

8th Global DIY-Summit 2022

THE NEXT NORMAL -
Adapting to a Rapidly
Changing World

8-10 June 2022

Bella Center, Copenhagen



Speakers:



Michael Schneider
Managing Director,
Bunnings Group



Llewellyn Walters
CEO Massbuild



Mark Haviland
EVP Brand Development
& Sustainability,
Rakuten



Veronica Civiero
Global Solutions
Manager, Facebook



Jan-Piet van Kesteren
MD Decorative Paints
EMEA, AkzoNobel



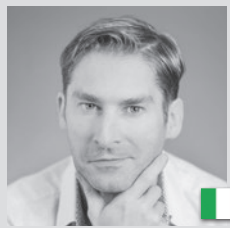
Dilys Maltby
Senior Partner and
Co-Founder, Circus



Tobias Pohl
Industry Manager
Retail Multichannel,
Google



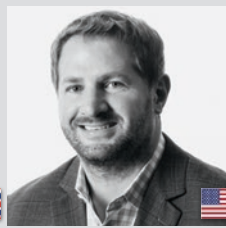
Victoria Neuhofer
E-Commerce Specialist,
Project and Sales
Director Neuhofer Holz



Ken Hughes
Consumer &
Shopper Behaviouralist



Wayne Visser
Prof. of Integrated
Value at Antwerp
Management School



Mark Herbek
Executive Director,
Cleveland Research
Company



Jamie Anderson
Management Guru



Rik Vera
Trusted Advisor



Paul Martin
Head of Retail,
KPMG



Nick Botter
Industry CTO Retail
EMEA, Salesforce



Joshua Coombes
Founder #DoSomethingForNothing

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Special guests:



+ **Store Tour** on 8 June 2022

+ **Get-Together** on 8 June 2022

+ **International Congress Exhibition**
9 - 10 June 2022

+ **Gala Evening** on 9 June 2022

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

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8 June 2022

19:30 - 23:30
Get-Together



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On the eve of the conference participants may join an informal meeting in the congress's exhibition area. Enjoy an unforgettable evening and use this opportunity to intensify existing trade contacts and to extend your business network.

9 June 2022

08:00
Opening of Registration Desk

Opening Session



09:00 - 09:10
Welcome Address
John W. Herbert,
General Secretary,
EDRA/GHIN



Piet de Coninck,
General Manager,
HIMA



Iñaki Maillard,
General Manager,
Global DIY Summit



09:10 - 09:20
Presidents Welcome
Sergio Girolodi,
President, EDRA/GHIN,
CEO, OBI



Reinhard Wolff,
President, HIMA,
Managing Partner,
wolcraft



09:20 - 09:50
**The US Economy and Amazon -
Analyzing the Impact on the US Homecenters**
Mark Herbek, Executive Director, Home Improvement,
Cleveland Research Company, USA

Keynote Speech



9:50 - 10:20
Always Evolving... Markets, Offers and People
Michael Schneider, Managing Director, Bunnings Group,
Australia

10:20 - 11:10 Networking Break

Personalisation: Using Data to Deliver Personalised Experiences



11:10 - 11:35
**How Redefining Engagement & Reskilling Employees
Can Save Retail**
Nick Botter, Industry CTO Retail EMEA, Salesforce, USA



11:35 - 12:10
The Race for Relevance with the Modern Consumer
Ken Hughes, Consumer and Shopper Behaviouralist &
Customer Experience Strategist, Ireland



12:10 - 12:45
**c2MxEi (Connect to many, engage individuals).
The Magic Formula for The New Normal**
Rik Vera, Worldwide Keynote Speaker, Author,
Lecturer at Business Schools & Trusted Advisor
and Coach of Large Organisations, Belgium

12:45 - 13:55 Networking Lunch

The Future of Marketplaces and the Rise of Digital Ecosystems



13:55 - 14:15
How Amazon Really Works - A Strategic Point of View!
Nils Zündorf, Executive Director, factor-a, Germany



14:15 - 14:35
Re-Invent the Digital Shopping Experience with AI
Tobias Pohl, Industry Manager Retail Multichannel,
Google, Germany



14:35 - 14:55
**How Social Media Can Drive Business Results in an
Over Connected World**
Veronica Civiero, Global Solutions Manager, Facebook



14:55 - 15:15
It's not a f** Disruption - It's Called Progress!**
Victoria Neuhofer, E-Commerce Specialist, Project and
Sales Director Neuhofer Holz, Austria

15:15 - 16:05 Networking Break

Open Innovation: Creating a Collaborative Culture in Business



16:05 - 16:08
Introduction to the Session
Ken Hughes, Consumer and Shopper Behaviouralist &
Customer Experience Strategist, Ireland



16:08 - 16:15
**Opening Speech: Open Innovation -
Giving New Ideas the best Chance of Success**
Jan-Piet van Kesteren, MD Decorative Paints EMEA,
AkzoNobel



