

## SPAR Australia

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# **PRESS RELEASE**

## **SPAR International CEO Visits Australia**

SPAR Australia Ltd is pleased to announce that Dr. Gordon R. Campbell, Chief Executive Officer, SPAR International, will be visiting Australia in February/March 2015. Dr Campbell is responsible for the worldwide development and co-ordination of the SPAR organisation and last visited Australia in November 2012.

SPAR was founded in the Netherlands in 1932 by Adriaan van Well with the simple yet powerful philosophy that independent wholesalers and retailers can achieve more by working together. SPAR is the world's largest organisation of independent retailers with over 12,300 SPAR stores in 36 countries on 4 continents. SPAR and its member nations have been competing with discounters like Aldi and Lidl as well as mainstream supermarkets such as Tesco and Carrefour and convenience formats for many years, not only surviving, but growing and prospering in the face of intense competition. In 2013 SPAR had global annual retail sales of €32.1 billion. The 2014 figures will be released at the SPAR International Congress in Vienna in May.

As a result of Dr Campbell's extensive knowledge of retailing across multiple international markets and formats, he has been invited to Australia to make a keynote presentation at the Retail Leaders Forum titled "New Geographies, New Consumers - Lessons in International Retail Success". In addition to this, Dr Campbell will speak at the 2014 Convenience Retailers Choice Awards, attend the SPAR Australia Regional Meeting in Coffs Harbour, participate in the re-launch celebrations of SPAR Maclean following their recent store extension and upgrade as well as visiting SPAR stores in both NSW and Queensland.

Dr Campbell has focused on the development of SPAR as a global retail brand, which includes the sponsorship of European Athletics, unique international TV campaigns and international promotions. Under his leadership, SPAR expanded throughout Europe, Russia, Asia, Africa and Middle East. Together with SPAR Partners, Dr Campbell is working on the implementation of the Strategy 'Growing our Future Together' which looks at the long term objectives of SPAR International. The current focus is on the development of SPAR in the emerging markets of Asia (in particular China and India) and Africa. He has driven

innovation in retailing and distribution which has resulted in the development of international flagship stores in hypermarket, supermarket and convenience formats.

Previously, during 1983 – 1993, Gordon Campbell was Sales and Marketing Director of BWG Foods Ltd and a Director of SPAR Ireland. He became the Managing Director of SPAR International in 1994. Dr Campbell has a PhD in Biochemistry from Trinity College, Dublin, is the President of the Ireland Netherlands Business Association (INBA) based in Amsterdam and is a member of the Advisory Board of the World Retail Congress (Europe).

Locally owned and operated, SPAR stores in Australia are part of the worldwide SPAR family. Over 12,300 SPAR stores across 36 countries meet the needs of over 13 million customers daily. At SPAR you can be assured of great service, a great range, low prices every day and specials that will SAVE you money!

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