

# 1<sup>st</sup> RETAIL MARKET ROUNDTABLE

COMMITTEE ON THE INTERNAL MARKET AND CONSUMER PROTECTION

26.09.2013

ALTIERO SPINELLI BUILDING (ASP), BRUSSELS

15.00-17.30 ROOM: 1G-3



Chairman: Malcolm Harbour  
Rapporteur: Anna Maria Corazza Bildt

## VADEMECUM OF SPEAKERS



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ΕΒΡΟΠΕΪΚΟ ΠΑΡΛΑΜΕΝΤ ΠΑΡΛΑΜΕΝΤΟ ΕΥΡΩΠΕΟ ΕΥΡΩΠΕΪΚΟ ΠΑΡΛΑΜΕΝΤ ΕΥΡΩΠΑ-ΠΑΡΛΑΜΕΝΤΕΤ  
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EURÓPSKY PARLAMENT EVROPSKI PARLAMENT EUROOPAN PARLAMENTTI EUROOPARLAMENTET

## Session 1

### Removing obstacles: delivering freedom of movement, establishment and choice



**Jérôme Bédier**

**Secretary General,  
Carrefour Group**

**Jérôme, Marie, Godefroy, Guillaume Bédier**

**Born** on 14 January 1956 in Saint-Etienne (Loire)

**Son of** Pierre Bédier, Director of company **and of** Mme, born Jacqueline Balaÿ.

**Married** Miss Laure Roux de Bézieux, Senior civil servant, on 20 July 1991 (4 children: Joséphine, Louis, Elise, Gabrielle).

**Education:** Champollion *Lycée* in Grenoble and Florent Schmitt *Lycée* in Saint-Cloud.

**Qualifications:** Graduate from the Paris Institute of Political Studies (IEP).

**Career:** Student at the National School of Administration (*Ecole nationale d'administration*) (Voltaire intake, 1978-80), Senior civil servant at the directorate-general for industry (1980), at the directorate-general of energy and raw materials (1983) for the Ministry of Industry, seconded to the public service audit department (1984), Technical adviser to the deputy minister tasked with overseeing Trade, Crafts and Services (1986), Director of Crafts (1987-91) at the Ministry of the Economy, Finances and Privatisation.

Director of development, tasked with overseeing relations with Eastern countries and the public sector, then partner at BDA-Deloitte and Touche (1991 to 1995).

Chairman of the Federation of Trade and Retail Companies (FCD) (1995 to 2011).

Chairman of the supervisory council of the union of companies and employees involved in housing (UESL) (2008 to 2011); at the French National Employers' Association (CNPF) which in 1998 became the *Mouvement des entreprises de France* (French Business Confederation): Member of the executive council (1995 to 2011), President of the taxation commission (1997 to 2000), of the Europe commission (2005 to 2011), Member of the bureau (2000 to 2011).

Administrator of the Directorate General of Health (2004 to 2007), of Klépierre (2004 to 2012) and of the National Real Estate Company (*Société Nationale Immobilière*) since 2010.

Vice-chairman of Capgemini Consulting tasked with development (2011 to 2012).

Carrefour Group General Secretary on 2 May 2012.



**Gunilla Almgren**

**President of UEAPME**

**Gunilla Almgren**, President of the European Association of Craft, Small and Medium-Sized Enterprises (UEAPME)

#### **Entrepreneurship**

I became an entrepreneur and business owner in 1989. Today I run a fairly typical and expanding micro business with three employees; REGAB Reglerarmatur AB. We operate in the clean tech sector and import and sell sanitary fittings and water saving equipment.

#### **Present Board Positions**

2011-- Inprodicon Digital Media AB

2011-- Insplorion AB

2001-- Sixth Swedish National Pension Fund

1994-- Swedbank, Gothenburg

2006-- Swedish Federation of Business Owners – Gothenburg, board member 1992-, Chairman

2002-- Swedish Foreign Trade Association (Utrikeshandelsföreningen)

2011-- UEAPME, lobby organization in Brussels for SME:s vice President (2008-2011) President

#### **Previous Board Positions**

1996-2011 ALMI West (offers help with finance and development to SMEs and start-ups)

2005-2011 Brew House Innovation AB

1994-2002 Chalmers University of Technology Foundation

1994-2000 Governance Academy (Styrelseakademien) (improves board work through education etc.)

