



ECR Europe  
Conference  
& Marketplace  
ECR Europe Awards

14 & 15 MAY 2013  
Brussels

**THE  
FUTURE'S  
BRIGHT**



WITH  EuroCommerce  
20 years



# Tuesday 14/05

## 09.00 **PLENARY 1 - The Future's Bright**

Opening remarks and welcome [\[Vincent Carton, ECR EUROPE\]](#)

### THE FUTURE /S BRIGHT!

Businesses that learn to adapt, survive and even prosper in today's tough market environment will face the future with confidence. Paving the way for two days of important debate in the first shared conference with EuroCommerce, ECR Europe's Co-chairs will join forces with the President of EuroCommerce to set the scene on why the future remains bright – and what we need to do to make it happen.

[\[Dame Lucy Neville-Rolfe, EUROCOMMERCE / Thomas Hübner, CARREFOUR / Jan Zijderveld, UNILEVER\]](#)

### THE CASE FOR OPTIMISM

In spite of the challenges, this could still be an era of unprecedented opportunity for the European consumer goods sector. Factors to consider: changes in shopper needs, breakthrough technologies, the power of brands, our global reputation and our highly developed skills base. [\[Joanne Denney-Finch, IGD\]](#)

### TOWARDS A SUSTAINABLE FUTURE

With the world's population set to grow by a further two billion by 2050, food manufacturers and retailers face huge challenges. How are we facing up to them? Former Dutch Prime Minister Jan Peter Balkenende, who now leads the Dutch Sustainable Growth Coalition, comprising many of the biggest companies in the Netherlands, will state the case for sustainable growth based on economic profitability combined with environmental and social progress. [\[Jan Peter Balkenende, DUTCH SUSTAINABLE GROWTH COALITION\]](#)

### INGREDIENTS FOR GROWTH

What are the biggest issues facing Europe's consumer goods industry and what do companies need to do to ensure future prosperity? Hear the Coca-Cola perspective on such issues as innovation, consumer communication and sustainability. [\[Dominique Reiniche, COCA-COLA\]](#)

## 11.30 **PLENARY 2 - Collaborating For a Brighter Future**



The countdown to the first ECR Europe Awards begins here. Following an introduction by our Co-chairs, we will hear short presentations from the three finalists in the category for the Best Activation Award, representing the most significant collaborative project. Delegates will then be invited to place their vote.

### CONSUMERS: THE HEART OF ECR

Reflecting on the three finalists' presentations, leading academic Marcel Corstjens will share his insights on the changing world of consumer behaviour and offer a foretaste of the high-energy breakout session to follow, when he considers how bright is our future. [\[Professor Marcel Corstjens, INSEAD\]](#)

## 13.45 **BREAKOUTS**

**BO1.1 - CUTTING WASTE FROM THE CHAIN... PROFITABLY**

**BO1.2 - CRAZY? CAPITALISING ON SHOPPER IRRATIONALITY**

**BO1.3 - HOW BRIGHT IS OUR FUTURE?**

**BO1.4 - THE ROUTE TO SUSTAINABLE CONSUMPTION**

15.30

PLENARY 3 - Working Together... Responsibly

Welcome to the afternoon plenary [\[Christian Verschueren, EUROCOMMERCE\]](#)

COMPETITIVE ELEMENTS

In a keynote address, the European Commissioner for Competition examines the importance of competition and its place in the supply chain. [\[Joaquín Almunia, VICE-PRESIDENT, EUROPEAN COMMISSION\]](#)

PANEL DISCUSSION: WHY FAIRNESS MATTERS

Expect a lively debate when, following the EU Competition Commissioner's presentation, we bring together an outspoken MEP, a consumer champion and two industry practitioners to consider the issue of fairness in business, against the background of a collaborative framework now being rolled out on trading practices.

