

7th Global DIY-Summit 2019

DIY EVOLUTION - Designing the Future Together

5-7 June 2019

The Convention Centre Dublin, Ireland



Speakers:



Sergio Gioldi
President EDRA/ghin,
CEO OBI



Reinhard Wolff
President fediyma,
Managing Partner
wolcraft



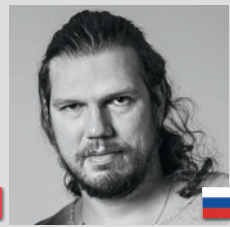
Osamu Watanabe
President & CEO
LIXIL VIVA
CORPORATION



Hartmut Jenner
CEO Alfred Kärcher



Erwin Van Osta
CEO Hubo



Igor Kolynin
Marketing
CTC Petrovich



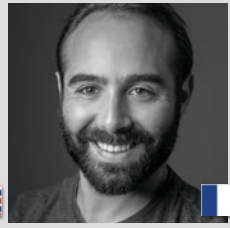
Vanessa Hartley
Large Client Sales
Director, Google



Nancy Rademaker
Partner at nexworks



Steve Collinge
Managing Director
Insight Retail Group



Stéphane Mallard
Entrepreneur, Author
& Keynote Speaker



Barbara Kahn
Prof of Marketing at
The Wharton School, Uni-
versity of Pennsylvania



Stephan Wirtz
Adjunct Professor, Author
EM Lyon Shanghai
Campus



Pascal Jacobs
Head of Business
Line Home & Garden
Katoen Natie



Neil Munz-Jones
Founder and Director
mdj2 Associates



Ibrahim Ibrahim
Managing Director
Portland Design



Greg Hicks
CEO of Foster,
Hicks & Associates

powered by



+ Store Tour on 5 June 2019

+ Workshops on 5 June 2019

+ Get-Together at Guinness Storehouse on 5 June 2019

+ Global DIY 2019 International Congress Exhibition

+ Gala Dinner on 6 June 2019

+ Build Forum on 4-5 June 2019

NEW

Special guests:



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

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5 June 2019

19:30 - 23:30

Get-Together

at Guinness Storehouse



On the eve of the conference participants may join an informal meeting in Ireland's number 1 visitor attraction; the outstanding Guinness Storehouse. The seven-storey visitor experience tells the story of Ireland's iconic drink and brings to life the heritage of the world renowned beer. Enjoy an unforgettable evening and use this opportunity to intensify existing trade contacts and to extend your business network.

6 June 2019

07:30

Opening of **Registration Desk**

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 fediyima



09:10 - 09:20

Presidents' Welcome

Sergio Giroldi, President EDRA/ghin, CEO OBI, Germany

Reinhard Wolff, President fediyima, Managing Partner wolcraft, Germany



09:20 - 09:30

Opening Address: **Welcome to Ireland**

09:30 - 10:00

Global Economic and Political Overview 2019

Keynote Speech

10:00 - 10:30

To be confirmed

10:30 - 11:30 **Networking Break**

Innovate or Die - Why Innovation Matters

11:30 - 12:15

The Shopping Revolution: How Successful Retailers Win Customers in an Era of Endless Disruption

Dr. Barbara Kahn, Professor of Marketing at The Wharton School, University of Pennsylvania, Philadelphia, USA



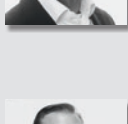
12:15 - 13:00

Panel Discussion: Innovate or Die - Why Innovation Matters

Sergio Giroldi, CEO OBI, President EDRA, Germany

Hartmut Jenner, CEO Alfred Kärcher SE & Co. KG, Germany

Erwin Van Osta, President of BricoAlliance, CEO Hubo, Belgium



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



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

6 June 2019

Digitalisation - Adapting to the Era of Disruption

14:15 - 14:25

Introduction to the Digital Era

Sanjay Sauldie, Director EIMIA, Germany



14:25 - 15:05

Extreme Customer Centricity

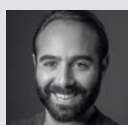
Nancy Rademaker, Professional Keynote Speaker & Partner at nexworks, Belgium



