



Management Development Programme

THE event for the future leaders
of the Global Food Business

MDP ANNUAL CONGRESS 2003



Retail in the Fast Lane
the race to innovate in the US

26th- 28th October 2003, The Roosevelt Hotel, New York, USA
Programme

Sunday 26th October 2003

Strategic Session

Delegates' Registration Morning

Stephen Quinn

Business Development Manager,
Superquinn &
Chairman of the MDP Committee

Christian W.E. Haub

Chairman, President & CEO,
The Great Atlantic
& Pacific Tea Company

Robert Canipe

Vice President,
Business Strategy
Food Lion, USA

Mark Husson

Research Analyst,
Merrill Lynch, USA

Afternoon

Shelly Lazarus

Chairman & CEO,
Ogilvy & Mather Worldwide

Panel moderated by
Mark Husson

Research Analyst,
Merrill Lynch, USA

Marion Nestle

Ph.D., M.P.H, Professor and Chair,
Department of Nutrition
& Food Studies,
New York University

From 8.00 *The Roosevelt Hotel, New York*

The US Grocery Market

Strategic lessons from a challenging retail landscape.

Session Moderator, Stephen Quinn

10.00 **Welcome to the Management Development Programme**

Keynote Address

10.15 **Retail in the fast lane – the race to innovate in the US**

How a North American institution is embracing radical change to fuel a competitive strategy.

Founded in 1859, A&P was one of the first supermarket chains in the US. The company currently operates 519 stores in 15 US states and 176 stores in Canada.

11.00 **Renewal in the fast lane**

An international retail group, *Delhaize*, shares insights on its renewal programme at US subsidiary *Food Lion*.

Food Lion LLC., is a subsidiary of Delhaize America, the US division of Brussels-based Delhaize Group. Food Lion operates more than 1,190 stores and employs 84,000 associates, in 11 Southeastern and Mid-Atlantic states.

11.45 **The state of play in the US grocery sector**

A comprehensive examination of the players in the US food retail arena.

Merrill Lynch is a global financial management and advisory company.

12.30 Lunch

The American Consumer – Getting to know you

Understanding the American consumer and their perception of value. Where the consumer lies in the nutrition and obesity debate.

14.00 **Who is the American Consumer?**

From East to West, from Hispanic to WASP - a profile of today's American consumer.

Ogilvy & Mather is an advertising agency defined by its devotion to brands. It is part of the WPP Group, one of the largest communication services companies in the world.

14.40 **Panel Discussion on "Bringing Value to Consumers"**

What is true value?

A panel of companies drawn from across the service sector share their different definitions of consumer value. Participating companies will include Wal-Mart and Daymon Associates as well as retail operators from outside the grocery sector.

15.30 Refreshment Break

16.00 **Food Politics – The Nutrition & Obesity Debate**

Whose fault is it that we are fat? Marion Nestle argues that an over-efficient food industry does everything possible to persuade people to eat more food, more often – at the expense of waistlines and well-being.

Marion Nestle is author of "Food Politics- How the Food Industry Influences Nutrition and Health" and most recently "Safe Food - Bacteria, Biology and Bioterrorism".



Tim McGuire
Partner, McKinsey & Co.

Roger Vandersnick
Managing Director of Brand
& Series Marketing, NASCAR

Evening

16.45 **Store Visits Logistics Briefing**

A presentation of Monday's store visits programme and briefing on the missions which are the basis for the delegates' analysis and feedback session.

McKinsey is a management consulting firm advising companies and institutions on issues of strategy, organisation, technology and operations.

17.15 **From the racing track to the store aisle**

Discover America's fast growing sports phenomenon and how it is rapidly moving product in US grocery stores.

NASCAR is the US National Association for Stock Car Auto Racing and one of the fastest growing spectator sports in the US.

18.00 End of Session

19.30 Welcome Dinner

Monday 27th October 2003

Morning



Operational Session

7.30

The MDP Store Visits Programme Same Consumer, Different Moment

The United States encompasses many of the world's cultures, languages, philosophies and habits. This mosaic society has taught many US retailers how to manage a multitude of contrasts and achieve continuous renewal.

By looking at a broad cross-section of the US retail scene, the Store Visits Programme will allow delegates to understand the richness and diversity of the market.

At the New York Congress, **the MDP delegates will have the unique opportunity to shop through the eyes of the North American Consumer underlining the value and weaknesses of each store from various consumer perspectives.**

Our store visits programme will include in-depth visits to the following leading operators:

■ **Costco**

Costco is the largest wholesale club operator in the country with sales of \$38 billion. Through its 417 stores in the US and 6 other countries, Costco offers their members discounts on a carefully-selected range of food and general merchandise. Costco is an innovator in services such as car and home insurance, mortgages and travel packages.

■ **Stew Leonard's**

Family-owned Stew Leonard's is a three-store chain with annual sales of approximately \$270 million. It offers a rich in-store experience uniquely designed to appeal to children. The company also produces its own milk and emphasizes its origin as a rural dairy bottler.

■ **Wal-Mart**

Wal-Mart is the world's largest retailer with \$246.5 billion in sales in 2002. It has nearly 4,700 stores covering discount, combination discount, grocery and membership-only formats. The retailer operates in 9 countries, has 1.3 million employees, and achieved a sales growth of 12.3% in 2002.

■ **Wild Oats**

Wild Oats is a leading natural foods supermarket chain with 101 stores and \$900 million in annual sales. Its upscale stores highlight natural and organic grocery items, bakeries, coffee and juice bars, homeopathy and also offer complementary services like massage therapy.

