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## PROGRAMME AT A GLANCE

### Wednesday 15th June 2011

#### OPENING SESSION: 14.30-18.05

#### BETTER LIVES THROUGH BETTER BUSINESS

This session will:

- Provide an update on the vision and purpose of The Forum
- Introduce some of the emerging trends at the core of our Summit theme
- Consider the climatic and economic context in which we are running our businesses

#### Welcome to The Consumer Goods Forum

**Lars Olofsson**, Chief Executive Officer, Carrefour and Co-Chair of The Consumer Goods Forum  
**Muhtar Kent**, Chairman & Chief Executive Officer, The Coca-Cola Company and Co-Chair of The Consumer Goods Forum

#### Welcome to the Barcelona Summit

**Klaus Dohle**, Chief Executive Officer, Dohle Handelsgruppe Holding and Chairman of The Global Summit Committee

Moderator **Alex Thomson**, Presenter & Chief Correspondent, ITN's Channel 4 News

#### Guest Speaker

#### Better lives through better business

**Bob McDonald**, Chairman of the Board, President & CEO, The Procter & Gamble Company

*Refreshment Break  
Kindly sponsored by*

Eat Well, Live Well.  
**AJINOMOTO**



#### Japan Session

The Consumer Goods Forum pays its respects and homage to the Japanese people

#### Japan Update

#### A progress report in unusual times

**Motoya Okada**, President, AEON Co., Ltd.

#### Winning against disaster

Delivering in Japan under critical conditions

**Makoto Kigawa**, President, Yamato Holdings Co., Ltd.

#### Keynote Address

World on the Edge: How to Prevent Environmental and Economic Collapse

**Lester Russell Brown**, Environmental Analyst, Founder & President of the Earth Policy Institute

Close of Session

Opening Cocktail at the CCIB international Congress Center

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*The Coca-Cola Company*

### Thursday 16th June 2011

#### MORNING SESSION: 9.00-12.30

## CRITICAL INFLUENCES ON OUR BUSINESS LANDSCAPE

This session will:

- Set the economic context
- Demonstrate a new generation of collaboration in operational excellence
- Identify the demographic and behavioral shifts that are generating new market opportunities
- Explore how to create value through conscious capitalism

Introduction by Session Moderator **Alex Thomson**, Presenter & Chief Correspondent, ITN's Channel 4 News

### SETTING THE ECONOMIC CONTEXT

#### **The Macro Factor: how geopolitics, economics and the rise of Asia will influence your business today and tomorrow**

**Joshua Cooper Ramo**, Managing Director, Kissinger Associates and Former Foreign Editor, Time Magazine

### INNOVATION IN OPERATIONAL EXCELLENCE

#### **Collaborative innovation: Partnering towards a sustainable supply chain**

**Doug McMillon**, President and Chief Executive Officer, Walmart International

*Refreshment Break*

### CHANGES IN CONSUMER BEHAVIOUR

*Consumer Video Segments from around the world: Insights on Innovation*

#### **Consumers are changing and connected. What do they want?**

Learning how to sell the way consumers want to buy

**Amir Kassaei**, Chief Creative Officer, DDB Worldwide

### CONSCIOUS CAPITALISM

#### **Doing Good while doing well. How to deliver a sustainable retail business, profitably**

**Dr. Ralph Sorenson**, Member of the Board, Whole Foods Market & President Emeritus of Babson College

Closing remarks by Session Moderator

Delegate Lunch

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## AFTERNOON SESSION: 14.00-17.30

### PERSONAL SUSTAINABILITY & WELL-BEING AS A LIFE STYLE

This session will :

- Reveal startling insights on the growth of mega-cities and what they mean for our sector
- Delight delegates with insights on the healthiness of Japanese cooking and the facts to back it up
- Demonstrate successful case studies where personal health meet corporate well-being

Introduction by session moderator **Alex Thomson**, Presenter & Chief Correspondent, ITN's Channel 4 News

*Consumer Video Segments from around the world: Insights on personal sustainability and well-being*

#### **Keeping Mega Cities Healthy, Safe and Clean: what are the implications for our business?**

**Jean-François Decaux**, Chairman and Co- Chief Executive Officer, JCDecaux S.A.

### The New Normal

**Peter Hinssen**, Entrepreneur, lecturer, writer and Co-founder, Across Group

*Refreshment Break*

#### **Eat well, Live Well**

Award winning chefs and an academic consider the "future of food", the healthiness of the Japanese diet and

the data that supports this claim.

