

Global DIY-Network

THE ROADMAP TO RECOVERY - Business after Covid-19

from **5th October 2020**
register at www.globaldiynetwork.com



Moderators:



Ken Hughes
Consumer & Shopper Behaviouralist



John W. Herbert
General Secretary EDRA/GHIN

Speakers:



Verónica Valdez
CEO, Promart



Carl O. Løvenskiold
CEO, Løvenskiold-Vækere AS



Thierry Garnier
CEO, Kingfisher plc



Declan Ronayne
CEO, Woodie's DIY / Grafton Group plc



Werner De Jager
CEO, Cashbuild



Mattias Ankarberg
CEO Byggmax Group



Hiromasa Tsuchiya
Owner and Chairman, Cainz Co. Ltd.



Michael Schneider
Managing Director, The Bunnings Group



Sergio Giroldi
CEO, OBI



Rik Vera
Trusted Advisor



Stefano Botter
Project Manager, Euromonitor

WHY SHOULD YOU REGISTER?

- Be part of an exclusive community**
 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 seminars**
 Get first hand information about the home improvement market
- Watch our DIY retail interviews**
 Learn how the CEOs in our industry are coping with the global crisis
- Get access to our delegates list**
 Discover who are the people taking decisions in our industry
- Showcase your company in our social network**
 Get access to our social stream where you can share views and learn from other executive managers
- Download exclusive studies**
 Get access to exclusive studies and increase your knowledge about the DIY market
- Watch Virtual Store Tours**
 Visit the most innovative retail stores worldwide
- Attend the Global DIY-Summit online**
 Watch online all sessions of the 8th Global DIY Summit 2021

Fees Global DIY-Network - Virtual Experience

General Public 365 Days Membership	495 € + VAT
EDRA/GHIN Member 365 Days Membership	395 € + VAT
HIMA Member 365 Days Membership	395 € + VAT

8th Global DIY-Summit 2021

THE NEXT NORMAL -
Adapting to a Rapidly
Changing World

9-11 June 2021

Bella Center, Copenhagen



Speakers:



Michael Schneider
Managing Director,
Bunnings Group



Llewellyn Walters
CEO Massbuild



Mark Haviland
EVP Brand Develop-
ment & Sustainability,
Rakuten



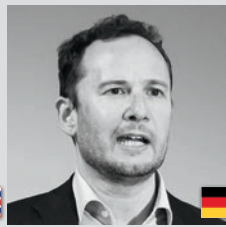
Veronica Civiero
Global Solutions
Manager, Facebook



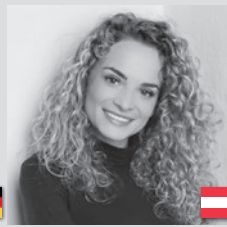
Nick Botter
Industry CTO Retail
EMEA, Salesforce



Dilys Maltby
Senior Partner and
Co-Founder, Circus



Tobias Pohl
Industry Manager
Retail Multichannel,
Google



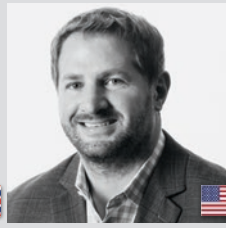
Victoria Neuhofer
E-Commerce Specia-
list, Project and Sales
Director Neuhofer Holz



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



Reinier Zuydgeest
Managing Consultant,
USP



Joshua Coombes
Founder #DoSo-
methingForNothing

powered by



+ Store Tour on 9 June 2021

+ Get-Together on 9 June 2021

+ International Congress Exhibition
10-11 June 2021

+ Gala Evening on 10 June 2021

Special guests:



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

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9 June 2021

19:30 - 23:30

Get-Together **WORX**
sponsored by **WORX**
you've got the power



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.

10 June 2021

08:00

Opening of Registration Desk

Opening Session



09:00 - 09:10

Welcome Address

by the Summit Moderators

John W. Herbert,
General Secretary,
EDRA/GHIN



Ralf Rahmede,
General Manager,
HIMA



Introduction to the Summit

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

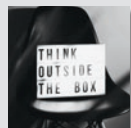
Open Innovation: Creating a Collaborative Culture in Business



16:05 - 16:08

Introduction to the Session

Steve Collinge, Managing Director,
Insight Retail Group, UK



16:08 - 16:15

**Opening Speech: Open Innovation -
Giving New Ideas the Best
Chance of Success**

(Awaiting Confirmation)
Startup Pitch and Panel Discussion moderated by
Steve Collinge



16:15 - 16:45

Creative Leadership in a Complex World

Jamie Anderson, Professor of Strategic Management,
Antwerp Management School, Belgium



16:45 - 17:25

Summary of the Day

John W. Herbert,
General Secretary,
EDRA/GHIN



Ralf Rahmede,
General Manager,
HIMA

from 19:00 Transfer to Gala Dinner Venue

11 June 2021



09:00 - 09:05

Welcome Address

Ralf Rahmede,
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 - 11:55

**Is the Traditional Retail Business Model Dead?
Retail Trends and Outlook 2021**

Paul Martin, Head of Retail, KPMG, UK



11:55 - 12:25

KEYNOTE: Retail Reimagined

Llewellyn Walters, CEO Massbuild, South Africa



12:25 - 12:45

Awaiting Confirmation

12:45 - 13:05

**Key Consumer Trends in European DIY
and How to Deal with these Trends**

Reinier Zuydgeest, Managing Consultant, USP Marketing
Consultancy, The Netherlands

Farewell Speech



13:05 - 13:30

A New Generation of Altruism

Joshua Coombes, Founder #DoSomethingForNothing, UK

13:30 - 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 / 27 98 01-0
Email: info@diysummit.org

Congress fees

incl. Global DIY-Summit + DIY-Network

	Early Bird Rate (until 15 March 2021)	Standard Rate
Members HIMA/EDRA/GHIN	€ 1,395 (plus VAT)	€ 1,695 (plus VAT)
General Attendee	€ 1,695 (plus VAT)	€ 1,995 (plus VAT)
HIMA New Membership Pack	€ 3,000 (plus VAT)	€ 3,100 (plus VAT)

International DIY Congress Exhibition 2021



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 2021 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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