

The Networking Event for the Home Improvement Industry

9th Global DIY-Summit 2023

VISIONS OF DIY IN THE AGE OF UNCERTAINTY

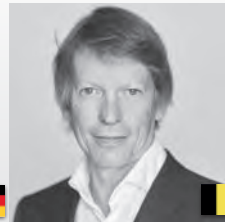
14-16 June 2023

Estrel Congress Center, Berlin

Speakers:



Erich Harsch
CEO Hornbach
Baumarkt AG



Erwin Van Osta
Owner and CEO,
Hubo



Veronica Valdez
CEO, Promart



Erik Cuypers
Group CIO, Maxeda
DIY-Group



Takashi Yanase
President and CEO,
GooDay



Patricia Grundmann
Vice President
Retail Media, OBI



Per Haraldsson
Commercial Director,
Bygghem Group



Dr. Ira Kalish
Chief Global Economist,
Deloitte



Christina Stathopoulos
Professor of Analytics,
IE Business School



Mariano Imberga
Head of Operations,
Sodimac



Ariel Schilkrot
Co-Founder, Zippedi



Steven Van Belleghem
International Keynote
Speaker



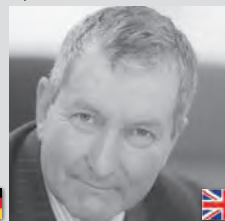
Maike Schnell
Industry Leader,
Retail, Google



Nick Brackenbury
Co-Founder & CEO,
NearSt



Felicitas Then
TV Host and Culinary
Content Creator



Chris Roebuck
Renown speaker
and 10 times HR
Most Influential Thinker

Special guests:

Google

EUROMONITOR
INTERNATIONAL

Deloitte

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

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14 June 2023

19:30 - 23:30

Get-Together

sponsored by



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



15 June 2023

08:00

Opening of Registration Desk

Opening Session

09:00 - 09:12

Welcome Address and Introduction



John W. Herbert,
General Secretary,
EDRA/GHIN



Iñaki Maillard,
General Manager,
Global DIY Summit



Piet de Coninck,
General Manager,
HIMA

09:12 - 09:20

Presidents Welcome



Thierry Garnier,
President, EDRA/GHIN,
Group CEO,
Kingfisher



Reinhard Wolff,
President, HIMA,
Managing Partner,
wolfcraft

09:20 - 09:50

The Global Economy and the Post-Pandemic World



Dr. Ira Kalish, Chief Global Economist,
Deloitte

Keynote Speech



9:50 - 10:20

Awaiting confirmation of the title of the presentation

Erich Harsch,
CEO Hornbach Baumarkt AG

10:20 - 11:20 Networking Break

CX - What Are DIY Customers Really Looking For Today?



11:20 - 11:30

Introduction to Customer Experience

Ken Hughes, Consumer and Shopper Behaviouralist
& Consumer Experience Strategist

11:30 - 11:50

The Seamless Customer Experience



Maike Schnell,
Industry Leader Retail,
Google



Dr. Christopher Fink,
Principal Analytical
Consultant Retail,
Google

11:50 - 12:30

The Offer you can't Refuse



Steven Van Belleghem, International Keynote Speaker
and Thought Leader of the Transformation of Customer
Relationship

12:30 - 12:45

The Future of Customer Experience

Panel Discussion

Ken Hughes, Maike Schnell and Steven Van Belleghem



12:45 - 14:05 Networking Lunch

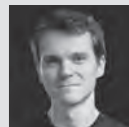
Digital Transformation - The New Face of Home Improvement



14:05 - 14:30

Digital Transformation in Retail

Erik Cuypers, Group CIO, Maxeda DIY-Group



14:30 - 14:55

The Local Future of Online Retailing

Nick Brackenbury, Co-Founder & CEO, NearSt



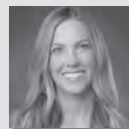
14:55 - 15:30

Forward to Basics

Herman Konings, Change Psychologist & Trend Analyst,
Pocket Marketing / nXt

15:30 - 16:20 Networking Break

Data-Driven Decision-Making and the Future of Retail



16:20 - 17:00

Data Decoded: The Lifeblood of your Business

Christina Stathopoulos, Academic Director & Professor
of Analytics, IE Business School

Closing Session



17:00 - 17:40

DIY in the Age of Uncertainty - Turning Vision into Reality

Chris Roebuck, Renown speaker and 10 times HR Most
Influential Thinker

from 18:45

Transfer to Gala Dinner Venue

Gala Evening

The Global DIY-Summit Gala Evening will take place in one of the most exclusive and historic buildings in the city. Built in the Golden Twenties in the centre of Berlin, and idyllically situated on the river Spree, the evening will celebrate the coming together of the industry. Join us and enjoy a distinguished dinner with all the decision makers in the industry present.