**Nobuyuki Matsuhisa**, Michelin-starred Chef and Owner of 'Nobu' restaurants in 24 cities world-wide  
**Yoshihiro Murata**, Michelin-starred Chef and Owner of *Kikunoi*, Kyoto & Tokyo, Japan and Director of the Japanese Culinary Academy

**Dr. Gary Beauchamp**, Director, Monell Chemical Senses Center, Philadelphia, USA

The world's only independent, non-profit scientific institute dedicated to interdisciplinary basic research on the senses of taste and smell

Session moderated by **Kumiko Ninomaya**, Ph.D., Director, Umami Information Center/Non-Profit Organisation

### **Nature at the heart of our business**

**Franck Riboud**, Chief Executive Officer, Danone

Session Moderator remarks

Close of Session

Summit Cocktail at the Arts Hotel

*Kindly sponsored by*

**SUNTORY**

## **Friday 17th June 2011**

### **MORNING SESSION: 09.00-12.30**

#### **THE FUTURE OF FOOD**

This session will :

- Share the responsibilities of our sector on this issue, together with the related initiatives led by the Forum
- Combine the views of experts on the environment, on manufacturing and on food retailing to provide depth and breadth of perspective

Introduction by session moderator **Alex Thomson**, Presenter & Chief Correspondent, ITN's Channel 4 News

*Consumer Video Segments from around the world: Insights on the future of food*

#### **Health & Wellness – understanding the responsibilities of our industry and what we can do, today**

**Indra K. Nooyi**, Chairman & Chief Executive Officer, PepsiCo

#### **Health & Wellness – Our generation's ultimate legacy? A panel discussion**

What diet and lifestyle legacy will we leave our children?

What else can we do, together, to ensure the health and happiness of future generations?

**Dick Boer**, Chief Executive Officer, Royal Ahold

**Indra K. Nooyi**, Chairman & Chief Executive Officer, PepsiCo

*Refreshment break*

#### **The Future of Food**

**Guido Barilla**, Chairman, Barilla Group and Barilla Center for Food & Nutrition

#### **Our environmental responsibilities: what businesses should be doing**

**Allan Thornton**, President, Environmental Investigation Agency (EIA)

Session Moderator remarks

Delegate Lunch

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**ATKEARNEY**

### **AFTERNOON SESSION: 14.00-15.45**

#### **SHAPING THE FUTURE**

**What choices do we still have? What will we do with that freedom?**

This session will:

- Offer the dual perspective of seasoned CEOs and future leaders
- Consider the choices nations are making to define their future

- Underline how business can enable a better outlook for nations and individuals

Introduction by Session Moderator **Alex Thomson**, Presenter & Chief Correspondent, ITN's Channel 4 News

*Consumer Video Segments from around the world: Views of our future*

### Shaping the future of our sector

What is the purpose of business? What are the next challenges for our sector? What talents and skills do we need to manage them?

A discussion between the business leaders of today and tomorrow.

#### Todays CEOs

**Dr. Tom Haggai**, Chairman, IGA, Inc.

**Gareth Ackerman**, Chairman, Pick n Pay Stores Ltd. and Co-Chair of the Knowledge Sharing & People Development Pillar

#### Members of the Forum's Future Leaders Programme

**Guy Tiebackx**, Head of unbranded business, Develey Senf & Feinkost GmbH and FLP Committee Chairman

### The Future in Turkey - VVIP video address

### KEYNOTE CLOSING ADDRESS: Shaping the future of our world

Better lives through better business

**Dr. Bertrand Piccard**, Captain of the first non-stop around the world balloon flight, Initiator of the Solar Impulse project

### A World in Progress – The Consumer Goods Forum in action and Closing Remarks by The Consumer Goods Forum Co-Chairman

**Muhtar Kent**, Chairman & Chief Executive Officer, The Coca-Cola Company and Co-Chair of The Consumer Goods Forum

Close of The Global Summit 2011

Closing Gala Dinner

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**L'ORÉAL**

	Prior to The Global Summit	Tuesday 14th June	Wednesday 15th June	Thursday 16th June	Friday 17th June
<b>Morning</b>	Discover Barcelona	Full day Store Visits Programme in Barcelona (optional)	Special Sessions	Plenary Business Session Partners' Programme	Plenary Business Session
<b>Lunch</b>	Please contact the official Consumer Goods Forum agency to develop your personalised discovery programme	Gain in-depth knowledge of the Spanish retail scene		Delegates' Lunch Partners' Lunch	Delegates' Lunch
<b>Afternoon</b>			Official Opening of The Global Summit 2011	Plenary Business Session Partners' Programme	Plenary Business Session

**Evening**

Opening Cocktail

Cocktail  
Reception

Closing  
Gala  
Dinner  
(black tie  
event)

Download The 2010 London Global Summit [Executive Summary](#)

Download The 2009 New York World Food Business Summit [Executive Summary](#)

Download The 2008 Munich World Food Business Summit [Executive Summary](#)