

8th Global DIY-Summit 2022

THE NEW NORMAL -
Adapting to a Rapidly
Changing World

8-10 June 2022

Bella Center, Copenhagen



Speakers:



Michael Schneider
Managing Director,
Bunnings Group



Llewellyn Walters
CEO Wholesale
Messmart



Tobias Pohl
Industry Manager
Retail Multichannel,
Google



Veronica Civiero
Global Solutions
Manager, Meta



Menno van der Zalm
Innovation Director,
AkzoNobel



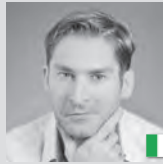
Dilys Maltby
Senior Partner and
Co-Founder, Circus



Henk Becker
President,
Bosch Power Tools



Victoria Neuhofer
E-Commerce Special-
ist, 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



Mark Haviland
Founder and
Provocateur, Shift17



Joshua Coombes
Founder #DoSo-
methingForNothing



Congratulations to John W. Herbert!

This year's winner of the Global DIY-Lifetime Award 2022. The respective boards of EDRA/GHIN and HIMA have unanimously agreed to award this renowned accolade to a true veteran of the Home Improvement Industry.

- + **Store Tour** on 8 June 2022
- + **Workshops** on 8 June 2022
- + **Get-Together** on 8 June 2022
- + **International Congress Exhibition** 8 - 10 June 2022
- + **Global DIY-Lifetime Award** on 9 June 2022

Special guests:



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

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8 June 2022

19:30 - 23:30
Get-Together

sponsored by



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.



9 June 2022

08:00
Opening of Registration Desk

Opening Session



09:00 - 09:10
Welcome Address
John W. Herbert,
General Secretary,
EDRA/GHIN



Piet de Coninck,
General Manager,
HIMA



Iñaki Maillard,
General Manager,
Global DIY Summit



09:10 - 09:20
Presidents Welcome
Sergio Girolidi,
President, EDRA/GHIN,
CEO, OBI



Reinhard Wolff,
President, HIMA,
Managing Partner,
wolfcraft



09:20 - 09:50
The Future of U.S. Home Improvement in a Post COVID-19 / Normal Supply Chain World
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 - 11:55
The Race for Relevance with the Modern Consumer
Ken Hughes, Consumer and Shopper Behaviouralist & Customer Experience Strategist, Ireland



11:55 - 12:40
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

12:40 - 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



14:35 - 14:55
How Social Media Can Drive Business Results in an Over Connected World
Veronica Civiero, Global Solutions Manager, Meta



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
Ken Hughes, