

## GLOBAL SUMMIT 2026 - WORKING PROGRAMME

### Wednesday 24 June

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

- **Linda Rendle**, Chief Executive Officer, The Clorox Company  
**Insights on Cybersecurity**  
 A candid discussion on how consumer goods companies can strengthen cyber resilience, learn from other sectors, and shape practical approaches to protecting operations, data, and trust.
- **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.

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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.

- **Moderator: 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.

- **Moderator: 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.

- **Moderator: 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.

- **Moderator: Isabelle Kumar**, Presenter and Journalist - Moderator
- **Peter Guan**, CEO, Hai Robotics EMEA
- **Will Zhao**, Executive President, NEOLIX
- **Sandy Liu**, VP Europe & America, Agibot
- **Lili Yin**, General Manager, VisionNav Robotics Europe

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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?

- **Moderator: 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.

- **Moderator: 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: 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: 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

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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**

**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**

**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
- **Filippo Catalano**, Chief Information & Digital Officer, Mondelēz International

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**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.

- **Moderator: Isabelle Kumar**, Presenter and Journalist - Moderator
  - **Gillian Tett**, Columnist and member of the editorial board for the Financial Times
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**13:30-14:30 DELEGATE LUNCH** - kindly sponsored by Ajinomoto

**13.30-14.30 Leading During Times of Disruption** - kindly co-hosted by Mondelēz International and Ahold Delhaize in partnership with LEAD Network

CEOs are already navigating AI across all facets of the organisation. The question is no longer whether to use AI, its whether organisations are set up to use it well. This session makes the case that the answer is not just a technology question; it's a human performance question.

- **Dr. Marcia Goddard**, Founder & CEO, Brain Matters
  - **Allyson Zimmermann**, CEO, LEAD Network
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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.

- **Moderator: Isabelle Kumar**, Presenter and Journalist - Moderator
  - **Cécile Beliot-Zind**, CEO, Bel Group
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**14:30-15:20 ● Tech & AI Applied**

**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**, Board Member, Hanshow · Former CEO, Hanshow
  - **Michel Itie**, Director of Transformation, Infomil France
  - **Florian Burgstaller**, CEO, Shopreme
  - **Romain Charles**, CEO, LuckyCart
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**14:30-15:00 ● Influencers & Makers**

**Pioneering Change - Getting your Governance on Board**

The future of business is being shaped in the boardrooms and executive committees. As business becomes the most trusted force for change, leaders are being called to perform and transform for future-fit organizations. We are entering a new era of leadership and governance. How to embrace this new imperative? 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
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**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?

- **Moderator: 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
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**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.

- **Moderator: 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.

- **Moderator: 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**

**WeAre8 - more to be announced soon!**

As trust in traditional social media declines and concerns about misinformation, toxicity, and unequal value distribution continue to grow, a new generation of platforms is challenging the status quo. This session explores how WeAre8 is redefining social media by aligning commercial success with positive social impact. By sharing advertising revenue with users, supporting charities, and fostering healthier online communities, WeAre8 offers a compelling example of how purpose-led innovation can create sustainable business value. Join this conversation to examine whether the future of social media lies not only in engagement and growth, but in creating shared value for people, brands, and society.

- **Zoe Kalar**, Founder, WeAre8
- **Joel Edward Philip Ward**, Former Premier League football player for Crystal Palace and Swansea
- **Alex Joseph Pritchard**, Dancer and Choreographer

**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?**

The consumer goods industry is undergoing unprecedented change - from portfolio restructuring and M&A to the rapid acceleration of AI. As organizations navigate this disruption, a critical question emerges: where does sustainable competitive advantage now come from?

In this session, HCLTech explores why the answer lies not in isolated AI initiatives, but in the strength of the enterprise core. Through real-world examples, we examine how leading companies are rethinking their digital foundations - simplifying operations, unifying data and embedding AI into everyday decision-making.

From building a digitally native organization from the ground up, to transforming a complex global enterprise at scale, these stories highlight how strong foundations enable speed, agility and faster returns on investment.

Kristina Rogers, Chief Growth Officer, and Shobhit Kumar, SVP, European Consumer & Retail Industries, share practical insights on what it takes to move from experimentation to enterprise-wide impact.

