

Industry Partnership Strategy Meeting, New York 2007

New York, 1-2 October 2007

Preliminary Programme

Monday 1 October

08.00 - 08.30
*Macy's Herald
Square Office*

Welcome

08.30 - 09.30
*Macy's Herald
Square Office*

Interactive Session

Engaging the Changing Consumer

Today's consumers are increasingly diverse and more than ever demanding products and services that address them as individuals. Corporations that effectively engage this dynamic consumer base will benefit both in terms of innovation as well as execution.

- 1) How can companies successfully engage today's fragmented consumers? What tools and processes enable companies to create consumer-focused cultures?
- 2) How can new media forms and ICT technologies enhance retailer's abilities to attract, engage, and serve different consumer segments?
- 3) Who owns consumer profiles? What issues of consumer privacy emerge and how can they be addressed?

09.45 - 11.00
*Macy's Herald
Square Office*

Interactive Session

Bring Localization to Life

The challenge to drive deep local service and tailor assortment by door whilst leveraging global efficiencies is puzzling corporations. Parsing insight from data can be challenging new territory and it is still unclear whether the power of new technologies is hype or reality.

- 1) Where are the highest value opportunities for localization? What are the best sources of information to highlight them? What types of products and retailers and what elements of the offering should be localized?
- 2) What are the organizational implications of localization? What role do store managers and front-line sales play versus central merchants? What could retailers and manufacturers accomplish as a group that would advance localization farther and faster than anyone could do individually)
- 3) Does localization help grow sales and profitability? How can we balance the benefits of localization with the costs of complexity?

11.00 - 11.15
*Macy's Herald
Square Office*

Networking Break

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11.15 - 12.30
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Interactive Session
Sustainable Retailing

Solar panels, lean packaging and control on vendors' minimum wages are getting more and more popular amongst retailers. As retailers explore new avenues to contribute to environmental wellness, questions remain about the authenticity and overall impact of their efforts as well as the long term viability of enhanced standards..

- 1) What does sustainable retail really mean? What are best practices today and which topics should be highest priority for this group to address)
- 2) Is sustainability a compelling value proposition for consumers? Does sustainable retailing help or hurt financial results?
- 3) What objectives should we target as a group and by when? What organizations should be involved to improve viability and global impact of sustainable retailing efforts?

13.00 - 15.30
*Macy's Herald
Square Office*

Workshop
Water for Agriculture: Meeting of the Project Board

Solving the issue of water scarcity is one of the great human development challenges of the 21st century. In the next 20 years, the quantity of water available is predicted to decrease by 30%. This will result in increasing levels of conflict over a resource that is vital both as a human right and as an economic resource. 70% of freshwater withdrawals (and a much higher percentage of global usage) is used by agriculture, making the issue of water scarcity a critical risk for all stakeholders along the food value chain. Based on a clear mandate from the World Economic Forum Annual Meeting 2007 in Davos, the Forum is catalysing a project which will bring together industry, government, the farming community, civil society and academic experts to:

- Highlight the risks along the value chain caused by inaction on water scarcity and poor water quality and showcase mitigation strategies at all levels, both regulatory and market-driven
- Identify opportunities to support national governments in water scarce locations to drive through policy change on water
- Raise awareness of the issue and lay out examples of success

The Project Board for Water for Agriculture will meet to review and guide future progress

15.30 - 16.00
*Macy's Herald
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Contact Break
Break

16.00 - 18.30
*Macy's Herald
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Interactive Session
Business Alliance Against Chronic Hunger: Meeting of the Project Board

Over 850 million people worldwide are hungry; 90% suffer from chronic hunger rather than short-term famine. The results can devastate both individuals and economies: over 5.6 million children die of hunger-related causes each year, and affected

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countries can lose up to 10% of labour productivity and 3% of GDP. Hunger is most prevalent in South Asia and sub-Saharan Africa, but Africa is the only region where it is getting worse. Businesses have significant and unique abilities to combat the root causes of hunger. The pioneering approach of the Business Alliance Against Chronic Hunger (BAACH) harnesses business expertise to generate sustainable, market-based solutions to hunger and poverty.

The Project Board of the Business Alliance will meet to review and guide progress.

19.00 - 22.00

Dinner
Joint Networking Dinner
topic TBC

Tuesday 2 October

09.00 - 12.00
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Workshop

Working Towards Wellness: Meeting of the Project Board

Chronic diseases such as obesity, cardiovascular disease and diabetes caused approximately 60% of deaths worldwide in 2005 and are projected to increase 17% over the next 10 years, from 35 million to 41 million. Not restricted to developed nations or older populations, the problem is growing fastest in low-income countries, and almost half of those who die from chronic diseases are younger than 70. The economic consequences are significant: in 2005 alone, income loss caused by chronic diseases was around US\$ 18 million in China, US\$ 9million in India and US\$ 11 million in Russia. Frequently, however, these diseases can be prevented or mitigated by lifestyle changes, including a healthy diet, regular exercise and limiting tobacco use. Companies have a unique and vital role in improving the wellness, health and physical fitness of employees. Wellness programmes at the workplace have been proven to attract and retain talented and healthy employees, reduce health costs and improve productivity.

The Working Towards Wellness Project and Advisory Boards will meet to review and guide progress, drawing on outcomes of the recent Joint Event between the World Health Organisation and World Economic Forum in Dalian, China.