

# 1<sup>st</sup> Virtual DIY-Summit 2021

## The Roadmap to Recovery - Business after Covid-19

9-10 September 2021

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### Speakers



**Thierry Garnier**  
CEO, Kingfisher plc



**Sergio Girolodi**  
President, EDRA/  
GHIN, CEO OBI



**Michael Schneider**  
Managing Director,  
Bunnings Group



**Erich Harsch**  
CEO, Hornbach  
Baumarkt AG



**Reinhard Wolff**  
President HIMA,  
Managing Partner,  
wolfcraft



**Jorma Rauhala**  
President, Building  
and Technical Trade,  
Kesko



**Christina  
Stathopoulos**  
Adjunct Professor,  
IE Business School



**Jim Inglis**  
President, Inglis  
Retailing



**Sebastian Gundel**  
Chief Customer  
Officer, OBI



**Stefan Weigel**  
Director Marketing/  
R&D, wolfcraft



**Ken Hughes**  
Consumer & Shopper  
Behaviouralist



**Tim Chuah**  
Head of Global  
Consumer Appliances  
Research, Euromonitor



## Welcome Address

**10:00 - 10:10**

### Welcome and Introduction

by the Moderators



**John W. Herbert**  
General Secretary,  
EDRA/GHIN



**Ralf Rahmede**  
General Manager,  
HIMA

**10:10 - 10:20**

### Presidents Welcome



**Sergio Giroldi**  
President,  
EDRA/GHIN, CEO, OBI



**Reinhard Wolff**  
President,  
HIMA, Managing Partner,  
wolfcraft

## Customer Experience in DIY

**10:20 - 10:50**

### The Future Home



**Tim Chuah**  
Head of Global Consumer Appliances  
Research, Euromonitor

**10:50 - 11:20**

### The Joy of CEX: Why the Customer Experience is everything



**Ken Hughes**  
Customer and Shopper Behaviouralist  
& Customer Experience Strategist

**11:20 - 11:30 Break**

## Keynote Session

**11:30 - 12:00**

### Enabling Customers by Enabling Partnering



**Sebastian Gundel**  
Chief Customer Officer, OBI



**Stefan Weigel**  
Director Marketing/  
R&D, wolfcraft

**12:00 - 12:30**

### Awaiting title of the presentation



**Thierry Garnier**  
CEO, Kingfisher plc

## Welcome Address

**10:00 - 10:05**

### Welcome and Introduction



**John W. Herbert**  
General Secretary,  
EDRA/GHIN



**Ralf Rahmede**  
General Manager,  
HIMA

## Panel Discussions

**10:05 - 10:35**

### Saving the World - Sustainable Economy: How can Retailers and Suppliers Contribute to a more Sustainable World



**Michael Schneider**  
Managing Director,  
Bunnings



**Jorma Rauhala**  
President, Building and  
Technical Trade, Deputy  
CEO, Kesko

**10:35 - 11:05**

### The Future of Home Improvement Retailing following Covid-19



**Erich Harsch**  
CEO, Hornbach Bau-  
markt AG



**John W. Herbert**  
General Secretary,  
EDRA/GHIN

**11:05 - 11:15 Break**

## Retail Insights

**11:15 - 11:50**

### The Future of Retail: Data as a Differentiator



**Christina Stathopoulos**  
Adjunct Professor,  
IE Business School

**11:50 - 12:30**

### Breakthrough Retailing



**Jim Inglis**  
Ex-Executive Vice President,  
The Home Depot, President,  
Inglis Retailing

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