

**Hugo BYRNES**  
**VP Product Integrity**  
**ROYAL AHOLD, The Netherlands**



Hugo Byrnes has a Dutch Law degree from the State University Leiden, the Netherlands. He is a food lawyer whose career has focused on the food business and in particular on quality management and standardisation. He started as a lawyer for the Dutch Dairy Commodity Board, responsible for the implementation of EU law and producing legislation on quality requirements. He then was Deputy Director for the Dutch Organisation for Packaging and the Environment, an industry organisation, involved with producing the Dutch Packaging Covenant.

As Manager of Public Affairs Manager for Heineken, he was responsible for Heineken's alcohol policy and environmental issues. He then held the position as Regulatory Affairs Manager for Iams Pet Food (Procter & Gamble), overseeing legal and public affairs issues for its European organisation. From 2000 onwards he was the Director of The Global Food Safety Initiative (GFSI). Hugo Byrnes joined Royal Ahold in 2006 and was subsequently appointed to the position of Vice president Product Integrity. He is responsible for Ahold's sustainable trade and food and non-food policies, including Ahold's food safety policies.

**ROYAL AHOLD**

Ahold is an international food retailing group based in the Netherlands. Ahold operates leading supermarket companies in Europe and the United States. At the end of 2010 Ahold had 2,970 stores, 213,000 employees and total sales of € 29.5 billion.

Ahold operates supermarket companies in both Europe and the United States under these powerful local brands: Albert/Hypernova, Albert Heijn, Etos, Gall & Gall, Giant-Carlisle, Giant-Landover, Hypernova, Martin's, Peapod and Stop & Shop.

