

# THE GLOBAL SUMMIT PROGRAMME AT A GLANCE



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# Wednesday 21<sup>st</sup> June

The European landscape - welcome to Germany

14.00

Opening - On the Future of Europe



**Wolfgang Schäuble**

**Federal Minister of Finance  
Germany**

Interviewed by Alex Thompson, Germany's Federal Minister of Finance Wolfgang Schäuble will reflect on Europe's future and Germany's role in it. In the face of current political developments, is the idea of an even more integrated Europe now in jeopardy?

14.45

The Economics of Populism:  
Why it Has Happened and What it Means



**Martin Wolf**

**Chief Economics Commentator  
Financial Times**

Today's global business elites must "heed the warning of populist rage" to prevent our open cooperative world order from being destroyed. Martin Wolf will give thought to the global consequences for business of the 'us vs them' populism spreading across the Western world.

15.30

The German Retail Scene:  
Discounters vs Supermarkets



**Lionel Souque**

**CEO  
REWE GROUP**

With more than 80 million wealthy consumers, Germany is the EU's largest retail market and home to some of the world's leading retailers. REWE's new CEO Lionel Souque will explain how German retailers, in particular discounters, have adapted to the ever more demanding German consumers.

16.00

Refreshment break

Wednesday 21<sup>st</sup> June

The European landscape - welcome to Germany

17.00

Innovation and Entrepreneurship:  
Driving Success in Competitive Markets



**Dr. Simone Bagel-Trah**

Chairwoman, Supervisory Board and Shareholders'  
Committee  
**Henkel AG & Co.**

As one of the world's leading multinational manufacturers, Henkel has long been active both in the consumer and the industrial sectors with leading sustainable brands that have shaped the market. Dr. Simone Bagel-Trah will ponder the role of people, purpose and entrepreneurship in driving innovation today.

17.30

Creating Customer Value Through the SME Community



**Olaf Koch**

CEO  
**Metro AG**

Digital disruption and changing consumer expectations have plunged retail into a crisis. Olaf Koch, CEO of Metro AG, the world's 4th largest retailer, will explain how retail growth is still possible, provided one finds the right growth drivers. As a wholesale specialist, Metro caters to a growing number of small companies: can the rise of small and medium size businesses be one of these drivers?

18.30 - 20.00

Official Opening Cocktail

kindly hosted by

*The Coca-Cola Company*

# Thursday 22<sup>nd</sup> June

Maintaining brands relevance in a consumer-centric world

09.15

Learning Through Play -  
The Lego Brand Revitalisation



**Jørgen Vig Knudstorp**

Chairman  
**LEGO**

As CEO of LEGO for 12 years, Jorgen Vig Knudstorp rescued the company from the brink of collapse and turned it into one of the most successful toymakers of all time. Today, it is the most influential brand in popular culture and evidence that “learning through play” is a priceless objective for business too.

09.45



**Mark Schneider**

CEO  
**Nestlé S.A.**

Mark Schneider is the CEO of Nestlé S.A. since 1st January 2017. After 6 months in the job, Mark will share his first observations on the consumer goods industry, his belief in brands and consumer value creation, and his perspectives on how to leverage technology to boost innovation.

10.15

Reshaping the Retail Landscape



**Mike Coupe**

CEO  
**Sainsbury's**

The marriage of Sainsbury's and Argos is by far the United Kingdom's retail story of 2016. Mike Coupe will share his rationale for the deal, the opportunity the combined business creates and an insight into how customers will benefit.

10.45

Refreshment Break

# Thursday 22<sup>nd</sup> June

Maintaining brands relevance in a consumer-centric world

11.45

CGF Pillars Success

See how our members are securing their future through responsible business actions.

12.30

Delegates Lunch

kindly hosted by



14.00

Is Global Trade at Risk?  
A European Perspective



**Cecilia Malmström**

**EU Commissioner for Trade**

As EU Commissioner for Trade, Cecilia Malmström has represented the EU in the World Trade Organisation and negotiated trade agreements. Few people are more familiar with the contentious political issues likely to generate increased instability on global markets. Her European perspective will help understand to what extent global trade is now at risk.

