WHAT IS THE GLOBAL SUMMIT?

The Global Summit of The Consumer Goods Forum is the business event that unites CEOs from some of the **world's most successful retailers, manufacturers and service providers companies**. This unique event is the essential destination where **800+ successful business leaders** in our sector, from over 70 countries, gather under one roof every year.

- It is **where CEOs talk to CEOs,** with additional input from experts and specialists.
- It is **the place to voice and discuss the key issues and challenges** facing our industry now and in the future.
- It is the event **where the global agenda for the consumer goods sector is set**.

WHY SHOULD YOU ATTEND?

The Global Summit is the only C-level event for business leaders from the food and FMCG businesses who are looking for:

Networking opportunities
Through special breakfasts reserved to CEOs, networking breaks and social dinners, lunches and cocktails, meet with your peers from 70 different nationalities and be part of an exclusive worldwide consumer goods business network at top management level.

Expand your business horizons
Be inspired by Store Visits, tailored for you to discover the local retail through guided behind-the-scenes opportunities, and by the iZone, displaying ground-breaking, innovative solutions from selected leaders in the consumer goods industry.

Key issues
Listen to success stories about key issues that matter to your business, shared by our lineup of internationally renowned speakers and business leaders from different parts of the world.

Engagement
Get involved in the projects on the major issues impacting the consumer goods business worldwide and share best practices that you can possibly implement in your company.

WHO WILL YOU MEET?

- 800+ Top level executives from over 70 countries
- Retailer and manufacturer CEOs and top management
- More than 30 internationally renowned speakers

The annual CEO Global Summit is the CGF flagship event **exclusively reserved to member companies** of The Consumer Goods Forum.

To find out more and to register please visit the Global Summit dedicated website:

www.tcgfsummit.com

WHAT IS THE CONSUMER GOODS FORUM?

The Consumer Goods Forum (CGF) gathers the CEOs of over 400 member companies from 70 countries and reflects the industry in geography, size, product category and format.

Its members have combined sales of EUR 2.5 trillion and directly employ nearly 10 million people with an estimated 90 million roles along the value chain.

Join us at The Global Summit 2017

THE GLOBAL SUMMIT

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The Consumer Goods FORUM

The 61st GLOBAL SUMMIT

GLOBAL LEARNINGS FROM LOCAL SUCCESS

20th – 23rd JUNE, 2017
Hotel Intercontinental
BERLIN - GERMANY

THE 2017 EDITION

Global Learnings from Local Success

Retail is a low-margin business that needs to expand globally if it wants to continue to grow. But **retail does not cross borders easily**. It is still dominated by local players, because "the devil is in the details" of local execution. Europe is one of the most mature and varied retail landscapes in the world. Germany, in particular, has been home to many of retail's recent innovative successes. **Competition is increasingly high among supermarkets and discounters alike while digital is accelerating the trend towards multi-channel retailing.** That makes Germany a fascinating place to share ideas about retail's future.

The Berlin 2017 Global Summit will communicate **practical lessons from those players who are still winning in the marketplace**, despite the headwinds of fickle consumer demand, digital disruption, hard discount renaissance, and geopolitical backlashes (Brexit, new political developments, urbanisation issues etc.). **Learnings can come from everywhere** – established and new players, online and brick-and-mortar, developed and emerging markets, our industry or completely different domains of knowledge – and have an impact in all kinds of businesses.

SPEAKERS

Graham Allan
CEO
Dairy Farm

Simone Bagel-Trah
Chairwoman, Supervisory Board and Shareholders' Committee
Henkel AG & Co.

Alain Caparros
CEO
Rewe Group

Robert Gentz
Founder and Member of the Management Board
Zalando

Sunny Jain
Vice President
Consumer Product Goods
Amazon

Sam Kim
CEO
Homeplus

Robin Li
CEO
Baidu

Cecilia Malmström
EU Commissioner for Trade

Mickey Mikitani
Founder, CEO and Chairman
Rakuten

Markus Mosa
CEO
EDEKA AG

Dan O'Connor
Founder and CEO
Retail Ventures, Inc.

Condoleezza Rice
66th United States Secretary of State

Mark Schneider
CEO
Nestlé

Jorgen Vig Knustorp
CEO
Lego

Christoph Werner
Managing Director
DM

Martin Wolf
Chief Economics Commentator
The Financial Times

SUMMIT COMMITTEE

Chairman : Anders SVENSSON, ICA AB, Sweden

- Mark BATENIC, IGA, USA
- Jerry BLACK, Aeon Co. Ltd, Japan
- Peter CHILD, McKinsey & Co. Inc., Hong Kong
- Antonio COTO GUTIERREZ, DIA, Argentina
- Klaus DOHLE, Dohle Handelsgruppe Holding, Germany
- Julie HAMILTON, The Coca-Cola Company, USA
- Alfred OETKER, Dr. Oetker Nederland B.V., Netherlands
- Alexis PERAKIS-VALAT, L'Oréal, France
- Jeff SCHOMBURGER, The Procter & Gamble Company, USA
- Lionel SOUQUE, REWE Markt GmbH, Germany

BERLIN SUMMIT TASKFORCE 2017

Chairman : Klaus DOHLE, Dohle Handelsgruppe Holding

- Werner GEISSLER, Advent International
- Béatrice GUILLAUME-GRABISCH, Nestlé
- Michael MEIER, Egon Zehnder
- Alfred OETKER, Dr. Oetker
- Lionel SOUQUE, REWE Markt GmbH

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THE OFFICIAL PLANNING

	Tuesday 20th June	Wednesday 21st June	Thursday 22nd June	Friday 23rd June
Morning	All-day Store Visits	Special Sessions	Plenary Sessions	Plenary Sessions
Lunch		Lunch	Lunch	Lunch
Afternooon		Summit Opening	Plenary Sessions	Plenary Sessions & General Assembly
Evening		Opening Cocktail	Official Cocktail	Gala Dinner

SESSIONS

The **Global Learnings from Local Success** theme will be shared through sessions focused on stories such as:

- **It's All about the User-Centric Approach**
  Seamless design requires building around a consumer's needs. Consumers expect their shopping experience to be effortless, instantaneous and personalized.

- **The New Consumer's Shopping Habits**
  Consumers are increasingly replacing their (planned) weekly trips to large periphery stores with more frequent (unplanned) runs to nearby convenient stores. They also want their products to be fresh and local, which means routes to market must be shorter.

- **Who is Winning, How and Why?**
  No retailer is left unaffected by digital disruption and the rise of new entrants. In this session, you will hear from those who play their cards right in the fast-changing retail landscape, be they discounters or traditional retailers, grocery or non-grocery.

- **Do We Need Retailers?**
  Millennials value convenience over everything. They have become addicted to the seamless user-centric experience of the digital age. They shop without ever taking their eyes off their screens. Will traditional retailers still be needed when that generation takes over the market?