[\[Anna Maria Corazza Bildt, MEMBER OF THE EUROPEAN PARLIAMENT,](#)  
[Monique Goyens, BEUC \(the European Consumer Organisation\), Léandre Boulez, AUCHAN,](#)  
[Veronique Hombroekx, MONDELÉZ INTERNATIONAL\]](#)

THE RETAILER AND SUSTAINABILITY

How do you promote sustainability in a difficult market? Do projects and initiatives suffer when the going gets tough – or are they vital aids to recovery and long-term health? Hear what's on the sustainability agenda at one major company. [\[Luis Reis, SONAE\]](#)

SUSTAINABILITY: THE STATE WE'RE IN

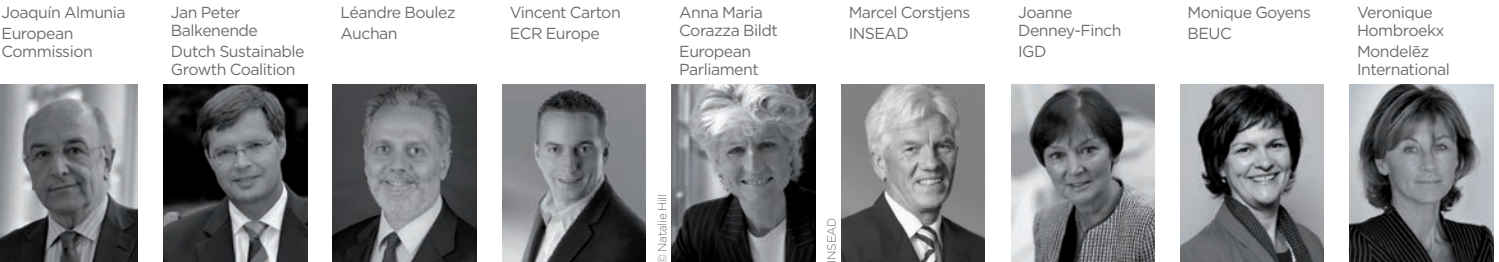
Are we truly on the path to a sustainable future? What more should we be doing? From one of the foremost voices on sustainable development, we will hear what our industry can do to make a difference. [\[Jonathon Porritt, FORUM FOR THE FUTURE\]](#)



JOIN US FOR DINNER AT THE AWARDS

Be our guest when we celebrate the first-ever ECR Europe Awards on the opening evening of the conference, on Tuesday 14 May. It promises to be quite a night! During dinner there will be

presentations to the winners of the Best Activation Award – as voted by delegates earlier in the day – and to the winners of the Lifetime Contribution Award and Next Generation Leader Award.



# Wednesday 15/05

09.00

## BREAKOUTS

- BO2.1 - IMPROVE EFFICIENCY AND SUSTAINABILITY WITH COLLABORATIVE LOGISTICS
- BO2.2 - TOP TOPICS, TOP PRIORITIES
- BO2.3 - COLLABORATION IN PRACTICE
- BO2.4 - IS MOBILE KING?

11.00

## BREAKOUTS

- BO3.1 - 21<sup>ST</sup> CENTURY OSA AND SHRINKAGE: CHOICES, CHALLENGES AND OPPORTUNITIES
- BO3.2 - E-COMMERCE - THE POTENTIAL FOR GROCERY RETAILING
- BO3.3 - INSIGHTS AND ACTION
- BO3.4 - CRITICAL AREAS FOR CHANGE
- BO3.5 - THE BRIGHT FUTURE OF CONSUMER GOODS TALENT

13.30

## PLENARY 4 - Transforming The Shopper Experience

### SMART THINKING

Smartphones and other mobile devices are bringing our shoppers closer than ever to us and our brands and products. How well are we responding to the needs of the modern, connected consumer, and what can we learn from other industries? [[Serpil Timuray, VODAFONE](#)]

### KEYNOTE PRESENTATION: FROM HERE TO WHERE?

So, how do we transform the shopping experience for the benefit of our consumers? For the closing address, the Chairman and Chief Executive Officer of one of the biggest and best known of all retailers offers a personal perspective on the challenges and opportunities that await our industry. [[Georges Plassat, CARREFOUR](#)]

This session will close with a discussion led by the conference moderator, TV journalist and presenter Louise Minchin, with the ECR Europe Co-chairs, Thomas Hübner and Jan Zijderveld.

Thomas Hübner  
Carrefour

Dame Lucy  
Neville-Rolfe  
EuroCommerce

Georges Plassat  
Carrefour

Jonathon Porritt  
Forum for the  
Future

Dominique  
Reiniche  
Coca-Cola

Luis Reis  
Sonae

Serpil Timuray  
Vodafone

Christian  
Verschueren  
EuroCommerce

Jan Zijderveld  
Unilever



# Breakouts

- Demand: Transforming The Shopper Experience
- Supply Chain: Step Change Efficiency
- Sustainability: Working Together... Responsibly

- People Development: Developing The Next Generation Talent
- Emerging Trends

## BO1.1 **CUTTING WASTE FROM THE CHAIN... PROFITABLY** IGD

Discover how major retailers, wholesalers and manufacturers are reducing costs and increasing sales by rooting out waste in the supply chain. From leading practitioners, hear in detail what works, what doesn't and why.

