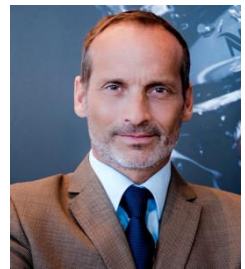


## Nespresso Sustainability: Long Term Commitment and Key Learnings

Conference by Patrick Onken,  
Marketing & E-Commerce Director at Nespresso

**Thursday, 24<sup>th</sup> September 2015, 4.30 pm, Room 01-014**

Since 1986, *Nespresso* aims to offer its consumers the highest quality coffee. The premium brand has placed Creating Shared Value at the core of its strategy, so that, thanks to its end-to-end approach, *Nespresso* has constantly innovated and improved its business to benefit consumers, business partners, coffee farmers as well as society and environment at large.



Patrick Onken

Due to the actual competitive context and global societal challenges, *Nespresso* is more than ever willing to become a transformative force for coffee and achieve its ambitious 2020 commitments.

Patrick Onken, graduated from HSG, is currently Marketing and E-Commerce Director at *Nespresso* Switzerland. After travelling through Latin America and being part of the organising committee of the St.Gallen Symposium, Mr. Onken started his brilliant career in several international FMCG companies. Since he has joined *Nespresso* in 2013, he sets Sustainability as a key priority.

