



January 27, 2008

**Our world is changing
Our shoppers are more demanding
- ECR Europe Forum in Barcelona, June 3-5, 2009 -**

In a changing world in which shoppers are increasingly demanding, lifting your head above the parapet of your daily concerns and looking for new solutions is more vital than ever. The place to look for those solutions is at the ECR – Efficient Consumer Response – Forum in Barcelona next June: the ECR collaborative approach of efficient delivery of value to consumers is more topical than ever, with plenary speakers tackling the difficult issues of:

***Our changing world
Shoppers – their demands, our solutions
Making sustainability work***

Heading the programme will be the ECR Europe Manufacturing and Retail Co-chairs:

Javed Ahmed, Executive Vice-President Europe, Reckitt-Benckiser
Dick Boer, Executive Vice-President and COO, Europe, Royal Ahold

Among the other speakers:

Doug Baillie, President Western Europe, Unilever
Zygmunt Mierdorf, Member of the Management Board, Metro AG
Rodney Fitch, Chairman of Fitch
Philip Clarke, International and IT Director, Tesco

There will be ample opportunity to delve more deeply into the issues and dialogue with industry leaders at *breakouts* clustered by theme:

**Shopper, Sustainability, Supply Chain,
Enabling Technologies, Business Strategies, Pharma and Parapharmacy**

The first morning of the event will be devoted to a special seminar reflecting that fact that OTC pharmaceuticals are in many countries – and the number is growing – making a key contribution to fast-moving consumer goods businesses. To find out more about this special seminar:

A very healthy business?

go to forum.ecrnet.org.

About ECR

ECR Europe is a joint parity platform of manufacturers and retailers operating in Europe with the goal of “fulfilling consumer wishes better, faster and at less cost”. It aims to provide better consumer and shopper value through driving efficiencies and collaboration in the value chain. Since 1994, when ECR Europe was launched, it has issued over 30 recommendations (blue books) on how to respond better to consumer demand, with topics ranging from efficient replenishment to joint business planning. All recommendations are downloadable from the ECR Europe website free of charge (www.ecrnet.org). For more information, please take a look at the website and/or contact ECR Europe (ecr@ecreurope.com).

.....

For Editors only:

Print journalists with a bona fide interest in ECR are welcome to attend the Conference. Full details can be found in the Press Support section of our website at <http://forum.ecrnet.org>. For further information, please contact Marion Bywater at marion.bywater@ecreurope.com - phone: +32 2 737 0525/+44 77 11 855 968.

For more information about ECR Europe, please go to www.ecrnet.org or contact Katrin Recke at katrin.recke@ecreurope.com - phone: +32 2 736 03 05.

14th ECR Forum & Marketplace, CCIB, Barcelona, June 3-5, 2009 – forum.ecrnet.org