



THE NEW EFFICIENT CONSUMER

39TH ESMA CONVENTION BRUSSELS

15-17 SEPTEMBER 2016





Dear Members and Friends,

This year P.A.B. Benelux has the great honour of hosting the 39th ESMA convention in Belgium. The theme of the event is “The new efficient consumer”.

The world is changing more rapidly than ever before.

Globalisation, multicultural cities, better health services, new technologies are dramatically changing the world and our European continent.

During the convention we will focus on our final client, the consumer.

The convention will provide you with new insights on consumer behaviour as well the new opportunities they create for us as a distributor. Proud of our excellent food, our Belgian chocolate, our great variety of beers and our rich cultural heritage we also ensure everyone gets an opportunity to visit the top attractions in Brussels and the surrounding area.

Please ensure you book early to obtain the best rates and accommodation.

We look forward to welcoming you all to Belgium in September.

Ludo Sleurs



Thursday

15th September



■ DAY ACTIVITIES

Golf at 7 fontaines Golf Club, Braine-l'Alleud



Château Hermite is a private estate stretching over 100 hectares of forests and rolling vales, where roe-deer, hares and stunning birds roam. Turned into a Club House, the Château is surrounded by fairways of different courses designed specifically for players of all levels where time to relax coincides with the time for sport.

- 07:45 Departure from hotel
- 08:40 Driving range open for players
flights as from 08:40 - 09:20
- 15:00 Return to hotel

Store visits



Depart from the Radisson Hotel to visit a new project developed by the Carrefour Group, the Superstore has opened in the shopping centre of Grand Prés City of Mons and is full of very interesting features such as a Fully Functional Micro Brewery within the store - This tour is not to be missed.

- 14:00 Departure from hotel lobby
- 18:00 Return to hotel

■ EVENING ACTIVITIES (smart casual attire)

Evening Welcome Event at the Radisson Blu Royal Hotel

Enjoy a Belgian Tapas Evening with Friends in the beautiful surroundings of the Radisson Atrium which is located adjacent to the main reception area of the hotel.

This will be the perfect opportunity to network with ESMA Members and sample some really great Belgian Hospitality.

- 19:30 Belgian tapas at the Radisson - Atrium



Friday 16th September

DAY ACTIVITIES

Business Conference Programme at the Radisson (business attire)

Please see separate insert for details

Partner Program

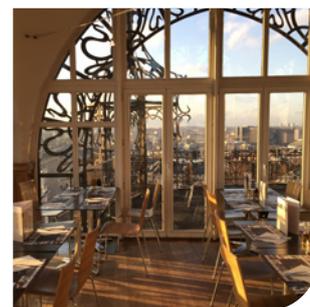


Walk the short distance from the Hotel to the Chocolatier Gerbaud for a Chocolate Workshop.

Chocolatier Gerbaud is a haven for Lovers of Beautiful Handmade Chocolates, here you will be treated to the experience of how to make chocolate by one of Belgium's Famous Chocolatier Masters. You will finish your experience with the opportunity to create your own individual Chocolate Creation ummmm.

Walking another short distance to the beautiful Museum of Musical Instruments and taking the elevator to the 11th floor, you will be treated to a beautiful lunch in the restaurant while enjoying the spectacular and breath-taking views over the City.

Then there will be a guided tour to experience the beautiful sites of the capital of Europe and its main attractions. Explore the arches of the Cinquanteaire and Magritte's surrealism, the majestic Art Nouveau curves of the city façades and the text bubbles of comic books. Immerse yourself in the kaleidoscope that is Brussels.



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|-------|------------------------------------------------------------|
| 10:45 | Departure from hotel |
| 13:00 | Lunch at the beautiful Museum of Musical Instruments (MIM) |
| 14:00 | Brussels by bus |
| 16:00 | Return to hotel |

EVENING ACTIVITIES

Gala Dinner at the Radisson (long dress/cocktail dress - black tie/dress suit)

This is where we will commence our evening of enjoyment with a Drinks Reception accompanied by some very special background music.

