

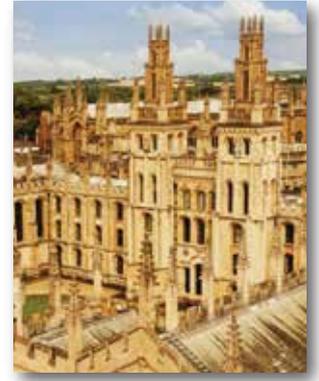


# 40<sup>th</sup> ESMA CONVENTION 14-16 SEPTEMBER 2017 OXFORD

## FOCUS ON DIVERSIFICATION

Sponsored by:





Dear Members and Friends

This year Marilyn and I have the honour and pride of hosting the 40th ESMA convention in the beautiful country side of Oxfordshire.

There is so much change going on around the world, not least in the UK with the EU Referendum result, so what better theme of the event than 'Focus on Diversification'. Not only will you be provided with an insight into alternative business models but we hope to challenge everything we do and act on in our business lives today.

We have an action packed, fun filled social programme including some surprise visits in and around the stunning and world famous 'University City' of Oxford.

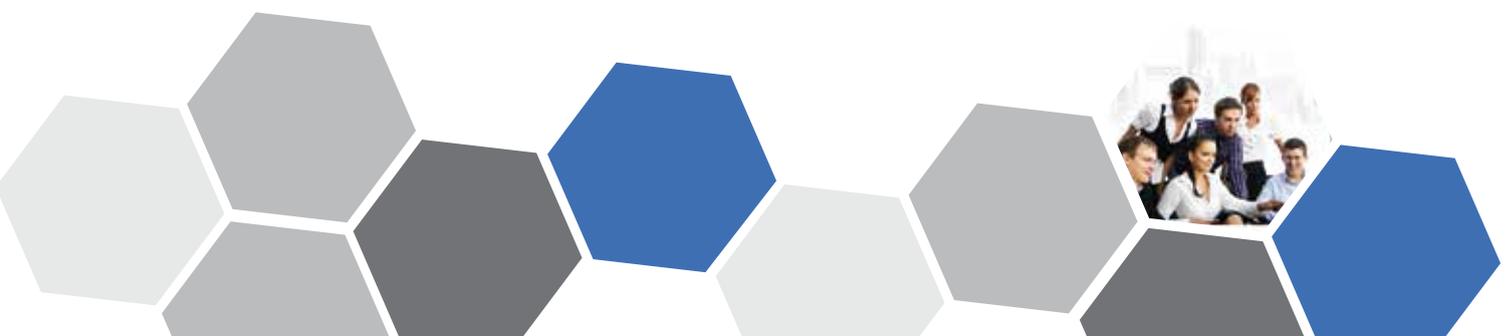
Please do ensure you book early to obtain the best rates and accommodation.

I look forward to welcoming you all to Oxford in September.

Regards

Martin Wathes

WORLDWIDE  BRANDS



# Thursday

## 14 September

### DAY ACTIVITY

#### Golf at Heythrop Park



A leisurely walk from the hotel, and you will arrive at the Bainbridge Championship Course at Heythrop Park. Redesigned in 2009 by Tom MacKenzie, (the golf course architect responsible for many Open Championship venues, such as Turnberry, Royal St. Georges and Royal Portrush). The 18 hole course meanders over ridges and through valleys that are studded with ancient woodland, lakes and streams. The course is quintessentially English and has several signature holes.

**08:30 Meet in Heythrop Park Hotel reception**

**09:00 Warm up on Golf range**

**09:30 Tee off**

#### Store checks



Store checks with a twist.

Different categories and different sectors will be explored.

**14:00 Depart Heythrop Park**

### EVENING ACTIVITY

#### Evening welcome event

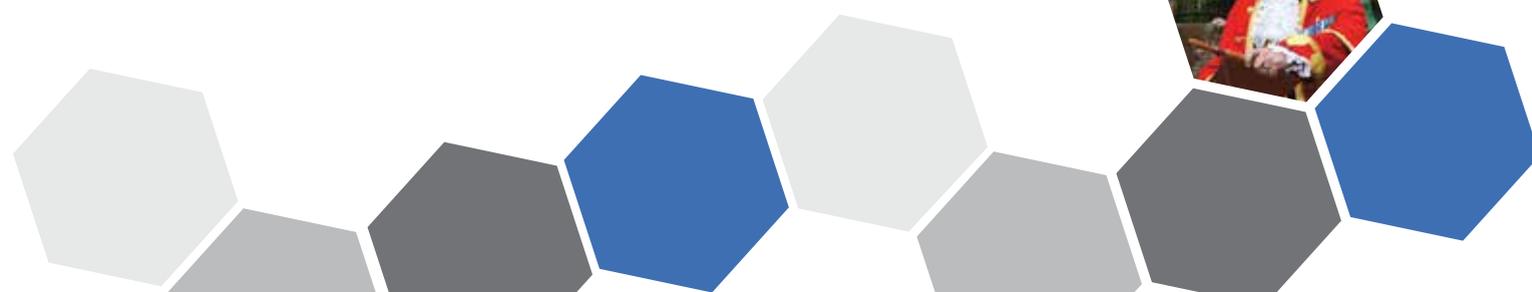
*Smart/casual attire*



Overlooking the quintessentially English country estate of Heythrop Park, where you will be welcomed to our traditional Hunting Feast of hog roast, whole salmon and much more besides, allowing you to enjoy the delights of wonderful English country house hospitality.