15:05 - 15:45

Disruptive AI in Retail

Stéphane Mallard, Entrepreneur, Author & Keynote Speaker, France



15:45 - 16:45 **Networking Break**

HR - Preparing your Team to Embrace Digital Transformation

16:45 - 17:15

Preparing Your Team to Embrace Digital Transformation

Vanessa Hartley, Large Client Sales Director Google, Europe



17:15 - 17:45

Creating the Innovative Workplace Culture

Greg Hicks, CEO of Foster, Hicks & Associates, USA



17:45 - 17:50

Summary of the Day

John W. Herbert, General Secretary EDRA/ghin



Ralf Rahmede, General Manager fediyima

Gala Evening at The Convention Centre Dublin

We invite all participants of the 7th Global DIY-Summit to enjoy a traditional Irish evening. Gain a true sense of Ireland's cultural heritage and warmth with a lively evening of celebration.

7 June 2019

09:00 - 09:05

Welcome to the second day by

Ralf Rahmede, General Manager, fediyima



John W. Herbert, General Secretary EDRA/ghin

Asia - The Changing Face of Innovation

09:05 - 09:35

Challenging Innovation Trends in Asian Retail

Stephan J. Wirtz, Adjunct Professor EM Lyon, Shanghai Campus, Associate professor Corvinus University Budapest, Switzerland, China



09:35 - 09:50

Unlocking Sustainable Growth in China

Adam Sandzer, Strategy Director Hot Pot Digital, UK



09:50 - 10:35

China's New Normal

Pascal Coppens, Keynote Speaker/China Evangelist nexworks, Belgium



10:35 - 11:30 **Networking Break**

7 June 2019

Farewell Session



Insights

11:30 - 11:50

UK & European DIY Market Update - Key Trends

Neil Munz-Jones, Founder and Director, mdj2 Associates, UK



Logistics

11:50 - 12:10

Omni-Channel Logistics: Nobody Said it Would be E-asy

Pascal Jacobs, Head of Business Line Home & Garden, Katoen Natie, Belgium



DIY-Retail

12:10 - 12:30

Digital Room: New Channel of Trade

Igor Kolynin, Marketing CTC Petrovich, Russia



DIY-Retail

12:30 - 12:50

Megatek Albania

Dionis Tegja, President Megatek Sh.a, Albania



DIY-Retail

12:50 - 13:10

When Consumers Really Want to Rely, they Choose one's Reliable Store, not the Internet

Osamu Watanabe, Representative Director, President & CEO



Farewell Speech 2019

13:10 - 13:40

The Future of Retail and the New Metrics of Winning

Ibrahim Ibrahim, Managing Director Portland Design, UK

13:40 - 15:00 Farewell Lunch

Workshops

5 June from 14:00 to 17:00

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

Workshop 1

Watch out for your business - Frenemys ahead! Understand how to keep your brand alive in a digital changing environment



Sanjay Sauldie, Director EIMIA

Many companies thought that their products could be sold on market platforms simply and efficiently, creating great revenues. After some years of growth the dependence on these platforms resulted in the decline of sales as market platforms put their own preferred products at the top of every product search. Sanjay Sauldie will show you how big market players think, react and gain market share that is even financed by the victims themselves. Understand new business models and apply them on your own - to be the master of transformation instead the victim of disruptors and defend brand assets.

It is too dangerous just to rely on a friend that could turn out your enemy - or just only an frenemy? If you think that your product or service cannot be disrupted - then this is the workshop you must visit!

Workshop 2

From Market Insights to Actions.



Reinier Zuydgeest, Managing Consultant

Jan-Paul Schop, General Director & Founder, USP Marketing Consultancy

As a professional in the DIY industry you are probably familiar with the long term trends in our industry. The big challenge is, how to implement them for your brand in a way that really impacts your business results. What additional consumer services can work for your brand? How to be more successful with your E-commerce strategies? In this interactive session we will help you to improve. We will do this based on our market insights, knowledge of the DIY segment and by exchanging ideas with industry peers.



