- **Arnaud Bassoulet**, Managing Director & Partner, BCG X
- **Ash Mehra**, Former Chief Digital & Information Officer, Constellation Brands

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**10:50-11:20** ● **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

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**11:00-11:20** ● **People & Planet**

**Unlocking Business Value Through Responsible AI for People & Planet**

Ambition must now translate into action. In this session, Sharon Bligh, Health and Sustainability Director at The Consumer Goods Forum, moderates a conversation with Scott Price, Group Chief Executive of DFI Retail Group, to explore AI from a retailer's perspective. Discover how AI in retail operations is driving efficiency, improving customer outcomes, and enabling more sustainable supply chain decisions - demonstrating its growing role as a force for both people and planet.

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

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**10:50-11:20** ● **Influencers & Makers**

**The missing intelligence layer for packaging circularity**

An informed perspective on how AI, automation and data are already reshaping packaging design, waste analysis, forecasting and compliance.

- **Ambarish Mitra**, Founder, Greyparrot

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

- **11:40-11:55: Accenture - How to Win Friends and Influence Algorithms**  
- **Karen Fang Grant**, Managing Director, Global Industries Research Lead, Accenture

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**12:15-12:50** ● **Plenary**

**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.

- **Isabelle Kumar**, Presenter and Journalist - Moderator
- **Gillian Tett**, Columnist and member of the editorial board for the Financial Times

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

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**14:00-14:50** ● **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

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**14:00-14:50** ● **Tech & AI Applied**

**Capgemini - Reimagine Demand Generation: How AI hubs unlock growth, creativity & speed**

What happens when organizations redesign operations around AI instead of layering AI onto broken processes? In this exclusive session, Unilever and Capgemini share how they transformed Unilever's global marketing operations through AI-powered hubs and new ways of working. The transformation delivered a lower cost to serve, improved data quality and adoption, and most importantly, released 30% capacity back to marketers by removing operational and transactional work from their day-to-day roles. Grounded in real outcomes and lessons learned, this session offers leaders a practical blueprint for using AI to simplify operations, unlock productivity, and accelerate growth across the enterprise.

- **Susan Maginn**, Director, frog UK, Capgemini
- **Tammy Hourigan**, VP, Global Marketing Services, Unilever
- **Bhavesh Unadkat**, Head of Customer First, Northern Europe, Capgemini

**14:00-14:50** ● **People & Planet**

**Infosys - Factory to Shelf to Smile: Building Trust at Scale Across Mondelez Brands: Cadbury, Oreo and Chips Ahoy**

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

- **Katherine Stewart**, Head of Research Innovation & Methods, Research & Analytics, Economist Enterprise
- **Filippo Catalano**, Chief Information and Digital Officer, Mondelēz International
- **Mayank Ranjan**, US Midwest regional head, Infosys

**14:50-15:30** ● **NETWORKING BREAK** - kindly sponsored by The Coca-Cola Company, Ito En and Lotus Bakeries

**I-Talk:**

- **14:55-15:10: All Boats Rise with the Tide: Collective Storytelling**
  - **Diane Grasser**, Senior Series Developer, BBC StoryWorks

**15:30-16:20** ● **Consumer**

**SAP - The Adaptive Sustainability Edge: How AI Is Redefining Value Creation in Consumer Goods**

As sustainability expectations intensify, consumer goods companies are entering a new phase where value creation depends on their ability to adapt in real time. Traditional, siloed approaches are no longer sufficient to meet rising regulatory pressure, protect margins, and deliver measurable impact. Instead, sustainability must be embedded directly into core business processes - powered by AI.

In this session, Danish Crown shares how it is accelerating its sustainability journey with SAP, using AI to move beyond the complexity of EPR and PPWR compliance toward tangible, scalable outcomes. Discover how AI, grounded in operational data, is enabling faster insights, smarter trade-offs, and continuous performance improvement across the value chain. Bringing together fresh SAP-commissioned research and perspectives from Deloitte, this session will also explore the evolving role of Digital Product Passports (DPP) and how AI is redefining sustainability - from a reporting obligation to a dynamic source of competitive advantage in consumer goods.

