

Hear directly from Richard Brasher
and the Tesco commercial and
marketing team as they set out
their plans for the year ahead

2010

TESCO

Trade Briefing

27 May 2010, London

www.igd.com/tesco





Trade Briefing

After increasing its UK sales by £3.6bn last year, Tesco remains heavily focused on delivering growth. Ambitious expansion plans, both in the UK and internationally, mean the retailer offers significant opportunities for suppliers.

> As the shopper climate continues to change, speed of response is everything and ensuring your strategy is aligned with Tesco's is key to success. For current or potential suppliers, IGD's **Tesco Trade Briefing 2010** offers an outstanding opportunity to get up to speed

with the retailer's plans, and to understand where the growth potential lies for your business.

Join us to find out how you can win with the UK's largest retailer. Plus, we have **held the price yet again!**

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Five reasons to attend

- Hear from **Richard Brasher** as he shares his vision for Tesco's strategy, and get the Commercial Directors' perspective from **Andrew Yaxley** and **Colin Holmes** as they set out Tesco's plans and guidance ahead on promotions, range, innovation and new product development.
- Understand the Tesco shopper and how behaviours and habits are changing from Marketing Insight Director **Mike O'Donohue**, and how Tesco's marketing strategy is evolving to unlock the power of Clubcard from UK Marketing Director **Carolyn Bradley**.
- Learn about the opportunities for growth with Tesco across its multi-format estate from Commercial Director **Roger Fogg**, and the key opportunities to trade globally with Tesco in a session focusing on the international business from Development & Strategy Director – Asia, **Noel Robbins**.
- Hear from Community & Government Director **David North** on how Tesco's fifth pillar of sustainability is evolving and its challenging ambitions for the future.
- **Network** with the key Tesco Directors and senior buyers responsible for your category at designated category networking points.

Prices have been held yet again!
Don't miss out, book your places
today at www.igd.com/tesco



Programme

08.00 **Registration & Refreshments**

Registration will continue until 09.35 for delegates not attending the breakfast briefing.

OPTIONAL BREAKFAST BRIEFING

08.30 **Operations Development**

Operations Development works closely with its retail colleagues and suppliers to explore improvements to ways of working, today and for the future. Simon will brief suppliers on recent changes to processes in both the supply chain and stores operations, while looking at developments for 2010 and beyond.

Simon Belsham
Operations Development Director



SESSION 1: GROWING YOUR BUSINESS WITH TESCO

09.35 **Welcome & Introduction**

Steve will open the conference and outline the themes of the day.

Steve Barnes
Business Director



09.40 **Market Overview and Economic Outlook**

James will provide an update on the UK economy and outline IGD's perspectives on what the future holds and the implications for both Tesco and its supply base.

James Walton
Chief Economist



10.00 **Opening Address: Tesco's Strategy for Growth**

Richard will set out his vision for Tesco's strategy and what this means for suppliers and their relationship with Tesco. With operations in 13 markets and involvement across a range of food, non-food and financial services activities, this session will consider how Tesco is evolving and adapting in the current market. Richard will also explore the outlook ahead and outline how suppliers can help on the journey.

Richard Brasher
Commercial & Marketing Director



10.25 The Tesco Shopper – What Really Matters to Them, Today and Tomorrow

Tesco's ability to understand and to follow its shoppers has been pivotal to its success over recent years. Mike will review how shoppers' behaviours and habits are changing and what this means for Tesco and its suppliers.

Mike O'Donohue
Marketing Insight Director



10.50 Refreshment Break

SESSION 2: THE COMMERCIAL AND MARKETING AGENDA

11.30 Marketing and the Power of Loyalty

With the power of insight generated from over 16 million weekly baskets, Clubcard remains the world's most powerful customer database. Carolyn will discuss the Power of Loyalty and how Tesco's marketing strategy is evolving around this. This session will explore how Tesco uses this information, invests in loyalty and how suppliers can optimise it to drive their business with Tesco.

Carolyn Bradley
Marketing Director



11.55 Promotions - What Have We Learnt and Where Are We Going?

Within this session Andrew will review how promotions influence customers and the long term impact they can have on a category. He will also look to the future and describe where Tesco is going with its promotional strategy and the benefits it will deliver to its Customers.

Andrew Yaxley
Commercial Director



12.20 The Quality Agenda

Colin will outline how Tesco's commitment to quality is evolving and where priorities should lie. He will discuss range, innovation, new product development, code life and what this means for suppliers.

Colin Holmes
Commercial Director



12.45 Networking Lunch

Delegates will be able to network with Tesco Directors and senior buyers over lunch. Clear meeting points will be set up for the following specific categories:

- Bakery
- BWS
- Dairy
- Fresh
- Frozen
- Grocery 1
- Grocery 2
- Hardlines / Non-Food
- Health & Beauty
- Household
- Impulse
- Produce

SESSION 3: UNDERSTANDING TESCO BETTER

14.10 The Role of the Format - from Express to Extra

The Tesco business continues to adapt and evolve in response to the changing needs and expectations of its customers, and the Tesco Multi-Format model is changing with them. Roger will outline the scale, structures, ranging opportunities and ways of working with the differing format models.

Roger Fogg
Commercial Director



14.35 International Tesco

Noel will update delegates on the scale and impact of Tesco internationally, highlighting the key opportunities for suppliers to trade globally.

Noel Robbins
Development & Strategy Director – Asia



15.00 Sustainability and the Customer

Sustainability remains a core part of the Tesco agenda, not least its aim to become a zero-carbon business by 2050. Community and Government Director David North will set out the changes Tesco has put in place and its challenging ambitions for the future.

David North
Community and Government Director



15.25 Supplier Values Awards

Richard Brasher
Commercial & Marketing Director



15.50 The Vision Ahead

Richard will summarise the themes of the day and the key takeaways for suppliers.

Richard Brasher
Commercial & Marketing Director



16.00 Conference Close

Delegates at our 2009 Tesco Trade Briefing said:

"An invaluable view of the overarching strategy for the Tesco business, how that feeds into the way that we will work with them and what that means to my category"

"A rare opportunity to meet the Trading Directors"

"Insight into the impact of the recession and Tesco's response going forward has enabled me to put in place some internal actions for our business"

"Interesting to hear Tesco's commitment to facilitate suppliers who are committed to category growth initiatives irrespective of their company size"

"As expected, the day provided an excellent insight into Tesco's strategies, visions and plans for this year and how I can tailor my plans to aim to achieve a Win Win with my buyer"

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TODAY



Tesco Trade Briefing 2010 - 27th May 2010

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Fee includes delegate pack and electronic version of all slides, subject to release from Tesco. Fee also includes refreshments and a sandwich lunch. This session is promoted by IGD as an agent for IGD Services Ltd. Cheques need to be made payable to 'IGD Services Ltd'. IGD reserves the right to alter any element of the programme, such as speakers, times and venue, should the need arise. Booking confirmation will be sent direct to delegates. VAT receipted invoice will be issued together with a written confirmation of your booking. All EU Countries excluding the UK must provide a VAT number. VAT registration No. 697 2043 13

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Cancellations and name changes to be confirmed in writing.
Over 30 days – Full Refund.
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Less than 15 days notice – No refund/transfers

“This is a day designed by our commercial team to share best practice and highlight successful ways of working with Tesco. It is a unique opportunity to meet the senior Tesco team and I look forward to seeing you there.”

Richard Brasher

Commercial & Marketing Director, Tesco

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