16:15 - 16:45
**Open Innovation - Giving New Ideas the Best
Chance of Success**
**Startup Pitch and Panel Discussion moderated by
Ken Hughes**



16:45 - 17:25
Creative Leadership in a Complex World
Jamie Anderson, Professor of Strategic Management,
Antwerp Management School, Belgium

from 19:00 Transfer to Gala Dinner Venue

10 June 2022



09:00 - 09:05
Welcome Address
Piet de Coninck,
General Manager,
HIMA



John W. Herbert,
General Secretary,
EDRA/GHIN

The Age of Responsibility - Beyond CSR



09:05 - 09:40
**Creating Integrated Value:
Pathways to Sustainable Transformation**
Wayne Visser, Professor of Integrated Value, Antwerp
Management School, Belgium/UK



09:40 - 10:05
Putting Purpose at the Heart of your Business
Dilys Maltby, Senior Partner, Circus, UK



10:05 - 10:35
The Age of Responsibility
Mark Haviland, EVP Brand Development &
Sustainability, Rakuten, UK

10:35 - 11:35 Networking Break

Home Improvement Retail Trends



11:35 - 12:00
**Is the Traditional Retail Business Model Dead?
Retail Trends and Outlook 2021**
Paul Martin, Head of Retail, KPMG, UK



12:00 - 12:30
KEYNOTE: Retail Reimagined
Llewellyn Walters, CEO Massbuild, South Africa



12:30 - 12:55
**Key Consumer Trends in European DIY
and How to Deal with these Trends**
Reinier Zuydgeest, Managing Consultant,
USP Marketing Consultancy, The Netherlands

Farewell Speech



12:55 - 13:20
A New Generation of Altruism
Joshua Coombes, Founder #DoSomethingForNothing, UK

13:20 - 14:30 Farewell Lunch

Online registration:



<http://diysummit.org>

Address

Global DIY-Summit
fediyma EDRA Kongress GmbH

Deutz-Mülheimer Str. 30
50679 Cologne / Germany
Tel: +49 (0) 221 / 95 49 00 30
Email: info@diysummit.org

Congress fees

incl. Global DIY-Summit + DIY-Network

Early Bird Rate (until 15 March 2022)

Members HIMA/EDRA/GHIN	€ 1,695 (plus VAT)
General Attendee	€ 1,995 (plus VAT)
HIMA New Membership Pack	€ 3,000 (plus VAT)

Standard Rate

Members HIMA/EDRA/GHIN	€ 1,995 (plus VAT)
General Attendee	€ 2,295 (plus VAT)
HIMA New Membership Pack	€ 3,100 (plus VAT)

International DIY Congress Exhibition 2022



Why should you partner with us? Our congress brings together more than 1,100 industry representatives, many of whom are senior retail executives drawn from over about 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.

The International DIY Congress Exhibition 2022 is certainly an invaluable platform to showcase your most innovative product trends and to expand your network of contacts.

Become a Sponsor

FIVE REASONS TO PARTNER WITH US

- 1 Be part of the most important global home improvement event
- 2 Networking with the sector's key decision makers
- 3 Demonstrate thought leadership
- 4 Showcase your brand to a global audience
- 5 Expand your customer base and increase your sales

Contact: Stefan Michell
Project Manager Congress Exhibition & Sponsorship
Email: stefan@diysummit.org

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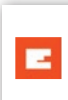
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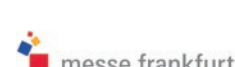


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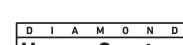


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Global DIY-Network

THE FUTURE OF DIY -
New Trends and Innovation

Watch Season 2

register at www.globaldiynetwork.com

Moderators:



Ken Hughes
Consumer & Shopper
Behaviouralist



John W. Herbert
General Secretary
EDRA/GHIN

Speakers:



Paul Candon
CEO,
United Hardware



Andrew Pearl
VP Strategy and Insight
EMEA, Profitero



Blaz Pesjak
CEO, Merkur



Nick Brackenbury
Co-Founder & CEO,
NearSt



Nick Brackenbury
Co-Founder & CEO,
NearSt



Gerald Böse
President & CEO,
Koelnmesse GmbH



Guy Colleau
CEO, Maxeda DIY
Group



Sacha Buyck
Head of Partner
Management, Bol.com



Naotaro Hikida
President,
Kohnan Shoji Co. Ltd



Tobias Schäfers
Associate Professor
of Marketing, Copen-
hagen Business School



Stefan Brinkhoff
Co-Founder & CTO,
locandis GmbH



Andrea Scown
CEO, Mitre 10



Garry Ridge
CEO & Chairman,
WD-40

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The most important executive managers in the home improvement industry belong to this network

Arrange online meetings

Contact other executive managers using our 1:1 virtual meetings application

Meet the buyer

Meet retailers in any of our online networking activities

Attend online webinars

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Watch our DIY retail interviews

Learn how the CEOs in our industry are coping with the global crisis

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Get access to exclusive studies and increase your knowledge about the DIY market

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