- **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** - 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

**16:15-17:00** ● **Plenary Session**

**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.

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

**16:20-16:50** ● **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.

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

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**16:20-17:10** ● **Tech & AI Applied**

**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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**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**

- **Moderator: 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  
**Behind the Curtain: Building Food Safety into Everyday Leadership**  
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.

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

The CSO Forum brings together the senior sustainability leaders of CGF's manufacturer and retailer members to discuss topics of interest to the CSO community. This breakfast session will focus on articulating and measuring business value of sustainability. The session will be moderated by Alex Holt, CSO of Ahold Delhaize and Chris McGrath, CSO of Mondelēz International.

- **Alex Holt**, Chief Sustainability Officer, Ahold Delhaize
- **Christine Montenegro McGrath**, SVP and Chief Impact & Sustainability Officer, Mondelēz International

### 08:45-09:15 ● Opening Session

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

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

### 09:30-10:20 ● Tech & AI Applied

#### 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 Commercial & Customer Officer, SVP Sales Europe, Danone

### 09:30-10:20 ● People & Planet

#### 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

### 09:30-10:00 ● Influencers & Makers

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

- **Moderator: 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.

- **Moderator: Isabelle Kumar**, Presenter and Journalist - Moderator
  - **Rodrigo Larraín Kaplán**, CEO, Cencosud
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### 10:30-11:20 ● Tech & AI Applied

#### 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!
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### 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.

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.

- **Moderator: 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.

- **Nicolas de Bellefonds**, Managing Director & Senior Partner, BCG X
  - **Arnaud Bassoulet**, Managing Director & Partner, BCG X
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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.

- **Moderator: Isabelle Kumar**, Presenter and Journalist - Moderator
- **Sandy Ran Xu**, CEO, JD.com
- **Fei GAO**, CEO, Mengniu Group
- **Shaohua PU**, Chairman and President, Bailian 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.

- **Moderator: 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**

**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
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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: 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
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**12:00-12:50** ● **Consumer**

**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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**12:00-12:50** ● **Tech & AI Applied**

**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
- **Ruchika Sachdeva**, Global Head of Data, Insights & AI, Coca-Cola Hellenic Beverage Company (CCHBC)
- **Erwin Logt**, SVP, Chief Information & Data Officer, Danone

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**12:00-12:50** ● **People & Planet**

**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
- **Paulina Kaczmarek**, Global Sustainability & Nature Director, Danone

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**12:00-12:30** ● **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.

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

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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**

**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**

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

- **Tammy Hourigan**, VP, Global Marketing Services, Unilever
- **Bhavesh Unadkat**, Head of Customer First, Northern Europe, Capgemini

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**14:00-14:50** ● **People & Planet**

**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.

- **Filippo Catalano**, Chief Information and Digital Officer, Mondelēz International
- **Karmesh Vaswani**, EVP & Global Head, Consumer Tech & Goods, Retail & Logistics, Infosys
- **Katherine Stewart**, Head of Research Innovation & Methods, Research & Analytics, Economist Enterprise
- **Mayank Ranjan**, US Midwest regional head, Infosys

**14:50-15:50**    **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**

Stories are rarely at their most powerful in isolation: they gain depth, resonance and impact when told in company. In this landmark global report from BBC StoryWorks, we explore the current state of 'collective storytelling' - what it is, why it matters, and examine how audiences engage, what motivates them to participate, and how cross-industry, multi-platform narratives can build trust, inspire change and ultimately deliver measurable impact.

- **Diane Grasser**, Senior Series Developer, BBC StoryWorks

**16:00-16:50** ● **Consumer**

**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, Associate Director, Deloitte

**16:00-16:30** ● **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.

- **Moderator: Isabelle Kumar**, Presenter and Journalist - Moderator
- **Andrew Sun**, Senior Director of Global Business Development, Retail, CPG & QSR, NVIDIA
- **Keith Mercier**, Vice President, Worldwide Retail & Consumer Goods Industry, Microsoft

**16:00-16:50** ● **People & Planet**

**PwC's Voice of the Consumer Survey: Unlocking Growth through the Expanding Health and Wellness Market**

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
- **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
- **Anthony Bruce**, Health Industries leader, PwC

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**16:00-16:50** ● **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.

- **Joëlle de Montgolfier**, Practice Executive Vice President, Bain & Company
- More to be announced soon!

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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 - 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.

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

- **Moderator: 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 - 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.

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

- **Moderator: 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.

- **Moderator: 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

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