Our Gala Dinner will follow where you will enjoy an evening of fine Belgium Gastronomy and Wines, all specially chosen by our President – Ludo Sleurs.

When we reach the point of desert we will once again this year host our ESMA Awards Presentations. After our Gala Dinner, you shall be treated to a fantastic collection of Musicians who will entertain us into the early hours of Saturday morning.

| | |
|-------|------------------------------------------|
| 19:00 | Pre-Gala reception |
| 20:00 | Gala dinner and ESMA Awards Presentation |

Saturday 17th September

DAY ACTIVITIES

Discover the beauty of Brussels (walking shoes)



Today we visit the most important and most memorable landmark in Brussels which is also a UNESCO World Heritage Site – The Grand Place – this is the central square of Brussels which is surrounded by opulent guildhalls and two larger edifices, the city's Town Hall, and the Breadhouse building containing the Museum of the City of Brussels.

From here you will be guided through the many narrow streets surrounding the Grand Place where you will be treated to many interesting sites, buildings, characters of this Beautiful and Historical City while stopping off along the way for a well-earned Belgian Beer and Cheese.

Lunch is at the famous La Chaloupe d'Or Restaurant located on the Grand Place, built in 1692 for the Tailor's Guild, La Chaloupe d'Or has kept alive a unique tradition of warm and cosy atmosphere. As we dine in the Grand Banqueting Room, you will enjoy the views of the Grand Place from the sunny terrace.

You are now free for a couple of hours to carry out your last minute shopping.

- 10:45 Reception area of the Radisson
- 12:00 Belgian beers & cheese
- 13:00 Lunch at the Grand Place

EVENING ACTIVITIES

Visit Brewery Het Anker in Mechelen

We shall celebrate our Farewell Evening on our wonderful visit to the Beautiful City of Brussels by joining our President Ludo and Wife Mia for a tour of the Famous Belgian Brewery – Het Anker in Mechelen. Here we will be treated to a demonstration in the art



and craft of Brewing Beautiful Belgian Beer, this will be followed by the Degustation of Beers fresh from the Brewery's Vats

We will close out the evening with a wonderful meal and more Beers, Wine and Water at the Het Anker's Brassier, this is an experience not to be missed.

We recognise some of our Friends may have early flights on Sunday morning so we have arranged for one Early and one Late bus departure back to the hotel.

- 16:45 Reception area of the Radisson
- 17:30 Visit Brewery Het Anker in Mechelen
- 19:00 Dinner at the Brasserie Het Anker in Mechelen



For further information and registration please visit
www.esma.org/news/39th-convention

**Please register early to avoid disappointment.
Registration deadline is Friday 15th July 2016**

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Conference Speaker Profile

Jean-Jacques Vandenheede



JJ Vandenheede is the senior retail industry analyst for ACNielsen Europe. In this role he uses the comprehensive resources of the Nielsen Company globally, with a special focus on Europe to map the changes that affect the grocery retailing industry.

He analyses format realities and the change drivers. He looks in a prospective way towards developing markets. Special attention is given to new developments within formats and channels.

Private Label and discount retailing remain research fields in terms of shopper response and shopper expectations. In recent years ShopperTrends have become a primary research tool. With comparable material gathered over 50 countries we are detecting new shopper insights and shopper expectations. The global scope of this material gives Jean-Jacques innovative perspectives and insights. He discusses and shares his findings in consultancy projects, workshops and seminars.

After 36 years with Nielsen he remains passionate and curious to discover new angles and perspectives to this fascinating chameleon we call the consumer.

Lu Ann Williams



Lu Ann Williams is Director of Innovation at Innova Market Insights. For the past twenty-four years she has worked with some of the world's largest food, beverage and ingredient companies on product development, marketing strategies and technology scouting. She is an expert in trends driving the food and beverage industry. She manages a network of industry professionals, trendscouts and analysts in more than seventy countries that contribute to Innova's proprietary market intelligence platform.

