

# CONSUMER CO-OPERATIVE INTERNATIONAL

(the ICA sectoral organisation for consumer co-operatives)

INVITES YOU TO

AN IMPORTANT WORKSHOP FOR CONSUMER CO-OPS

ON TUESDAY 20<sup>TH</sup> SEPTEMBER at 10.00 am to 12.00

## *“SUCCESSFUL CONSUMER CO-OPERATIVES COMPETING ON OUR CO-OPERATIVE VALUES”*

A number of case studies showing winning examples of consumer co-ops with clear marketing propositions which clearly project the benefits of our co-operative values.

### Speakers

- **Bob Burlton**, chair of Co-operative Group UK and of national brand panel “Re-launching the co-operative brand in the UK”
- **Toshifumi Yamashita**, Vice President, JCCU Japan
- **Ms Turid Jodahl**, Coop NKL BA, Norway - “Nordic health / healthy food campaign”
- **Marcio F. Blanco do Valle**, Vice President, COOP Cooperativa de Consumo, Brazil

All consumer co-op organisations are welcome to the workshop as well as to a discussion on the future programme of work for consumer co-ops in CCI following the workshop at 12:00.

Simultaneous translation will be provided in English/French/Spanish

Please register on the attached form.

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Nb. This important workshop will be preceded by the general meeting of the CCI where elections will be held. Therefore the **General meeting** 9.00-10.00 will be open to **CCI members only**.