- **Sophia Mendelsohn**, Chief Sustainability and Commercial Officer, SAP Sustainability
- **Jeppe Søgaard**, Senior IT Business Consultant, Danish Crown
- **Serena Pozza**, Circular Economy Lead, Deloitte LLP

**15:30-16:00** ● **Tech & AI Applied**

**Faster, Smarter, Autonomous Supply Chains with Purpose-Built AI Agents**

In this session, panelists share how purpose-built AI agents - produced by Blue Yonder's Model Training Factory and fueled by NVIDIA NemoTron and Microsoft Azure - are powering everyday supply chain decisions with speed and precision using real-time signals. Hear how these agents are fine-tuned to act like supply chain subject-matter experts, turning operational expertise into repeatable, low-cost automation across CPG networks. The panel will highlight how specialized agents are solving high-frequency CPG & retail supply chain decisions, improving on-time delivery, reducing excess inventory and increasing promotion ROI. Speakers will outline governance, rollout sequencing and the capabilities leaders should prioritize when evaluating pilots.

- **Isabelle Kumar**, Presenter and Journalist - Moderator
- **Andrew Sun**, Senior Director of Global Business Development, Retail, CPG & QSR, NVIDIA
- **Matt Ellsworth**, CVP, AI & Autonomy Labs, Blue Yonder
- **Nina Lund**, EMEA Consumer Goods & Retail Industry Advisory MD, Microsoft

**15:30-16:20** ● **People & Planet**

**PwC - PwC's Voice of the Consumer Survey: The Rise of Everyday Health**

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.

- **Harald Dutzler**, Global Consumer Goods Leader, PwC
- **Anthony Bruce**, Global Health Industries leader, PwC
- **Imke van Gasselt**, Global Vice President Health and Sustainable Diets, Ahold Delhaize
- **Juan Aguiriano**, Group Head of Marketing and Sustainability, Kerry Group
- **Julio Triana**, Member Board of Management of Bayer AG and President Consumer Health, Bayer AG

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**15:30-16:00** ● **Influencers & Makers**

**Future of Leadership**

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

- **Joëlle de Montgolfier**, Practice Executive Vice President, Bain & Company
- **Max Koeune**, President & Chief Executive Officer, McCain Foods
- **Ken Murphy**, Group CEO, Tesco plc

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**16:30-17:00** ● **Influencers & Makers**

**Finding solutions to the global food allergy epidemic**

Join Nadim Ednan-Laperouse OBE, Founder of Natasha's Foundation, the food allergy charity, as he shares the powerful story behind the Foundation and 'Natasha's Law', and unveils a landmark new global initiative to stop food allergy before it starts. Find out how retailers, manufacturers, and brand leaders can play their part in this once-in-a-generation opportunity to turn the tide on food allergy which affects 220 million people worldwide and locks them out of the regular food economy with food businesses missing \$ billions in revenue.

- **Isabelle Kumar**, Presenter and Journalist - Moderator
- **Nadim Ednan-Laperouse OBE**, Founder & Trustee, Natasha's Foundation

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**16:30-17:20** ● **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
- **Jason Zeng**, Managing Director & Country Manager, JD.com Germany
- **Paul Chapman**, Vice President, Global CBIA Head, Haleon

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**16:30-17:20** ● **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 session 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 Coca-Cola Hellenic and Danone leaders already delivering measurable results.

- **Keith Mercier**, Vice President, Worldwide Retail & Consumer Goods Industry, Microsoft
- **Erwin Logt**, SVP, Chief Information & Data Officer, Danone

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**18:00** **Official Reception - Taste of Austria Food & Drink** - kindly sponsored by SPAR and Heineken

## Friday 26 June

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### **09:00-09:30 - 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
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### **09:30-10:00 - Digitising Retail in China: Lessons from Tencent's Smart Retail Ecosystem**

Explore how Tencent is enabling retailers across China to accelerate digital transformation through its Smart Retail solutions, integrating data, platforms, and consumer engagement tools. Mr. Hao Xu will share insights on driving sustainable social value while scaling innovation in one of the world's most dynamic retail markets.

- **Isabelle Kumar**, Presenter and Journalist - Moderator
  - **Hao Xu**, Vice President of Sustainable Social Value (SSV) and Head of Carbon Neutrality Lab, Tencent
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### **10:00-10:30 - 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
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### **10:30-11:15 NETWORKING BREAK** - kindly sponsored by The Coca-Cola Company, Ito En and Lotus Bakeries

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### **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
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### **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, will share how platform-led strategies are leveraging technology, logistics and data to meet rising consumer expectations and redefine digital retail in Turkey. From marketplace dynamics to AI-driven personalization, this session will explore the forces reshaping online retail.

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