



Mr Virgil POPA
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Dear Colleague,

Efficient Consumer Response in Europe is a joint trade and industry initiative, which was launched in 1994 as a strategy to remove unnecessary costs from the grocery supply chain and to make the sector as a whole more responsive to consumer demand.

ECR Europe will be holding its 1st Official Conference in Geneva on 25th and 26th January 1996. The enclosed Advance Programme explains what the Conference aims to cover and why *you* as a key decision maker in your company should attend.

Some 40 major European retailers and suppliers are today actively engaged in the ECR initiative. Tomorrow this number will increase as more and more companies will understand the benefits from this initiative.

We do hope you will join us in Geneva on 25th and 26th January 1996.

Yours sincerely,


Etienne Laurent
President and CEO