Engineering the next-gen Digital Supply Chain

Discover the latest strategic insights and trends in the world of B2B trade and construction.

4-5 June 2019 at Convention Centre Dublin

What to Expect

As a precursor to the 7th Global DIY Summit 2019, the Build Forum brings together senior executives and key decision makers from the leading building materials distributors, builders merchants, cooperations and manufacturers.

The aim of the forum is to provide a unique platform for high-level networking and discussion of the latest trends and future evolutions in building materials, professional supplies and construction featuring world-class keynotes and panel discussions featuring the industry's foremost thought leaders.

Keynotes by



Jan Elfving
Senior VP Skanska



Michael Weingärtler
Member Euroconstruct



Lars-Christian Fredenlund
CEO / Founder cobuilder



Henning Jansen
VP Europe Metabo

Many more to be announced soon

Next-Generation Supply Chain

Market Overview / Best-practice

Supply Chain 4.0

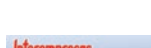
The new role of merchants & manufacturers

Trends & Evolutions The Digital Marketplace

Logistics, Digital Marketplace, Omnichannel, BIM, 3D-Printing, AI, VR/AR

The Forum is subject to a fee of € 400 (plus VAT) and needs to be booked separately.

Media, Trade Fair & Market Research Partners



John W. Herbert



Ralf Rahmede



Ladies and Gentlemen,

We would like to invite you to the **seventh 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 Global DIY Summit, jointly organized by EDRA, fedyima and ghin, will also be supporting the first edition of the Build Forum, organized by the European Distribution and Industry Network (EDIN), taking place from 4-5 June at The Convention Centre Dublin.

The main theme of the congress this year is **"DIY EVOLUTION: Designing the Future Together"**. We have yet to realize just how rapid and profound the current digital revolution is. The scale and effect of the implications for consumers and businesses is both exhilarating and daunting. Disruptive technologies and new business models are creating change and transforming the economy at an unprecedented and unpredictable pace that may outpace our ability to adapt to it unless we collaborate.



In just a few years, companies like Facebook, AirBnB, Tesla, Amazon, Uber have changed the face of the global economy. The rules of the business have changed forever. Everyday thousands of start-ups are disrupting old business models, taking on the staid industrial groups and winning. From retail to the industries, businesses operating in traditional models have to evolve and embrace the rapid advances of core digital technologies in order to stay relevant.

Take advantage of this unique opportunity to embrace disruption and reshape the future of your business. Save your place now and join us on 5-7 June 2019 in Dublin!

Kind regards,

John W. Herbert

John W. Herbert
General Secretary
EDRA/ghin

Ralf Rahmede

Ralf Rahmede
General Manager
fedyima

Online registration:



<http://diysummit.org>

contact address

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

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

Congress fee:

	Early Bird Rate (until 15 March 2019)	Standard Rate
Members fedyima/EDRA/ghin	€ 1,395 (plus VAT)	€ 1,695 (plus VAT)
General Attendee	€ 1,695 (plus VAT)	€ 1,995 (plus VAT)

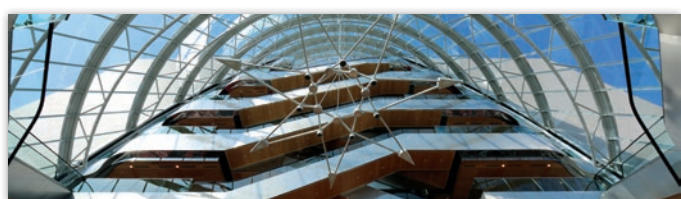
Second and subsequent registrations will qualify for a 20 % discount

Venue: The Convention Centre Dublin

The 7th Global DIY-Summit 2019 is taking place at the CCD, The Convention Centre Dublin

Address: Spencer Dock, North Wall Quay, Dublin 1, Ireland

We have reserved room contingents in several hotels near to the CCD. To reserve your room please go to <http://diysummit.org/accommodation-2019>



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- 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