

5th Global DIY-Summit 2017

Programme Update

A New Era -

A Glimpse into the Future
of Home Improvement

8-9 June 2017

Maritim Hotel Berlin, Germany

Speakers:



Sergio Girolodi
CEO
OBI



Yasunori Ishiguro
Executive VP & COO
DCM Holdings



Neil Cowie
CEO
Mitre 10



Patrick Cassidy
Board Director
Bricoalliance



Peter Rosseel
Director, Management
Consulting Research



Kai Herzberger
Director EMEA
facebook



Paul Martin
UK Head of Retail
KPMG



Christian May
Managing Director
Retail Channels
Alfred Kärcher



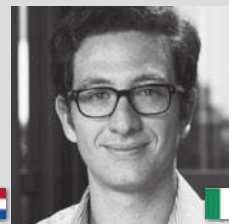
Jim Inglis
President
Inglis Retailing



David Domoney
CEO
Domoney Ltd



Richard van Hooijdonk
Trendwatcher



Jeremy Hodara
Co-CEO &
Founder Jumia



Alexander Zerdick
Director Retail
Google



Dr. Michael Gramp
Chief Economist &
Head of Research
Deloitte



Omar Aleem
Senior Research
Analyst, Cleveland
Research



Ken Hughes
Consumer & Shopper
Behaviouralist

powered by



Special guests:

Deloitte.

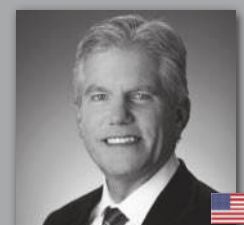
facebook

Google

KPMG

5th Global DIY-Lifetime Award 2017

Amongst the highlights of the first day will be the festive presentation of the 5th Global DIY-Lifetime Award 2017 at track cycling arena Velodrom



And the winner is...

Gregory M. Bridgeford,
former Executive Vice President
of Business Development and
Chief Customer Officer of Lowe's
Companies, Inc.



Laudation

Richard Maltzberger,
Chief Development Officer and
President, International Lowe's
Companies, Inc.

+ **Store Tour** on 7 June 2017

+ **Workshops** on 7 June 2017

+ **Get-Together** on 7 June 2017

+ **Global DIY 2017** International Congress Exhibition

+ **Gala Dinner** on 8 June 2017

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

Platinum Sponsors



7 June 2017

19:30 - 24:00

Get-Together

Sponsored by **OBI**



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

8 June 2017

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



Ralf Rahmede, General Manager fediyima



09:10 - 09:20

Presidents' Welcome Address

Sergio Girolodi, President EDRA,
CEO OBI, Germany



Reinhard Wolff, President fediyima,
Managing Partner wolcraft, Germany



09:20 - 09:50

Global Economic and Political Overview

Dr. Michael Grampp, Chief Economist & Head of Research,
Communications & Digital, Deloitte AG, Switzerland

Keynote Session



09:50 - 10:20

**Keynote: The NEW MODERN -
Leaving the Past to Live the Future**

Sergio Girolodi, CEO, OBI, Germany

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

The Platform Era



11:10 - 11:35

**The Fourth Industrial Revolution -
The Transformation of our Industry**

Steve Collinge, Managing Director, Insight Retail Group, UK



11:35 - 12:00

Make the Invisible Visible

Biren van Herck, Co-founder & CDO,
Pro-Alliance, Benelux



12:00 - 12:30

Add Entertainment in DIY or Die

Paul Moers, Managing Director, Paul Moers Strategic
Marketing Services, The Netherlands

12:30 - 13:40 **Lunch**

8 June 2017

Market Update - Facing New Global Challenges



13:40 - 14:00

**Brexit: A Perspective from the
UK Business Community**

Josh Hardie, Deputy Director-General
for Policy and Campaigns, CBI, UK



14:00 - 14:20

The Brexit Impact -

What Does it Mean for the Retail Sector

Paul Martin, UK Head of Retail, KPMG, UK



14:20 - 14:40

The Trump Presidency:

