



## ECRA Supplier & Retailer Convention

27 August 2015

Intercontinental Sydney  
Double Bay

innovation challenge sales quality trust  
 working together growth retailer category  
 co-operation channels supplier consumer future shopper  
 pallets excellence development store  
 negotiation promotion manufacturer service

*Changes to the business environment have been increasingly disruptive for FMCG companies ... and there's probably even greater disruption yet to come. The enormous challenges of the current financial reality; soft consumer sentiment; food safety and security concerns; supply chain risks; and an increasingly competitive market are impacting how we view our industry and how our joint consumer views our businesses. The changing way shoppers engage with one another and with companies, coupled with the role and impact of key influencers, provides new opportunities, threats and realities.*

### Session 1 What's happening globally?

9.00am *Opening and Welcome Message from the Chair of ECRA*

**CLIVE STIFF**

Chairman & CEO

Unilever Australia & New Zealand



9.15am

**DANIEL LUCHT**

Global Research Director

ResearchFarm UK



10.00am

**PIER LUIGI SIGISMONDI**

Chief Supply Chain Officer

Unilever Global



**10.45am**

**Morning Break**

### Session 2 What's happening locally?

11.15am

**DAVID THOMAS**

Head of Australian Consumer Research

CLSA



11.45am

**DAVID ZEHNER**

Managing Partner

Bain & Company Australia & NZ



12.15pm

**KOSTA CONOMOS**

Executive Director

Retail Industry Group, Nielsen



**12.45pm**

**Lunch Break**

## Session 3 Trust in the FMCG Retail World

1.30pm **CONSUMER PERSPECTIVE - TBC**

2.00pm **TIM RICHES**  
CEO  
Edelman



2.30pm **NICK HARVEY**  
Head of Australia and New Zealand  
The Gap Partnership



**3.00pm Afternoon Break**

## Session 4

3.30pm **Name TBC**  
Joe Berry Retail Executive Award Winner

4.00pm **Powerful and Trusted Brands and Chains – Panel**  
Coles, Woolworths, Metchash  
Simplot, Wrigley/Mars

5.30pm **JACK HANRAHAN**  
Retail Relations General Manager  
Westfield Group



**6.00pm Cocktail Function**

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