16 June 2023

Welcome Address and Introduction

09:00 - 09:05



Piet de Coninck,
General Manager, HIMA



John W. Herbert,
General Secretary,
EDRA/GHIN

Keynote Session

09:05 - 09:35



When the Growing Gets Tough
Erwin Van Osta, Owner and CEO, Hubo /
President, BricoAlliance

A Glimpse into the Future

09:35 - 10:00

A Collaboration Model to Accelerate Innovation



Mariano Imberga,
Head of Operations,
Sodimac



Ariel Schilkrut,
Co-Founder,
Zippedi

Sustainability – Trend or Reality?



10:00 - 10:25

Sustainability in Retail: Challenges and Opportunities
Marija Milasevic, Senior Consultant at Euromonitor
International

10:25 - 11:15 **Networking Break**

Global Home Improvement Insights



11:15 - 11:35

Bygghuset: Winning in Discount DIY
Per Haraldsson, Commercial Director, Bygghuset Group



11:35 - 11:55

Promart: Driving Growth through Difficult Times
Veronica Valdez, CEO, Promart



11:55 - 12:15

Retail Media and why it is a Chance for Customers, Brands and Retailers alike

Patricia Grundmann, Vice President Retail Media and
Managing Director, OBI First Media Group



12:15 - 12:35

DX Challenges - Data Analysis and System Modernization

Takashi Yanase, President and CEO, GooDay



12:35 - 12:50

How to Create an Empowering Customer Experience in an Ever-Changing World

Jonas Brennwald, Leader, LIXIL EMENA

Farewell Speech



12:50 - 13:15

CIY: Cook It Yourself - My Recipe for Happiness

Felicitas Then, Chef / TV Host /
Culinary Content Creator

13:15 - 14:00 **Farewell Lunch**

Store Tour

To kick off the 9th Global DIY Summit, participants will have the chance to partake in a Store Tour on the 14th of June 2023.

With the top 10 players representing sales of €19.2 bn in 2021, Germany is largest DIY and home improvement market in Europe, and the second largest globally. The German retail sector also offers a unique insight into a highly competitive market, with more sales space per capita than any other country.

The Global DIY-Summit Store Tour of Berlin will give delegates the chance to explore and be guided through some of the most profitable and innovative DIY and home improvement stores in the most densely populated city in Germany.

You can book your place on the Store Tour with your registration for the Summit. Please note that this event is subject to an extra fee.



Main Topics



Sustainability – Trend or Reality?



Digital Transformation – The New Face of Home Improvement



CX – What Are DIY Customers Really Looking For Today?



Data-Driven Decision-Making and the Future of Retail



Global Home Improvement Insights

Venue

The 9th Global DIY-Summit will be hosted at the Estrel Congress Center
Address: Estrel Berlin, Sonnenallee 225, 12057 Berlin, Germany.
We have blocked rooms for delegates at the Estrel. To reserve your room please go to <https://diysummit.org/accommodation-2023/>



Online registration:



<http://diysummit.org>

Address

Global DIY-Summit
fedyima EDRA Kongress GmbH

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

Congress fees

Early Bird Rate (until 15 March 2023)

Members HIMA/EDRA/GHIN	€ 1,695 (plus VAT)
General Attendee	€ 1,995 (plus VAT)

Standard Rate

Members HIMA/EDRA/GHIN	€ 1,995 (plus VAT)
General Attendee	€ 2,295 (plus VAT)

Second and subsequent registration will qualify for a 20% discount

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FIVE REASONS TO PARTNER WITH US

1. Be part of the most important global home improvement event
2. Network 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, Sponsorship & Delegate Experience Manager,
Tel: +49 (0) 221 954900-32, Email: stefan@diysummit.org

International Congress Exhibition

Why should you partner with us? With approximately 1000 industry leaders attending the event, the 9th Global DIY Summit provides an unprecedented platform for senior executives from leading home improvement retail and manufacturing companies to meet the elite worldwide. No other congress brings together over 400 retailers from the DIY and Gardening sectors, across 55 countries. Berlin will be the meeting place for the most influential decision makers to debate, discuss and shape the direction of the industry.

The Global DIY Congress Exhibition 2023 is certainly an invaluable platform to showcase your most innovative product trends and to expand your network of contacts.



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