**How to Win in the US Home Improvement
Market During the Next 4 Years**

Omarr Aleem, Senior Research Analyst,
Cleveland Research Company, USA

The Path to Self-Disruption - Cooperation with Startups

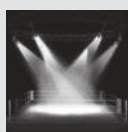


14:40 - 15:00

**New Disruptions in Home Improvement -
Transform Your Business for the Digital Age**

Richard van Hooijdonk, Trendwatcher and Futurist,
The Netherlands

15:00 - 15:45 **Networking Break**



15:45 - 16:35

DIY Startup Arena

Meet the Newcomers that are already
Transforming our Industry

The best startups will compete to present you the
most exciting innovations



16:35 - 17:15

Digital Transformation:

More than Technological Capabilities

Peter Rosseel, Director, Management Consulting
Research; Visiting Professor University of Leuven,
Belgium



17:15 - 17:20

Summary of the Day

John W. Herbert, General Secretary EDRA



Ralf Rahmede, General Manager fediyima

from 18:30 **Transfer to the Gala Dinner**

5TH Global DIY-Lifetime Award at the Gala Evening



As every year, the festive presentation of the Global DIY-Lifetime Award will be one of the highlights of our congress.

And the winner is...

Gregory M. Bridgeford,



former Executive Vice
President
of Business Develop-
ment and Chief Custo-
mer Officer of Lowe's
Companies, Inc. USA

Laudation

Richard Maltsbarger,



Chief Development
Officer and President,
International Lowe's
Companies, Inc. USA

Enjoy an exciting evening in a sportive and modern venue in the centre of Berlin and in the company of highly distinguished guests.

9 June 2017

Morning Briefing: Modern Slavery in the Spotlight



08:00 - 08:10

Introduction

Alisdair Gray, Director, EDRA, Europe



08:10 - 08:20

The DIY Platform: How Retailer Collaboration Can Generate Improvements across the Supply Chain

George Padelopoulos, Acting Head of Responsible Sourcing, Kingfisher plc, UK



08:20 - 08:30

Hitting the Sweet Spot in Tackling Modern Slavery: Where Legislation, Responsible Business and Civil Society Meet

Cindy Berman, Head of Knowledge and Learning, ETI, UK

08:30 - 08:40

Summary of the Session

08:40 - 09:00 Coffee Break



09:00 - 09:05

Welcome Address and Introduction by

Ralf Rahmede, General Manager fediyima



John W. Herbert, General Secretary EDRA

Keynote Session



09:05 - 09:35

Disrupting DIY

Ken Hughes, Consumer & Shopper Behaviouralist, CEO, Glacier Consulting, Ireland



09:35 - 10:05

Innovative Marketing for Retail

Kai Herzberger, Director EMEA for eCommerce & Transformational Retail, facebook, Germany



10:05 - 10:35

When Digital Becomes Human

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

10:35 - 11:05 Networking Break



11:05 - 11:35

A New Era: Machine Learning and DIY

Alexander Zerdick, Director Retail, Google

Garden - Great Business Opportunities



11:35 - 11:55

Gardening the Future

Dr. Sebastian Gundel, Managing Director Customer Offer & Corporate Marketing, OBI, Germany



11:55 - 12:15

Garden - Our New Living Room

Christian May, Managing Director Retail Channels Alfred Kärcher, Germany



12:15 - 12:40

The Changing Garden Landscape

David Domoney, Chartered Horticulturalist and Broadcaster, Domoney Ltd., UK

12:40 - 13:00 Networking Break

Home Improvement around the World



13:00 - 13:20

Jumia - The African Digital Revolution

Jeremy Hodara, Co-CEO and Founder, Jumia, Africa



13:20 - 13:40

Mitre10 New Zealand - Face of a Corporate, Spirit and Culture of a Cooperative

Neil Cowie, CEO, Mitre10, New Zealand



13:40 - 14:00

Transforming of the Co-Operative

Patrick Cassidy, Board Director at Bricoalliance, Europe / Group CEO, United Hardware, Ireland,