1995-1999 Länsförsäkringar Gothenburg (non-life insurance company)

2001-2005 Start Invest AB (capital investment)

2006-2010 Svenska Garantiprodukter AB (capital investment)

2005-2009 Swedish Agency for Economic and Regional Growth (NUTEK)

2002-2010 Swedish Federation of Business Owners –Sweden, boardmember 1989-2010, vice Chairman

1989-2010 Swedish Federation of Business Owners - West Sweden region

2009-2011 Swedish Federation of Business Owners - Stockholm region

2009--2011 UEAPME, Brussels – Committee for Sustainable Development – Chairman

#### **Other engagements**

2007+2009 Börssällskapet i Göteborg, board member 2004-2007, Chairman

2000- Chamber of Commerce and Industry West Sweden, election committee

1997-1998 Member of delegation of small businesses appointed by the Swedish Government

2007-2008 Partnership For Women, Chairman

1997-1998 Governmental Delegation of Small Businesses

2007- Friskis&Svettis (Swedish organisation for gym, exercise and workout) election committee

#### **Education**

IHM Business School, DIHM Diploma Business Administration.

Various courses in Board work, strategy, leadership, strategic marketing and accounting.



## **Grzegorz Wojcik**

**Former CEO of  
Allegro.pl**

**President of Digital  
Market Development  
Foundation**

**Grzegorz Wojcik** (37) - Head of Corporate Relations within the Allegro Group (subsidiary Naspers Group), a holding company for the leading pan-European e-commerce, payment and communication platforms: Allegro Group, PayU Group and GG Network. He is also active as President of Digital Market Development Foundation, board member of e-Chamber in Poland (Chamber of Digital Economy) and mentor within multiple internet start-up coaching initiatives. Over the past 15 years, Grzegorz has been strongly involved in managing and transforming Internet businesses as strategic and operational management executive with vast experience in digital media and e-commerce. He joined Naspers Group by entering in 2009 into Allegro Group, at first holding position of CIO and Head of International Operations, and then moving to managing multiple Allegro businesses in 14 European countries as Allegro Group CEO. His experience includes innovating Internet businesses in RMF FM (largest Polish radio network), founding Interia.pl (7 years as VP from the start-up to the mature phase of the top Polish internet portal – now part of Bauer Media Holding) and working for the ITI Group (multimedia platforms including network of television channels and leading online horizontal portal in Poland). He was also Head of Supervisory Board of PBI (Polish Internet Research), responsible for setting measurement standards of the Internet by coordinating joint efforts of 6 largest Internet competitors and the introduction of Gemius/PBI measurement methodology, which, at present, is used worldwide.

**Allegro Group** is a leading multinational and multi-territorial e-Commerce Group with established companies operating within 17 Central Eastern European (CEE) countries. Allegro's key objectives are to deliver a positive e-Commerce experience to consumers in the CEE market, whilst creating an environment for growth, innovation and opportunities for small and medium sized enterprises (SMEs). Their key Allegro segments include marketplace and comparison shopping transactional websites, payment platforms, horizontal and vertical e-retail. Allegro's platforms are present throughout each stage of the e-Commerce value chain.

**Digital Market Development Foundation** ([www.dmdf.org](http://www.dmdf.org)) is coordinating forming cross-border digital economy collaboration network within CEE focused on e-commerce. First execution is E-commerce Poland initiative ([www.e-commercepolska.pl](http://www.e-commercepolska.pl)) to engage wide range of e-commerce entities in the Internet market, mainly small and medium enterprises (over 400 SMEs registered within Foundation's digital economy club), to identify their needs and form effective representation of common interests which can be achieved by education of business partners and consumers as well as forming the e-Chamber for government relationships. The Foundation was established in order to stimulate economic development on the basis of digital solutions – development of electronic services, electronic commerce and information society services (digital economy) through cooperation, exchange of know-how and strong and effective representation of the interests of the digital industry in dialogue with the national governments, the European Union and non-governmental organizations worldwide.