## Thursday 22<sup>nd</sup> June

Retail Stories: Who is winning, how and why?

14.30

What Counts at the Discounters and Supermarkets?



**Stephan Grünewald**

**Partner  
Rheingold Institut**

The New Consumer is pressed for time, values convenience above all else, is spoilt by digital 'seamlessness' and more mindful of health and environment. As Partner at the Rheingold Institut and psychologist, Stephan Grünewald has put the New Consumer 'on the couch' and knows their inner workings like few other experts.

15.00

The Next Age of Retail



**Dan O'Connor**

**CEO  
Retail Ventures, Inc.**

Dan O'Connor has made it his business to constantly monitor the external world and analyse the consumer and the drivers of change impacting retail. The third generation of retail is already here and the fourth is just 'an inch away'. What will it look like?

15.30

**CGF Pillars Success**

See how our members are securing their future through responsible business actions.

15.40

**Refreshment Break**

# Thursday 22<sup>nd</sup> June

Retail Stories: Who is winning, how and why?

16.30

Panel discussion: Do We Need Retailers ?

In a world where a consumer's every whim can instantly be satisfied online, traditional retailers' *raison d'être* is increasingly challenged by consumers' changing expectations. In this panel, traditional retailers and online players will discuss whether or not the world still needs retailers.



**Robert Gentz**  
Founder and CEO  
Zalando



**Graham Allan**  
CEO  
Dairy Farm



**Sam Kim**  
CEO  
Homeplus



**Mickey Mikitani**  
Chairman and CEO  
Rakuten

18.00 - 19.30

Official Cocktail

kindly hosted by

 greenfence

Friday 23<sup>rd</sup> June

Leveraging technology for a sustainable future

09.15

Transforming by Leveraging your Legacy



**Christoph Werner**

**Managing Director**

**DM**

As MD of a well-established German retailer, Christoph Werner will share what it entails to drive a company with a strong legacy towards new territories such as digital and seamless consumer experience.

09.45



**Sunny Jain**

**Vice President**

**Consumer Product Goods**

**Amazon**

10.15

Refreshment Break



# Friday 23<sup>rd</sup> June

Leveraging technology for a sustainable future

11.15

## Driving Growth with Tomorrow's Consumers: The Role of Purpose-Driven Brands



### Matt Brittin

President of EMEA Business & Operations  
Google

As the world's biggest search engine and largest video platform, Google has unique insights into consumers' needs (including millennials) and thus what it takes to build consumer trust. Specifically, Matt will explore what online behaviour tells us about the challenges of building trust with consumers and the role of purpose-driven brands in driving growth.

11.45

## Panel discussion : Business Case for Sustainable Companies

Mars CEO Grant Reid and ICA Gruppen CEO Per Stromberg will confront their vision of what it means to lead a sustainable company and share tangible stories that show how being sustainable can actually pay off.



### Grant Reid

CEO  
Mars



### Per Strömberg

CEO  
ICA

12.20

## CGF Pillars Success

See how our members are securing their future through responsible business actions.

12.30

Delegates Lunch

**Friday 23<sup>rd</sup> June**

Closing - Inspirational takeaways

14.00

The independent EDEKA Retailers: *Success with Personality*



**Markus Mosa**

CEO  
EDEKA AG

EDEKA is an enterprise run by entrepreneurs. The company's cooperative orientation and the principle of self-determination are the force for some 4,000 successful independent retailers. They embody the core business and also represent the best values of Germany's SME. Markus Mosa will explain the strength of EDEKA's cooperative model and outline how the company's own discounter Netto Marken-Discount helps to secure the retailers' success.

14.30

Closing Address



**Condoleezza Rice**

66th United States  
Secretary of State

19.00

Closing Gala Dinner

kindly hosted by

**L'ORÉAL**