

# 6<sup>th</sup> Global DIY-Summit 2018

## DIY NEXT - Reinventing our Industry

**13-14 June 2018**

Palau de Congressos de Catalunya  
Barcelona, Spain



Speakers:



**Véronique Laury**  
CEO  
Kingfisher



**Sylvain Prud'homme**  
President International  
Lowe's



**Matt Schweikert**  
Chief Strategy Officer  
The Home Depot



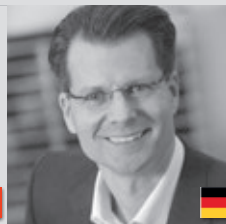
**Ignacio Sánchez Villares**  
Managing Director  
Leroy Merlin



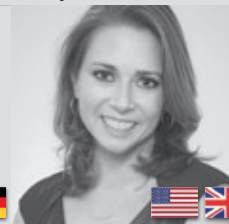
**Jeffrey Lavers**  
VP and General  
Manager  
3M



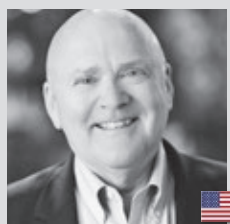
**Tony Ho**  
President  
Test Rite Group



**Henning von Boxberg**  
President Robert  
Bosch Power Tools



**Rebecca Homkes**  
Director and Partner  
GrowthX Corporate



**Garry Ridge**  
President  
CEO & Director  
WD-40 Company



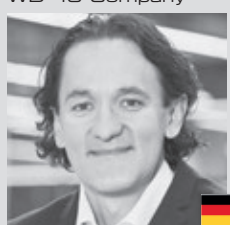
**Steven van Belleghem**  
Expert in Customer  
Focus in a Digital World



**Christian Bärwind**  
Industry Leader Retail  
Google



**Alejandro Gonzalez de Aguilera**  
Partner Financial  
Advisory Deloitte



**Martin Wild**  
Chief Innovation Officer  
MediamarktSaturn  
Retail Group



**Jörn Küpper**  
Senior Partner  
McKinsey &  
Company, Inc.



**Christian Raisson**  
Co-Founder  
ManoMano



**Erika Sirimanne**  
Head of Home  
and Garden Research  
Euromonitor

powered by



Gala Evening at the MNAC

For the gala dinner we invite all participants to one of the most emblematic spaces of Barcelona – the Museu Nacional d'Art de Catalunya

+ **Store Tour** on 12 June 2018



+ **Workshops** on 12 June 2018

+ **Get-Together** on 12 June 2018

+ **Global DIY 2018** International Congress Exhibition

+ **Global DIY-Lifetime Award** at MNAC on 13 June 2018

Special guests:



For more information and online registration visit us on <http://diysummit.org>

Platinum Sponsors



12 June 2018

19:30 - 23:30

**Get-Together**

Fairmont Rey Juan Carlos I., Pool & Garden Area



On the eve of the conference, participants may join an informal meeting in the remarkable 19<sup>th</sup> century gardens area just beside of the congress centre. Enjoy an unforgettable evening and use this opportunity to intensify existing trade contacts and to extend your business network.

