



The World's Leading Business Management Simulation

PRESS RELEASE

Storewars comes to Australia and New Zealand

SYDNEY, Australia: 14 November 2011—Storewars, the internationally-renowned business simulation program, is breaking new ground in Australia and New Zealand. Following its highly successful debut in Auckland, the course will next take place in **Melbourne on 15-18 November 2011**

“Nielsen is pleased to be hosting and facilitating this exciting program. The courses in Auckland and Melbourne have already attracted huge interest, with participation from major FMCG retailers and manufacturers,” said Michael Walton, Executive Director for Consumer and Business Intelligence, Nielsen Pacific.

The courses have participation from 12 leading FMCG and liquor manufacturers and retailers with future courses already planned for 2012.

“This course is perfectly suited to the issues facing manufacturers and retailers alike in the Pacific – as participants grapple with the tension between trading relationships and consumer expectations,” said Jean-Jacque Vandenheede, Director of Industry Insights, Nielsen Europe

About Storewars

The practice of business decision-making in today's fast-moving retail sector has never been more relevant, with the highest premium placed on everything from negotiating skills to the consequences of choices that are made.

Storewars is one of the world's most sophisticated total business simulations. Used by multiple leading FMCG manufacturers and retailers in over 40 countries, it provides a unique management development program that examines the interaction between suppliers and retailers.

Storewars participants essentially run an FMCG business. While managing the firm, its strategy and its resources, they develop an intuitive understanding of the business, its functional elements, and ways to achieve a strong profitable position in the market by establishing mutually beneficial win-win relationships.

Key lessons are reinforced with detailed coaching and feedback on the impact of strategic and tactical decisions. Additionally there are breakout sessions and lectures on burning, up-to-the-minute topics that link the lessons back to real market issues.

About Nielsen

The program in Auckland and Melbourne is presented and facilitated by Nielsen, the world's leading provider of marketing information, audience measurement, and business media products and services.

Jean-Jacques Vandenheede, Director, Industry Insights, Nielsen Europe, is an expert in mapping the changes that affect the grocery retailing industry. He analyses format realities and change-drivers, and looks in a prospective way towards developing markets, with special attention to new developments within formats and channels. With comparable material gathered from over 50 countries, Mr Vandenheede has a unique perspective on new shopper insights and expectations, especially in private label and discount retailing.

Michael Walton, Executive Director Business & Consumer Intelligence, Nielsen Pacific, has worked across a vast number of industry retailer and suppliers both in Australia and New Zealand, and is a keenly sought conference speaker on issues regarding what consumers are doing, watching and buying.

For further information, please go to <http://www.storewars.net>

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