

Board
1 December 2021, 12.30-15.00
MS Teams

Participants

Company	First name	Name	Participation
ALPRO	Steve	GELDERS	Present
BEL BELGIUM	Deborah	ZEMOUR	Excused
BIC	Henri	NICOLAU-GUILLAUMET	Excused
BISCUITERIE JULES DESTROOPER	Ives	DEPOORTERE	Present
BOLTON	Francesco	RIZZATO	Present
CHARLIER-BRABO GROUP	Bart	VANGRAMBEREN	Present
COCA-COLA EUROPACIFIC PARTNERS	An	VERMEULEN	Present
DANONE	Nathalie	PFAFF	Present
FRIESLAND CAMPINA	Jeroen	VAN DE BROEK	Excused
GB FOODS BELGIUM	Davy	DE VLIAGER	Excused
HENKEL	Ivan	DE JONGHE	Present
IGLO	Philipp	KLUCK	Present
JACOBS DOUWE EGBERTS	Sonja	WEGSCHEIDER	Present
L OREAL	Michel	Toth	Excused
MARS	Pierre	CAME	Excused
MELITTA	Jos	MEULENBROEK	Excused
MONDELEZ	Hafed	KHADARI	Present
NESTLE	Michel	MERSCH	Present
PALM	Sven	STUER	Present
PEPSICO	Wim	DESTOOP	Excused
PIETERCIL DELBY S	Katrien	BOUSSON	Excused
SAVENCIA FROMAGE & DAIRY BENELUX	Nicolas	GRUENER	Excused
SCHWEPES SUNTORY BENELUX	Frank	CEULEMANS	Present
SPADEL	Bart	PEETERS	Present
UNILEVER	Silvia	WIESNER	Present
NORTON ROSE FULBRIGHT LLP	Wilko	VAN WEERT	Present
BABM	Walter	GELENS	Present
BABM	Katrijn	ROELAND	Present

Report

Agenda item	Decision
Welcome and antitrust caution	<p>President Ives Depoortere reads the antitrust caution and draws the participants' attention to the BABM meeting guidelines. Both antitrust caution and meeting guidelines (see annex 1) have been distributed to all participants. It is very important that members understand and abide with the antitrust recommendations during their discussions.</p> <p>External legal counsel Wilko van Weert, Norton Rose Fulbright LLP, is present in the meeting to provide guidance and ensure compliance.</p>
	For an introduction to the topics discussed below, see presentation in annex 2 .
1 GS1 Belux strategy, governance & key files	<p>Presentation by Wouter Schaekers (P&G, President GS1 Belux) and Jan Somers (CEO GS1 Belux): see annex 3.</p> <p>The Board thank Wouter and Jan for their open communication. Wouter stresses that GS1 does not work on an island, it is governed by retailers and suppliers together. Thus, suppliers' input on projects, or questions, are welcome at any time.</p> <p>In the masterplan 2020-2022, the focus is on data exchange and data quality; GS1 wants to be a service provider rather than a standards organisation. In the FMCG sector, the main focus is on data quality. Data quality is about trusted data and effective sharing of those data through GDSN. Wouter presents the journey to trusted data and the MyProductManager (MPM), gathering all GS1 applications and services. Data quality is monitored through machine validations (DQ reports) and digital audits of the label data vs MPM data. All Board members will receive the data quality report for their company in the coming days. GS1 Belux will also provide a benchmark for companies.</p> <p>The Belux audit programme is a digital one, managed by GS1 inhouse, whereas the Dutch Kwalitijd programme conducts physical audits through external partners. There is no reciprocity yet between the two, but for the moment only Belgian SKUs are included in the audit. As regards GDSN, Carrefour is making progress but no definitive timeline is committed to. If attributes can be shared via GDSN (post-award), it is the objective of GDSN to have no excels on top any more. This is measured in the GS1 roadmap and a focal point for the GS1 Board.</p> <p>The new governance was developed with input from all Board members and sets clear priorities, preferably at BNL level. A call for action will be sent out shortly regarding the top-to-top with retailers and suppliers.</p> <p>To do BABM to distribute individual data quality reports to Board members.</p>
2 Report 16/06/2021	<p>Walter Gelens reports on the action points. No comments.</p> <p>Decision The report is approved.</p>