## BO1.2 **CRAZY? CAPITALISING ON SHOPPER IRRATIONALITY** GLACIER CONSULTING

Shoppers do not always make rational decisions. Understanding the psychological forces at play in a retail environment and acting on them is key to growth. This session explores shopper psychology, irrationality and human nature, and applies the lessons to retail.

## BO1.3 **HOW BRIGHT IS OUR FUTURE?** Marcel Corstjens – INSEAD

In an interactive and high-energy session, the outspoken INSEAD Marketing Professor, Marcel Corstjens, will give a critical but constructive perspective on the four focus areas of ECR Europe.

## BO1.4 **THE ROUTE TO SUSTAINABLE CONSUMPTION** HENKEL

Follow a step-by-step guide into sustainable production and consumption. Taking applied shopper knowledge and segmentation, this session will highlight the importance of sustainability for different shopper clusters, using examples from manufacturers and retailers to show how to steer shoppers to more sustainable consumption.

## BO2.1 **IMPROVE EFFICIENCY AND SUSTAINABILITY WITH COLLABORATIVE LOGISTICS** ECR Poland

Maximising efficiency and sustainability is the ultimate goal for supply chain management. Collaborative logistics is the way to achieve it without negative trade-offs. Join the session to learn more about sharing transport and the benefits of multimodality and streamlined operations.

## BO2.2 **TOP TOPICS, TOP PRIORITIES** GFK BelgiLux

What do top executives from leading FMCG manufacturers and retailers across Europe think about the challenges for 2013? This session will reveal the differences between countries, retailers and manufacturers – and even how visions differ between different levels within an organisation.



## COLLABORATION IN PRACTICE

EuroCommerce & AIM

BO2.3

Associations representing the food chain have agreed a set of principles governing good practice in trading relations and companies are now signing up to them. In this workshop industry representatives who are implementing the principles will share their experience.

## IS MOBILE KING?

McKinsey

BO2.4

Smartphones, with their capabilities and extensive penetration, offer enormous opportunities for companies to change the game with shoppers. More social, more tailored, ever more flooded by big data. Has online become the new off-line? Discover how innovation leaders are shaping the future shopping experience using mobile.

## 21<sup>ST</sup> CENTURY OSA AND SHRINKAGE: CHOICES, CHALLENGES AND OPPORTUNITIES

Leicester University

BO3.1

The prize for managing on-shelf availability and shrinkage effectively is considerable – potentially extra profits of 18-26 per cent. But realising this potential requires new thinking and a deeper understanding of shrinkage's impact. Learn how in this highly interactive session.

## E-COMMERCE – THE POTENTIAL FOR GROCERY RETAILING

GfK Germany

BO3.2

More than three-quarters of Europe's consumers can be reached via the internet. Almost 80 per cent have already bought consumer goods online. Yet grocery retailing has benefited very little so far. This session will examine the potential and consider online buyer segmentation.

## INSIGHTS AND ACTION

ECR Ireland & ECR Spain

BO3.3

Collaboration at its best? A groundbreaking pan-industry initiative from Spain plus retailer/supplier projects from Ireland will show how collaboration and shopper insights have contributed to creating effective in-store campaigns that delivered growth.

## CRITICAL AREAS FOR CHANGE

The Consumer Goods Forum

BO3.4

Sustainability, health and wellness and food safety are critical areas where non-competitive collaborative action between retailers and manufacturers is needed.

Find out in this session how bold commitments by the Consumer Goods Forum are now being implemented by companies and others.

## THE BRIGHT FUTURE OF CONSUMER GOODS TALENT

ECR LaB & INSEAD

BO3.5

What is happening nationally and internationally to stimulate a bright future for people in our industry? This session will show what is being done to hone the strategic and operational skills of our next generation of leaders.