13 June 2018

08:00 - 09:00

**Registration**

08:30

**Opening of the International Congress Exhibition**



09:00 - 09:10

**Welcome and Introduction**

by the Summit Moderators

**John W. Herbert**, General Secretary EDRA/ghin



**Ralf Rahmede**, General Manager fediyma



09:10 - 09:20

**Presidents' Welcome Address**

**Sergio Giroidi**, President EDRA, CEO OBI, Germany



**Reinhard Wolff**, President fediyma, Managing Partner wolcraft, Germany



09:20 - 09:50

**Global Economic and Political Overview**

**Alejandro Gonzalez de Aguilar**, Partner, Financial Advisory Deloitte, Spain

**Keynote Speech**



09:50 - 10:20

**Home Improvement in the Age of Retail Disruption**

**Matt Schweickert**, Chief Strategy Officer - Head of Strategic Business Development & I.T. Finance The Home Depot, USA

10:20 - 11:10 **Networking Break**

**Challenges for a New Kind of Cooperation - Facing the Future Together**



11:10 - 11:35

**From Products to Consumer Needs - Implications on our Cooperation**

**Jörn Küpper**, Senior Partner McKinsey & Company, Inc., Germany



11:35 - 12:35

**Panel Discussion: Challenges for a New Kind of Cooperation between Retailers and Suppliers**



**Sylvain Prud'homme**, President, International Lowe's Companies, Inc., USA



**Véronique Laury**, CEO Kingfisher, UK



**Jeffrey Lavers**, Vice President and General Manager 3M Construction and Home Improvement Markets Division, USA



**Jan Ostendorf**, Managing Director Sales & Marketing J.W. Ostendorf, Germany



**Dr. Sven Wilhelm**, Managing Director Storch-Ciret Holding, Germany

**Henning von Boxberg**, President Robert Bosch Power Tools, Germany

**Moderator: Steve Collinge**, Managing Director, Insight Retail Group, UK

12:35 - 13:50 **Lunch**

13 June 2018

**The DIY Next Generation - Disrupting our Industry**



13:50 - 14:15

**Why Innovation is the Essence of Next Generation Retail?**

**Martin Wild**, Chief Innovation Officer MediaMarktSaturn Retail Group, Germany



14:15 - 14:40

**Ideation to Results: Executing on Innovation**

**Rebecca Homkes**, Fellow, Executive Adviser and Consultant, Director and Partner GrowthX Corporate, USA & UK



14:40 - 15:20

**Customers the Day after Tomorrow**

**Steven van Belleghem**, Expert in Customer Focus in a Digital World, Belgium

15:20 - 16:05 **Networking Break**



16:05 - 17:20

**DIY Startup Arena - Second Edition**

moderated by **Richard van Hooijdonk**, Trendwatcher and Futurist, The Netherlands



Meet the newcomers that are already transforming our industry. The best startups will compete to present you the most exciting innovations



17:20 - 17:50

**The Age of Assistance**

**Christian Bärwind**, Industry Leader Retail - Strategic Partnerships, Google



17:50 - 17:55

**Summary of the Day**

**John W. Herbert**, General Secretary EDRA/ghin



**Ralf Rahmede**, General Manager fediyma

20:10

**Transfer to the Gala Dinner**

**6<sup>th</sup> Global DIY-Lifetime Award at the Gala Evening**

Amongst the highlights of the first day will be the festive presentation of the 6<sup>th</sup> Global DIY-Lifetime Award at one of the most emblematic spaces of Barcelona - the Museu Nacional d'Art de Catalunya (MNAC). Enjoy an exciting evening in the company of highly distinguished guests.



**And the winner is ...**

**Damien Deleplanque**  
CEO ADEO (1993-2017)



14 June 2018

We would like to thank all our sponsors:



09:00 - 09:05

Welcome Address and Introduction by Ralf Rahmede, General Manager, fediyima



John W. Herbert, General Secretary EDRA/ghin

### Keynote Session



09:05 - 09:35

It's all about the People Garry Ridge, President, Chief Executive Officer and Director WD-40 Company, USA



09:35 - 10:20

The Day after Tomorrow Peter Hinssen, Founder nexxworks, Belgium

10:20 - 11:20 Networking Break



11:20 - 11:50

Collaborating to Win - New Approaches to Retailer-Supplier Engagement Daniel Duty, CEO & Founder Conleago, USA

### Market Update - Latest Industry Figures



11:50 - 12:15

The Future of DIY: Global Consumer Trends Erika Sirimanne, Head of Home and Garden Research Euromonitor International, UK



12:15 - 12:40

The Brexit Factor and its Impact on the UK DIY Market Clive Daley, Director CFD Strategic Solutions, UK

12:40 - 13:10 Networking Break

### Home Improvement around the World



13:10 - 13:35

Spanish Economic Recovery and a Rising Interest in DIY Ignacio Sánchez, Managing Director Leroy Merlin, Spain



13:35 - 14:00

Blazing New Trails in China's Home Improvement Battleground Tony Ho, President Test Rite Group, Taiwan



14:00 - 14:25

Farewell Speech 2018 Creating the New Frontiers of the DIY Industry Christian Raison, Co-Founder ManoMano, France



14:25 - 14:30

Farewell Wrap-Up by Ralf Rahmede, General Manager fediyima



John W. Herbert, General Secretary EDRA/ghin

14:30 - 15:15 Farewell Lunch

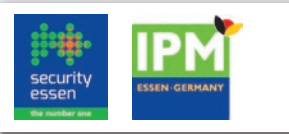
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### Gold Sponsors



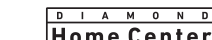
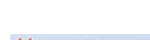
### Silver Sponsors



### Strategic Partner



### Media, Trade Fair & Market Research Partners



John W. Herbert



Ralf Rahmede



Ladies and Gentlemen,

We would like to invite you to the **sixth edition of the Global DIY Summit**, the networking event for the home improvement industry, where manufacturers and retailers have the opportunity to gather and exchange views on current trends.