A light lunch will be provided during the store visits.



Afternoon

Store visits feedback

- 14.30 **Store Visits Group Meeting**
Participants will carry out structured store analysis based on a specific consumer profile. They will review the results of their mission and lead their teams to a conclusion.
- 16.00 Refreshment Break
- 16.30 **Feedback Session**
A presentation of each group conclusion, moderated by Tim McGuire, will allow delegates and their teams to underline the value and weaknesses of each store from various consumer perspectives.
- 18.00 End of Session
- 19.30 Drinks and dinner

Evening



Tuesday 28th October 2003

Leadership Session

Morning

Management Development building the future of the food business

Caroline Sami

Founder & CEO, Perfect Pitch

8.30 **ID:ology – The new psychology of self**

When powerful individuals come together anything is possible. Learn how to be powerful, how to be individual, how to be possible. Caroline Sami will help you to discover the 5 C's to unlocking your ID:ological potential : candour, courage, confidence, conversation and character. Understand how putting the "I" back into organisations keeps the "I" in profit.

Caroline Sami is the chief ID:ologist at Perfect Pitch and coaches leading individuals and diverse teams with a commitment to unlocking potential and a determination to empower individuality.

10.30 Refreshment Break

Guest Speaker

11.00 **Passion for your people**

Learn how to attract and retain a creative, service-oriented staff.

Muhammad Saidur Rahman

Founder and Managing Director of Bantai Industries and SSG (The Social Standard Working Group), Bangladesh

11.50 **Doing the Right Thing – Improving the state of the working world**

How a social entrepreneur in Bangladesh runs a successful business while dramatically improving the working conditions and welfare of his employees.

Bantai is a labour intensive manufacturer in Bangladesh, producing sports caps and hats. 100% of its products are exported to the US market.

Stephen Quinn

12.40 **Closing remarks by MDP Chairman**

13.00 Close of MDP Annual Congress 2003





The CIES Management Development Programme

Chairman:

Stephen QUINN

Michael DURACH

Simon EASTWOOD

Paul HAVINGA

Marc KOUTOUFARIS

Rhoda LANE-O'KELLY

Marie-Hélène MIMEAU

Anne SIMON

Stuart WARD

Gary WILLIAMS

Anthony WYSOME

MDP Committee

Superquinn, Ireland

Develey Senf & Feinkost, Germany

Safeway plc, United Kingdom

Albert Heijn BV, Netherlands

Daymon Associates, Inc., USA

CIES – The Food Business Forum, France

Carrefour, France

Delvita SK, Slovakia

Coca-Cola HBC, Austria

Pick'n Pay Retailers, South Africa

J Sainsbury PLC, United Kingdom



What is the CIES MDP?

The MDP represents a universe of young managers drawn from CIES member companies, who represent the future leaders of the food business. Each participant has been identified by their firm as a 'rising star', with the potential to become part of senior management. The programme includes both operational and strategic modules all of which are characterised by a spirited debate. In addition there is a special focus on leadership and enhancing one's personal contribution to a business. *Many companies use the MDP as a core development tool for their future generation of managers and as such the event is valued as an investment in the future of their company.*

What are the benefits of attending the MDP New York Congress?

Store Visits

Discover first hand new and adapted store concepts in the New York and Connecticut regions.

Store Analysis

Participate in structured store analysis and feedback sessions.

Thought Leadership

Gain insights from thought-leaders both within and outside the food business.

Debate

Participate in debates on both **Leadership** and **Retail in the Fast Lane - the race to innovate in the US.**

Networking

Develop an international network of professional contacts that will **benefit both the delegate and the management of their company in the future.**

Companies

Many CIES member companies include MDP participation as an integral part of their education of their future top management.

Examples include:

Ahold, Bahlsen, Carrefour, Coca-Cola, Danone, Delhaize, Dohle Handelsgruppe, Hormel, Kesko, KPMG, Marks & Spencer, Marsh, Metro, Mestdagh, Nestlé, Norgesgruppen, Pepsi, Pick'n Pay, Procter & Gamble, Safeway, Sainsbury, Sobey's, Superquinn, Unilever-Bestfoods, Veropoulos, Wal-Mart.

What is CIES - The Food Business Forum?

CIES is the independent global food business network. Our members include more than two thirds of the world's largest food retailers and their suppliers. At the same time, local players from Austria to China and New Zealand to Brazil also play an active role in our organisation. All in all, more than 200 retailer and 200 supplier companies in over 50 countries are part of the international CIES network.

CIES membership is on a company basis. Our programmes are designed for chief executives and their senior management. They cover themes like strategic management, food safety or the image of the food retail sector, and functional areas like marketing, I.T. or supply chain management. These programmes include projects, international conferences and seminars, benchmarking studies, publications and reports, as well as many other tailor-made member services.

The CIES network is based on privileged access to information and contacts. It enables you to step back from daily business life and take in the latest trends and developments in the global food business. By sharing this knowledge, CIES members gain a new perspective on their activities which brings a key advantage in their business.

CIES - The Food Business Forum has been growing with the food business for the last 50 years. No other organisation can offer this depth in knowledge and contacts.

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Important!

Beginning October 1, 2003, citizens of the 27 visa free countries travelling to the United States under the Visa Waiver Program **must be in possession of a machine-readable passport issued by their government.** Travellers not in possession of machine-readable passports will be required to apply for either B-1 (business) or B-2 (tourist) visas. **We suggest that you contact your local American Embassy and note for your travel planning how long a visa will take to process.**

Any Questions?

For MDP booking service, contact
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To book, please see
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