As the chill of Autumn descends upon us later in the evening you can retire to the beautiful Wedgwood Blue Rooms where you can continue to catch up with fellow ESMA Members and Guests of ESMA.

**19.00 Hunting Feast where you need to watch out for some special events during the course of the evening**



# Friday

## 15 September

### DAY ACTIVITY

#### **Business conference**

*Business attire*

Please see separate sheet for timetable of conference.

#### **Partners programme**

*Casual attire with sensible footwear*



We start our programme with a tour of Magdalen College which was founded in 1458 by William Waynflete, Bishop of Winchester, and Lord Chancellor. He wanted a College on the grandest scale, and his foundation was the largest in Oxford. Magdalen quickly became one of Oxford's most prominent Colleges. Kings and Princes visited it, including Edward IV, Richard III and James I.



A short walk from the college will take us through the historical City of Spires, Oxford. We will stop en-route to sample some English Tea, and walk through the famous Covered Market, arriving at the Fudge Kitchen to watch traditional fudge being hand crafted, and of course, to taste some! The programme ends at the spectacular setting of Oxford's rooftop restaurant at the world renowned Ashmolean Museum.

- 10:15 Depart Heythrop Park**
- 11:00 Tour of Magdalen College, Oxford**
- 12:30 Short guided walk through Oxford**
- 14:00 Lunch at the Ashmolean**

### EVENING ACTIVITY

#### **Gala dinner**

*Long dress/cocktail dress – black tie/dress suit*



This year our Gala Evening will commence with hosting a Drinks Reception in the beautiful Wedgwood Blue Rooms followed by a short stroll to the magnificent Ballroom where you will enjoy an evening of Elegant British Dining specially designed by Martin and Marilyn in conjunction with the Hotel's Executive Chef – when we reach the point of dessert we will once again host our ESMA Awards Presentation followed shortly after by a very exciting and versatile 5 piece band called Saedly Dorus who will entertain us into the early hours of Saturday morning.

- 19:00 Drinks Reception in the Wedgwood Blue Rooms**
- 20:00 Gala dinner and ESMA awards presentation**



# Saturday 16 September



## DAY ACTIVITY

### Blenheim Palace

*Casual attire with sensible footwear*



Today we visit a masterpiece of Baroque architecture, Blenheim Palace. Home to the 12th Duke of Marlborough and his family and the birth place of Sir Winston Churchill, Blenheim Palace is a UNESCO World Heritage Site boasting a long and diverse history.

You will experience a private guided tour of the Palace itself, enjoy lunch in the stunning Marlborough Room, followed by leisure time within the grounds, to experience the truly magnificent landscaped Parkland and Formal Gardens which is the inspired work of Lancelot 'Capability' Brown who created a lasting legacy in the Park at Blenheim Palace. Blenheim Palace also offers a great opportunity to shop for quality souvenirs and gifts.



**09:45 Meet in Heythrop Park reception**

**10:30 Blenheim Palace private tour**

**12:00 Lunch**

**15:30 Depart for Heythrop Park**



## EVENING ACTIVITY

### Lady Margaret Hall, Oxford

*Smart/casual attire*



Our final evening of the conference will begin with a selected tour of the highlights of the city of Oxford, arriving at Lady Margaret Hall for our farewell dinner. Lady Margaret Hall was founded in 1878 to admit the first female students to the University of Oxford. It is named in honour of Lady Margaret Beaufort, founder of the Tudor dynasty and renowned patron of scholarship and learning. Nearly 140 years later, LMH stands on the same spot.