## Session 2

### Addressing B2B commercial relations: delivering fairness and responsibility



**Rodrigo Gouveia**

Secretary General of  
Euro Coop

Co-Chair of the  
Governance Group

**Rodrigo Gouveia** is Secretary-General of EURO COOP, the European Community of Consumer Co-operatives and of Consumer Co-operatives Worldwide (CCW), the sector organisation for consumer co-operatives of the International Co-operative Alliance. He holds a degree in Law from the University of Lisbon and Post-graduate degrees in Consumer Law and in Public Economic Regulation both from the University of Coimbra. Since 1998, he had been working as Head of Department for consumer and environmental affairs at FENACOOOP, EURO COOP Portuguese member organisation. He also worked as a Lawyer and Lecturer for the Higher School for Business Sciences in Setúbal, Portugal. In his capacity as Secretary-General at EURO COOP and CCW he is responsible for the general coordination of the Secretariat and of its representation activities in policy areas such as food safety, environment and ethics, consumer protection and internal market.



**Jean-Denis  
Dewiene**

International offering  
and buying Director –  
Auchan Group

**Jean-Denis Dewiene** was born on the 8th of November 1961.

#### University background

He is a graduate of Lille Ecole Supérieure de Commerce (ESC Lille, also known today as Lille Skema Alumni Business School). He also has a postgraduate diploma in management and marketing Sciences.

#### Professional experience

**1983-85:** Marketing research manager within JNH Conseil (consulting firm)

**1985-86:** Bazar\* Department Manager (first as a trainee, then at a permanent position) in Englos **Auchan store**

**1986-87:** Marketing manager at Auchan

**1987-89:** Buyer at **Auchan**

**1989-92:** Head of purchasing (sports department) at Auchan

**1992-99:** Head of purchasing (**milk products and frozen food department**) at Auchan

**1999-2001:** International project director at Auchan

**2001-03:** Director of Auchan Textile Central Purchasing service

	<p><b>2003-09:</b> Director of Auchan <b>Food</b> Central Purchasing service  <b>2009-11:</b> Auchan Sales and Marketing Director  <b>Since 2011:</b> International offering and buying Director - Auchan group</p> <p><b>Achievements</b></p> <p><b>Jean-Denis Deweine</b> is an expert in the <b>retailing and distribution industry</b>. His various positions within the marketing and purchasing departments at Auchan and his 25 years of experience for the French retailer makes him an Auchan specialist.</p> <p>As Auchan International Project Director between 1999 and 2001, he headed the purchasing internationalisation strategy for the <b>apparel</b> sector and oversaw the prototype project in the « Men » department.</p> <p>At the head of the Sales and Marketing Direction until 2011, he managed the five <b>Eurauchan</b> central purchasing services and also <b>Petrovex</b>, the Group oil company.</p> <p>He carried out the sales event plan projects for <b>hypermarkets</b> and <b>Auchan.fr website</b> and was also significantly involved in the <b>Mmm retailer's brand launch</b> (which has been very successful since 2007)</p> <p>* Bazar = Non-food and non-electrical appliances department</p>
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 <p><b>Pekka Pesonen</b></p> <p>Secretary General of Copa-Cogeca</p>	<p><b>Pekka Pesonen</b> is Secretary General of COPA-COGECA, an agricultural lobby representing 70 national farm organizations in Europe. He has previously been working for the Finnish Ministry of Agriculture and Forestry as state secretary. In addition, Mr. Pesonen has professional experience in EU lobbying and in Finnish food industry. He is an agricultural economist and he has a family of wife and three young children.</p>
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