The main congress theme is **"DIY Next – Reinventing our Industry"**. The difficulty for the industry's leaders is that they cannot afford to focus on just one aspect of disruption. Manufacturers and retailers have to navigate three revolutions at once: a geographic, a demographic and a technological.

The expectation of the arrival, by 2030, of a billion new consumers in China and 500 million in India, the change in the consumer behavior due to the rise of the Millennial consumers group, and the global penetration of mobile phones are the main factors of global volatility and will remain the main concerns for many market leaders.

With social, economic, technological and environmental change continuing and accelerating companies will need to be agile



to survive. The view that the best way to survive disruption is to lead it is increasingly being accepted by many established manufacturers and retailers. There is a balance to be struck, but many companies are changing their strategies, structures, and business models.

Take advantage of this unique opportunity to embrace disruption and reshape the future of your business.

Save your place now and join us on 13-14 June 2018 in Barcelona!

Best regards,

*John W. Herbert*

John W. Herbert  
General Secretary  
EDRA/ghin

*Ralf Rahmede*

Ralf Rahmede  
General Manager  
fediyma

## Online registration:



<http://diysummit.org>

### contact address

fediyma EDRA Kongress GmbH  
Deutz-Mülheimer Str. 30  
50679 Cologne / Germany

Tel: +49 (0) 221 / 27 98 01-0  
Email: [info@diysummit.org](mailto:info@diysummit.org)

## Venue:

Palau de Congressos de Catalunya  
Avda. Diagonal 661-671  
08028 Barcelona, Spain

Accommodation:  
Reserve your room at  
<http://diysummit.org/accommodation>



## Congress fee:

	Early Bird Rate (until 15 March 2018)	Standard Rate
EDRA/ghin or fediyma Members	€ 1,395 (plus VAT)	€ 1,695 (plus VAT)
General Attendee	€ 1,695 (plus VAT)	€ 1,995 (plus VAT)

Second and subsequent registrations will qualify for a 20 % discount

## Workshops

12 June from 14:00 to 17:00

This event is subject to a fee and needs to be booked separately

### Workshop 1

#### DIY Digital Leadership: The Secrets of Digital Success



Sanjay Saudie, Director EIMIA

To succeed in the digital era, traditional Leadership principles must be questioned to fit the demands of new markets, the new principles of leading a company and fulfilling the rising expectations of the digital customers.

In this workshop, Sanjay Saudie will present the results of his Master Thesis on Digital Disruption and Digital Transformation in the DIY Sector with very valuable insights to Digital Leadership and Digital Success – integrated into the iROI®-Strategy for successful Leaders. At the end of this workshop, you will be holding a roadmap in your hands to implement Digital Leadership in your company.

### Workshop 2

#### The Future of DIY: Challenges & Success Stories



Erika Sirimanne, Head of Home and Garden Research, Euromonitor  
Adeline Ho, Industry Analyst Home & Garden, Euromonitor

The workshop will look to explore leading regions, countries and major growth opportunities for home improvement players globally. Through the workshop, attendees will be able to understand the major characteristics of APAC consumers (and how they differ from their North American and European counterparts), as well as popular home improvement categories by region.



The workshop will be interactive using video and/or quiz content along the way, allowing attendees to ask questions and share their own experiences as to how they are responding to key trends, such as digitalisation and demographic changes.

### Workshop 3

#### Offline or Online, be Relevant and Visible



Andree Berg, Industry Engagement DIY Sales & Implementation, GS1 Germany

Tom Depoorter, Industry Engagement & Lead EDI Manager, GS1 Belgium & Luxembourg

Loek Boortman, Chief Technology Officer, GS1 Netherlands

The key to the digital world  
In regards to the content, the workshop will aim at helping participants understand how to optimize their complete supply chain and use GS1 standard technologies to enter new markets.



Participants will EXPLORE the world of GS1 standards and will DISCOVER how business processes can become more efficient and sustainable with GS1 standards.

They will also UNCOVER success stories from businesses around the world and LEARN how the power of standards is transforming the way we work and live.

GS1 invites you to an interactive session where the world of standards will make sense to your business!

## Become a Sponsor

Why should you partner with us? Our congress brings together more than 1000 industry representatives, many of whom are senior retail executives drawn from over 50 countries worldwide. Furthermore, the accompanying congress exhibition offers suppliers and service providers the opportunity to present their products and know-how to the sector's top global decision makers.

Contact: Stefan Michell

Project Manager Congress Exhibition & Sponsorship, Email: [stefan@diysummit.org](mailto:stefan@diysummit.org)



International Congress Exhibition