# The Role of ECR Europe

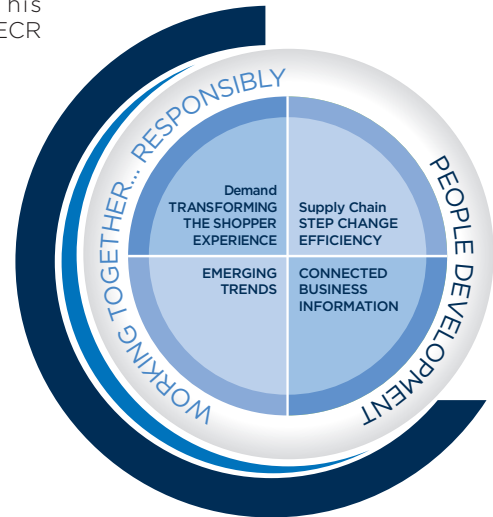
For almost two decades ECR Europe has played a pioneering role in our industry – an industry with sales of €2.4 trillion, representing a third of all European consumption expenditure. Throughout those two decades the values that drive the organisation have remained constant and are as valid today as they were in the 1990s.

ECR Europe gathers together all value chain partners: retailers, manufacturers and service providers, who share a common belief that by working together on non-competitive matters we can bring transformational change to our industry that benefits our shoppers and consumers. This collaboration is captured in the ECR

Europe mission: “Working together to fulfil consumer wishes better, faster, at less cost and in a sustainable way.” ECR Europe leads the way in developing and piloting best practices and processes that are embedded in the daily way that we do business.

## THE ECR EUROPE FRAMEWORK FOCUS AREAS

- **Demand: Transforming the Shopper Experience**  
Consumer and Shopper Journey... Emerging Trends
- **Supply: Step-Change Efficiency**  
Supply Chain, OSA, Shrinkage... Connected Business Information
- **Sustainability: Working Together... Responsibly**  
Sustainability, Fair business practices...
- **People Development: Developing The Next Generation Talent**  
Leading across Boundaries...



## The Annual Conference And ECR Awards

The ECR Conference will take place in Brussels on 14 and 15 May 2013. The event targets senior and middle managers in European or global roles and will feature a variety of industry and guest speakers. In 2013 ECR Europe, as part of the ECR Conference, will present its first Awards programme to recognise people and projects that exemplify the principles of ECR.

## The LaB programme: learning and leading

In conjunction with INSEAD, France's leading business academy, ECR Europe has developed a new education programme. Leading across Boundaries (LaB) takes high potentials, identified by their companies as rising leaders, through two intense week-long modules – one at INSEAD's Singapore campus the other in Fontainebleau (France) – covering such issues as leadership, innovation, sustainability and organisational change. Guest speakers often include CEOs from global manufacturers and retailers. Building relationships is a strong part of the LaB programme and a successful Alumni programme operates to facilitate the ongoing networking of delegates. To find out more on how to stimulate a bright future for people in our industry, why not attend the Breakout 3.5 on “The bright future of consumer goods talent”.

# Practical information

If you are planning to attend the Conference & Marketplace in Brussels, here are answers to some of the most frequently asked questions. If you have any other queries we will be happy to answer them. Simply call the Conference Secretariat on +32 2 773 50 22.

## HOW TO BOOK YOUR PLACE?

You can register online at **[www.eceuropeforum.net](http://www.eceuropeforum.net)** under the section "Register now".

## REGISTRATION FEES

Regular fee  
two days Conference including  
Awards dinner  
1.350€ (excl. VAT)

ECR Company Members  
two days Conference including  
Awards dinner  
950€ (excl. VAT)

## WHAT IS INCLUDED?

The registration fee includes all Conference material, access to the Marketplace, all meals and events that take place during the Conference and participation to the Awards dinner.

## HOW TO GET THERE?

The Conference & Marketplace is being held at the SQUARE-BRUSSELS MEETING CENTRE, Mont des Arts, Brussels. It is just across the way from the Brussels Central railway station and very close to the recommended hotels. There are regular trains between the airport and the Central Station. For all travel queries, go to [eceuropeforum.net](http://eceuropeforum.net) and check out the section "Pratical/Get there". It is ready for you to download.

## WHERE TO STAY?

Advanced Fair has been appointed by ECR Europe as official accommodation agency for the Conference. ECR has negotiated special rates. Go online and book your hotel at [eceuropeforum.net](http://eceuropeforum.net) under the section Pratical/Book my hotel.

## LANGUAGE

English is the official language of the Conference.

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ECR (group)