Jef Pelkmans



Jef Pelkmans lives and works in Antwerp. After his studies in Social-Cultural work and Communication sciences, Jef found his passion in advertising and communication. At Brandhome he became part of the strategic department and currently holds the position of Strategy Manager.

At Brandhome, Jef has been engaged in numerous projects, for different types of clients. His main task is to help brands determine their vision, mission, ambition and identity and find the right strategy to reach their goals. Within Brandhome's mission, Jef is always striving to make brands grow faster than their competitors.

Annette Mützel



Annette Mützel is the head of the specialist consultancy and agency foodservice solutions for branded and professional food and food service in Wiesbaden/ Germany.

After Top Management Positions at Burger King, Nordsee and IKEA food Annette Mützel today has customers as Frankfurt airport, IKEA International, IKEA Centres Russia, Marché/ Mövenpick, Kinopolis, Sushi Circle and MAREDO. Foodservice solutions does also target orientated workshops with topics as "Positioning", "Brand Building & Brand Management" etc.

Mrs. Mützel is since over 30 years in the catering-industry with an excellent international network. She is chairman of the German "Frauennetzwerk Foodservice" and lecturer for "Food/ Food industry at "Duale Hochschule" in Stuttgart.

Ken Hughes



As one of the world's leading Consumer and Shopper Behaviouralists, Ken Hughes blends his vast expertise in consumer psychology, social anthropology, behavioural economics and neuromarketing to answer the question to which he has dedicated most of his career: Why do shoppers buy and how can we make them buy more?

Voted best speaker at most conferences he has the honour of being invited to attend, it is for his international career as a keynote speaker he is most famous. His keynote speeches deliver thought disrupting and inspiring content in a captivating and highly energetic manner, all served with a generous helping of Irish wit.



Business Conference Program

FRIDAY 16TH SEPTEMBER 2016

- 08:00 ESMA Members support and attend the Brussels Brand Showcase Exhibition
- 09:00 ESMA President's Welcome
Ludo Sleurs, Managing Director, PAB Benelux
- 09:10 2015 / 2016 Achievements
David O' Neill, CEO, ESMA
- 09:20 "The Future in Now" From here to where - Part 1 of presentation
Jean-Jacques Vandenheede, Senior Retail Industry Analyst | Nielsen Europe
- 10:00 Coffee Break with time to visit the Brussels Brand Showcase Exhibition
- 10:15 "The Future in Now" Perspective from Europe - Part 2 of Presentation
Jean-Jacques Vandenheede, Senior Retail Industry Analyst | Nielsen Europe
- 11:00 "Insights into Trends: who and what is driving them"
Lu Ann Williams, Director of Innovation at Innova Market Insights
- 11:45 "Social storytelling for the Modern Caveman"
Jef Pelkmans, Strategy Manager at the Brandhome Group
- 12:30 Lunch in the Pebblewood Corner Restaurant
- 13:30 Visit the Brussels Brand Showcase Exhibition
- 14:00 "The Out of Home Market - Listening to the new efficient consumer"
Annette Mützel, Owner and Managing Director of Foodservices Solutions
- 14:45 "Is Your Brand Millennial Ready? The Business Models of the Past Meet the Consumer of the Future"
Ken Hughes, Consumer and Shopper Behaviouralist, CEO of Glacier Consulting
- 15:30 Questions and Answers Event with our Guest Speakers
- 15:50 Coffee Break with time to visit the Brussels Brand Showcase Exhibition
- 16:15 Closing
Ludo Sleurs, President, ESMA
- 16:25 Annual General Meeting
- 17:15 Join us for a Glass of Carolus Beer while visiting the Brussels Brand Showcase Exhibition for the last time