14:00 - 14:20

DCM Insight into Japanese Home Improvement Market

Yasunori Ishiguro, Executive Vice President and COO DCM Holdings Co., Japan



14:20 - 14:45

Farewell Speech:

Paradigma Shift - New Growth Through Service Competence

Jim Inglis, President, Inglis Retailing, USA

14:45 - 14:50

Farewell Wrap-Up

14:50 - 15:30 Farewell Lunch

Workshops

7 June from 15:00 to 18:00

Workshop 1

Open Innovation:

Researching a New Paradigm



Sanjay Sauldie, Director EIMIA

Open Innovation empowers associations to work faster, „fail smarter“ and gain new market shares from the knowledge inside and outside of the company. Open innovation is a new way that engages collaborators and individuals to handle challenges and enhance their collaboration to develop new products, services and digital ideas. This leads to more customers in existing markets and new customers in newly discovered markets.

In this workshop we will be looking at best practice from other industries for your own Open Innovation Strategy and start your individual journey to Open innovation with an Open Innovation Toolkit.

After this workshop, you are very qualified to implement Open innovation Strategies in your company.

Workshop 2

Global Home Improvement

Insights: Where to start and how to develop your business!



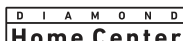
Franck Thureau, Global Director, Home & Living, GfK

Boris Hedde, CEO, IfH Köln

Strategic decisions should not be made on good-feeling but should be profoundly supported by data. Driven by the changing consumers and purchases channels, organizations in the DIY industry are investing in exploring their customer journeys.

However, the main challenge is in interpreting results and to know which insights are needed for your strategic management. During the workshop we show customer journey analytics which can help you to take decision based on the changing orientation of the consumer. Also we explain which market indicators are monitored by most organizations and why.

Media & Trade Fair Partners



John W. Herbert



Ralf Rahmede



Ladies and Gentlemen,

We would like to invite you to the **fifth 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 within the global market.

This year the motto of our event is „**A New Era – A Glimpse into the Future of Home Improvement**“. The world in which we live is changing rapidly. In June 2016, the UK voted to leave the EU and since then the pound sterling has depreciated and brought instability to global markets. All this, together with the 4th Industrial Revolution, is the beginning of a new business climate where companies have to adapt to a new set of realities.

The world is even more competitive and challenging for retailers and manufacturers than ever before. The barriers to entry in the retail market are quickly becoming non-existent as the internet opens up the world for business.

The digital transformation, the rise of new retail formats and global economic and political uncertainty are forcing DIY businesses around the world to embrace and adopt new innovative strategies to drive this ongoing disruption.



So how did we get here? How did we land in this exciting new age of retail? What impact does Brexit will have on home improvement? How does the future of our industry look like within the next years? Is a complete organisational transformation the only path to survival?

Join us in Berlin and meet leaders from the Home Improvement Industry. Together you will find a way to shape a new path in the marketplace for your organization, to disrupt business as usual. The future of our industry is in your hands!

Best regards,

John W. Herbert *Ralf Rahmede*

John W. Herbert
General Secretary
EDRA

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

Congress fee:

EDRA or fediyma Members
General Attendee

Standard Rate

€ 1,695 (plus VAT)

€ 1,995 (plus VAT)

Second and subsequent registrations will qualify for a 20 % discount

Accommodation:

We have reserved a block of rooms at a special price for attendees of the congress in different hotels in Berlin. These rooms are available up to 4 weeks weeks prior to the event. You will find the link to reserve a room on the website of the congress:
<http://diysummit.org/accommodation/>

Congress venue

Maritim Hotel Berlin
Stauffenbergstraße 26, 10785 Berlin,
Germany

Hotel Berlin, Berlin

Lützowplatz 17, 10785 Berlin, Germany

Standard Room – 99.00 EUR (incl. VAT and breakfast)

Premium Room – 119.00 EUR (incl. VAT and breakfast)

Sheraton Berlin, Grand Hotel Esplanade

Lützowufer 15, 10785 Berlin, Germany

Classic Room – 159.00 EUR (incl. VAT and breakfast)

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