



# PRESS RELEASE

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## The CIES World Food Business Summit Rome, Italy, 16-18 June 2004

**Rome, 16<sup>th</sup> June 2004** – Today the CIES World Food Business Summit opens in Rome, Italy. The event, with **over 900 delegates drawn from 42 countries**, brings together the key players of the global food business.

This year's theme is **“The Meaning of Value”**. Over three days, The Summit will explore the changing definition of value through a series of keynote presentations and debate sessions. The programme will focus on **sustainable development, food politics, the constant evolution of the market place, Italy as a brand and people as the core of food business**.

Participants will include CEOs and top management of the 350 CIES member companies. “The CIES World Food Summit provides an opportunity to see what's new in the industry and build beneficial relationships, all in one location. It has been very beneficial to our business”, **John Menzer**, President & CEO, Wal-Mart International said.

Among the prestigious speakers of this years Summit are:

- **Pierre-Olivier Beckers**, President & CEO, Delhaize Group
- **Mike Moore**, Former Director General, World Trade Organization
- **Claude Hauser**, Chairman, Federation of Migros Co-operatives
- **Anders Moberg**, President & CEO, Royal Ahold
- **Marion Nestlé**, Professor and Chair, Department of Nutrition and Food Studies, New York University
- **Lord MacLaurin of Knebworth**, Chairman, Vodafone,
- **Neville Isdell**, Chairman and CEO elect, Coca-Cola
- **Carlo Petrini**, President & Founder of the Slow Food Movement
- **Giovanni Cobolli Gigli**, Chairman, Rinascente and President of FAID
- **Guido Barilla**, Chairman, Barilla
- **Vincenzo Tassinari**, Chairman, Coop Italia

### About CIES

**CIES - The Food Business Forum** is the only independent global food business network. It serves the CEOs and senior management of 175 retailer and 175 supplier member companies, and their subsidiaries, in over 150 countries by:

- Providing a **neutral platform for knowledge-exchange, thought-leadership and networking**. CIES services are channelled through international conferences, benchmarking studies, publications and tailor-made member services. Current programmes include the Global CEO Forum, the World Food Business Summit, the Future Leaders Congress and

Breakthrough and the functional areas of Marketing, Information Technology and Supply Chain Management.

- **Orchestrating positions and developing tools on key strategic and practical issues affecting the food business.** These top-of-mind issues are identified by our ten retailer-led committees and taskforces. Priority projects include the Global Food Safety Initiative and the Food Business in Society Initiative.

CIES - The Food Business Forum has been growing with the food business for over 50 years. Its strength lies in the active commitment of its member companies and its privileged access to key industry players.

CIES retailer members alone generate over \$2,000 billion, employ 4.5 million people and operate close to 600,000 stores representing a total sales area of 160 million square metres.

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The World Food  
Business  
Summit



The Meaning of Value

ROME, ITALY 16-18 JUNE 2004