**17:30 Depart Heythrop Park to Oxford**

**18.00 Guided bus tour of Oxford**

**18.45 Arrive at Lady Margaret Hall**

**19.00 Brief History of Lady Margaret Hall**

**19.30 Gin Tasting**

**20.00 Dinner in the Deneke Dining Hall**

**23.00 Coaches will return our weary travellers to Heythrop Park Hotel**



# Business Conference Programme

## Friday 15 September

- 08:00** Brand showcase opens with support from ESMA members
- 09:00** **ESMA President's welcome**  
Martin Wathes, Managing Director, Worldwide Brands Ltd
- 09:10** **ESMA CEO's welcome**  
David O'Neill, CEO, ESMA
- 09:20** **Brexit and beyond**  
Dr Andrew Sentance CBE
- 10:20** Coffee break with time to visit the Brand Showcase
- 10:40** **What to do when every biscuit has its own internet address**  
Stuart Newstead, CEO, Ellare
- 11:20** **Santander Corporate and Commercial Banking**  
Nicola Thomas, Head of Food & Drink, Santander Corporate and Commercial Banking
- 11:50** **Embracing change, why?**  
Christine Bugge Jensen, Jensen & Co Norway
- 12:30** Lunch in the Terrace restaurant where you will enjoy a traditional Street Food Market buffet and an opportunity to visit the Brand Showcase
- 13:45** **Added value not added sugar – the sweet success of Cavalier**  
Felix Verdegem, CEO, Cavalier
- 14:15** **Collaboration – The entry point for diversification**  
Declan Carolan, Co-Chair of ECR Community
- 15:00** **Guest speaker podium Q & A**  
Hosted by Jean Jacques Vandenheede
- 16:00** Coffee break and time to visit the Brand Showcase
- 16:30** **Closure**  
Martin Wathes, President
- 17:00** **Annual General Meeting**  
ESMA Members please support your AGM
- 17:50** Join us for a relaxing drink whilst visiting for the last time the ESMA Brand Showcase



40th ESMA CONVENTION  
**OXFORD**  
14-16 September 2017

# Conference Speaker Profiles

## Dr Andrew Sentance



Dr Andrew Sentance CBE served as a member of the Bank of England Monetary Policy Committee (MPC) from October 2006 until May 2011. In November 2011 he joined Pricewaterhouse Coopers (PwC) as their Senior Economic Adviser.

Andrew also has two part-time roles. One as Professor of Sustainable Business at Warwick Business School and a writer of numerous articles, blogs and books. The other as rock musician and church organist! Andrew has a Master's degree in Economics from Cambridge University and a PhD in Economics from the London School of Economics.

## Stuart Newstead



Stuart Newstead founded independent consultancy Ellare in 2002. Ellare provides strategy, business development and executive coaching advice to clients in over 20 countries. Stuart was a Vice-President at Telefonica O2 until 2002 and, prior to that, a General Manager at BT. He is a Global Leader for Gerson Lehrman Group Telecommunications Council and a Director of Qorteq, a software startup. He was also Chair of an Olympics Committee for the London 2012 Games – The Mobile Experience Group.

## Nicola Thomas



I am passionate about helping UK food and drink manufacturers to build sustainable and profitable sales overseas: I work with business owners and management teams to tackle the "pain points" they encounter as they develop their exports, including understanding routes-to-market, finding and managing best-fit in-market partners, lack of resources and getting set up internally.

For the last 10 years I have been coaching and mentoring manufacturers to help them develop and implement their export plans as well as acquire the necessary skills and knowledge to succeed in overseas markets.

## Christine Bugge Jensen



Christine Bugge Jensen from Jensen & Co in Norway. Jensen & Co is a longstanding member of ESMA where Christine served on the Board for 7 years and was President of ESMA in 2014. Christine is the 5th generation running a company which has been in business for the last 150 years. Christine will share her insights into the challenges and opportunities for Distributors in an ever changing World, share some thoughts on capitalising on the multichannel consumer and finally share her experience and key learnings of her Company's entry into the Foodservice Market.

## Felix Verdegem



After working for a short time as an IT support engineer, Felix Verdegem started working as an independent consulting engineer. In 2002, he became the founder and CEO of the engineering business STENDESS, specializing in the engineering and design of steel constructions, including the pedestrian bridge with the longest span in the world. Since 2008, he has been CEO of Cavalier, who have been producing chocolate with no added sugar since 1994. Very interested in finding better products and applications and taking People-Planet-Profit seriously, he wanted to be the first to make chocolate with Stevia. Faced with a patent dating from 1981 in Japan, he revised his ambition; "If it can't be the first, it must be the best!"

## Declan Carolan



Declan Carolan is Co-Chair of ECR Community, the network of ECR National Associations across Europe. Efficient Consumer Response focuses on encouraging both trading partners & internal departments to work together to fulfil consumer wishes better, faster and at less cost, i.e. ECR is a flagship for collaboration. Its focus areas are demand side processes, supply chain efficiencies, people development and enabling technologies. Declan also manages ECR Ireland and was previously Supply Chain Manager with Superquinn Supermarkets in Ireland. He places great value on the collaboration, maximising product availability and identifying & satisfying shopper missions.

## Jean Jacques Vandenheede



After 37 years with Nielsen he remains passionate and curious to discover new angles and perspectives to this fascinating chameleon we call the consumer. The global scope of his findings gives Jean-Jacques innovative perspectives and insights into hosting a podium Q & A with our guest speakers including audience participation.



For registration information visit  
[www.esma.org](http://www.esma.org)

For further information please contact

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