



PROGRAMME

THE EUROPEAN RETAIL POLICY DEBATE: KEY CHALLENGES AND OPPORTUNITIES FOR THE RETAIL SECTOR OVER THE NEXT 5 YEARS

Hotel Sofitel, Place Jourdan , Brussels, 19 January 2009

14.00

WELCOME

- **Sir Terry Leahy**, CEO, Tesco & President, ERRT

14.15

Value and Consumers: Choices for Europe

MODERATOR

- **David Byrne**, former EU Commissioner, IAB Fleishman Hillard

PANEL

- **Meglana Kuneva**, European Commissioner for Consumers
- **Anders Dahlvig**, CEO, IKEA
- **Monique Goyens**, Director General, BEUC
- **Dick Boer**, CEO Albert Heijn and Executive Vice President Royal Ahold

15.15

COFFEE BREAK

15.45

Sustainability and Consumers: Choices for Europe

MODERATOR

- **David Byrne**, former EU Commissioner, IAB Fleishman-Hillard

PANEL

- **Günter Verheugen**, Vice President, European Commissioner for Enterprise & Industry
- **Eckhard Cordes**, CEO, Metro Group
- **Arlene McCarthy**, MEP, Chairwoman of the European Parliament's Internal Market & Consumer Protection Committee
- **Ian Cheshire**, CEO, Kingfisher

16.45

CLOSE

- **Paul Skehan**, Director, ERRT

17.00

RECEPTION