

## GCA NEWSLETTER

### MEET THE CCO QUESTIONS – Tim Belser, Compliance Director Lidl UK GmbH



**Question:** Tell us something about yourself and your path to becoming a Code Compliance Officer.

Having started in 2003 with Lidl Germany in sales, property and audit, I joined Lidl UK in 2006 as head of audit. In 2009 I took on a director position to expand the company's compliance and risk management systems, including GSCOP. Because of my ongoing contacts with the Office of Fair Trading (now the Competitions and Markets Authority) it was a logical decision to be appointed CCO. Recent experience within logistics operations and financial accounting enables me to oversee Code compliance from various angles.

**Question:** What are the most challenging aspects of your CCO role?

In this fast paced retail environment our Buying team is always on the move to develop new products and come up with exciting sales strategies and marketing initiatives. It is therefore my responsibility to deliver an equally quick turnaround on the necessary advice and consultation to ensure Code compliance throughout the development process. This is a real team effort, and the close co-operative relationship that I have with all buyers makes successful rollouts possible.

**Question:** If you could change one thing about the groceries market, what would it be?

This market is always changing! The development of the hard discount formula into a one-stop-shop experience highlights that the groceries market is constantly evolving and adapting to consumer needs and expectations. With continued total market growth, I could imagine that soon the group of designated retailers covered by the Code will be expanded.

**Question:** What achievement as CCO are you most proud of?

It is fantastic to see how responsive our buyers are during the annual group training, especially those who have attended every training since 2010. By the same token, because of the focus placed on GSCOP by the experienced buyers, new members of the Buying team are similarly engaged. Hopefully this dedication will continue to be reflected in our compliance levels.

**Question:** What 3 things do you want to achieve in the next 12 months?

- Continue the current collaborative working relationship with our Suppliers and the GCA.
- Continue the open and proactive experience exchange with the buying team.
- Expand GSCOP annual training sessions with other relevant regulatory topics or news updates for group discussions.

**Question:** Is there anything else you would like to share with readers of News from the Adjudicator?

When meeting consumer expectations to offer more and more diverse products, retailers are dealing with an ever larger number of suppliers and contracts as a consequence. Because market complexity is continuously increasing, I firmly believe it is the CCO's task to remain focussed on the basics: inform yourself of new initiatives, and regularly communicate the principles of GSCOP.