<p>3 Ensure a fair trading climate & protect our brands and manufacturers</p>	<ul style="list-style-type: none"> • Top to Top Delhaize 18/10: debrief This meeting was requested by Fevia to discuss UTPs experienced in the framework of the nutriplus programme by some Private Label producers, who were asked for additional fees that were not specified in the contract. Alexandros Boussis, Vincent Thoen and Illya Vandenborre represented Delhaize. Fevia was represented by Bart Buysse, BABM by Walter Gelens. Delhaize also explained the Benelux negotiation process for this year, which was rolled out with nearly double as many companies. Depending on the supplier, the lead buy may be in The Netherlands, in Belgium or a combination of both. Regarding the Supply Chain framework, Delhaize commented that it only emits penalties in case of severe issues. • Carrefour Comité de Bonne Conduite 04/10: debrief Carrefour provided an update on the tail assortment negotiation during a meeting with representatives from Ilec, Promarca and BABM. As requested by suppliers organisations, Carrefour will explicitly state and document the starting point at each country level. E-commerce and convenience stores will be taken into account. Regarding the overall gain in share of assortment, Carrefour explained that this cannot be calculated based on a weighted average because of provisions in French law, but there will be some reporting on this to suppliers. The Arte documentary on UTPs practiced by supermarkets and ERAs was largely distributed to stakeholders and European and national press. National associations have asked AIM to produce a shorter version with the most compelling scenes in 5 minutes. • EU UTP Directive - transposition Belgium: update Despite joint lobbying by BABM, Fevia and AgroFront, the 350 mio € turnover threshold for UTPs in the EU Directive will be maintained in the Belgian law, as voted on 18/11. The threshold is calculated on the international turnover of a company. BABM and Fevia had a meeting with the Cabinet of David Clarinval on 24/11 to discuss the list of UTPs. • Belgian agro-food chain consultation 14/10: debrief Given the new UTP law, the governance committee agreed to maintain the existing code of conduct because it is useful in addressing UTPs by companies above the 350 mio € turnover threshold, based on global turnover, and more generally it can help avoid legal actions via the mediation procedure it provides.
<p>4 Promote collaborative & synergetic customer relations</p>	<ul style="list-style-type: none"> • Let's Reconnect network event 20/10: evaluation & format next editions Walter reports on the evaluation by the Commercial Committee of the network event: overall positive experience for the participants, but representation of some retailers (e.g. Delhaize) was on the low side. For future events, the Commercial SteerCo proposes to invite a large team of Delhaize delegates from all departments to the summer BBQ. The Board agrees with this analysis and supports the proposal. • Speed tracker 'Back to office': status This tracker was set up by the Commercial SteerCo to provide a benchmark about the return to the office and the organisation of client meetings. Given the current situation, it is put on hold until the covid context improves.

	<ul style="list-style-type: none"> • Commercial Committee Carrefour 18/11: debrief The presentation by Cédric Ammann, Pascal Léglise, Nathalie Matteredne and Laurent Baert can be found on the intranet of our website. This was a physical meeting but with extra safety precautions because of the current covid situation. • Commercial Committee agenda 2022: preview Walter presents the meeting calendar for next year. All Commercial Committee members have received the outlook invites. For the 24/02 meeting, we will invite Colruyt (delegation TBC). Following the departure of Didier Saccone, who has taken a BNL role at Pernod Ricard, Ann Dhoedt (Soubry) has taken his seat in the Commercial SteerCo. Ivan Gallemaert will be invited to our next Board meeting to present the Committee’s activities and way of working. <p>To do BABM to invite Ivan Gallemaert on 16/03.</p>
<p>5 Inspire brands to innovate through new channels and experiences</p>	<ul style="list-style-type: none"> • Coupon folder: edition 2022 Members were debriefed on the 2021 edition during a webinar on 28/10, where we also presented the 2022 edition. A call for participants was launched early November. <i>Update: we are now at 35 coupons/pages.</i> • E-com barometer 21-22: proposal workgroup The working in its next meeting will evaluate the GfK barometer, currently at 4 waves per year, as well as a new proposal to get the full size of e-com in FMCG, developed by GfK panel services. • Webinar ‘Brands reborn – young adult’ 25/11: debrief During this webinar, Corinne Rosinski (JPCR) showed the results from the qualitative survey for BABM on ‘young adults’. The study showed insights about YA’s lives, their aspirations and vision about the evolution of our world, their priorities for their private and professional lives and what they expect from employers, companies and brands. The full report can be downloaded from the BABM intranet. Over 100 members registered for this event. • Webinar Shopperware promo barometer 08/12 Dirk Vanderveken will present the findings from his promobserver study during a free webinar on 8/12, 10.00. So far, 110 participants have registered. He will tackle following topics: latest evolutions in terms of number, type and depth of promotions, which retailers are increasing promotional activity for which categories and what is the expected impact of regional or national price promotions on overall price levels in Belgium in the long run.
<p>6 Create efficient & future driven supply chains</p>	<ul style="list-style-type: none"> • Supply Chain workgroup with Aldi 28/09: debrief During this meeting, Dirk D’haeseleer, Supply Chain director of Aldi, informed about the plans for a national SC team of Aldi in Belgium and future projects, including the introduction of Chep pallets at Aldi. The slides are available on the intranet of the website. Carrefour has agreed to present their SC strategy at a future session (timing TBC).

<p>7 Any other business</p>	<ul style="list-style-type: none"> • New members & prospects: update Walter gives an overview of the ongoing contacts with possible new members. • Contacts Nielsen & IRI: update BABM and UBA are investigating the entry of IRI in the Belgian market. UBA is currently checking the position of retailers, notably Aldi, on a collaboration with IRI. • BAM (Belgian Association of Marketing): debrief Walter reports on the award ceremony on 17/11. BABM was involved in the organisation through the SteerCo and Jury Committee, along with Gabriela Gomez (Nestlé). An overview of the awarded case can be found here: https://belgianmarketingawards.be/finalists
<p>8 Next meeting</p>	<p>16 March, 12.00-15.00 Meeting format/location TBC</p>

To Do

	What	Who	When
1	Send individual DQ reports	BABM	Asap
2	Invite Ivan Gallemaert on 16/03	BABM	Asap