



# The Big Picture – trends, trends, trends...

## Nordic Retailing Conference 2008

We are delighted to invite you to London for the 18th consecutive Nordic Retailing Conference.



Everyday life seems to focus on analysing every aspect and crushing it detail by detail. We feel the need to be on top, or at the bottom, of every question, regardless of the expected impact. When do we ever have the time to stop, take a step back and see the bigger picture?

This year we will meet in the UK, one of the most innovative countries in Europe to present you with the Big Picture: latest

trends and tendencies from around the world. During the conference delegates will also visit different stores, profiting from local solutions to the increasing expectations of the demanding British consumer.

We look forward to welcoming you to London for this year's Nordic Retailing Conference!

Where: The Cumberland Hotel, Central London

When: 20-22 October 2008

Price: € 1.790

The invitation brochure with list of speakers, detailed programme and all the practical information will be sent out in July.

### Monday

#### Registration

Store Visit– Take a walk down Oxford Street, Europe's largest high street with more than 300 shops and visit Sainsbury's, Marks & Spencer's, Selfridges and Boots as well as a detour to the infamous Whole Foods Market, world's largest retailer of natural and organic food

Treasure Hunt – A challenge to hunt down the most innovative product you've ever seen.

Informal dinner & welcome drink at 19.00 in the hotel

Delegates free to explore London by night

### Tuesday

Conference presentations – trends from European, Asian and US Markets, followed by detailed information on Green Agenda as well as insights into more of the world's most prominent trends

London Eye flight

Gala Dinner

After dinner drinks & dancing

### Wednesday

Visit to Bluewater, Europe's biggest shopping center with more than 330 finest stores and restaurants.

Visit to Tesco, the UK's biggest grocery retail chain, on the way to the airports.

Delegates transported with buses to their respective departure airport (Gatwick, Stansted or Heathrow) by 17.00

**Don't miss out!**

Contact your local Nielsen consultant and register for the conference before 12th September 2008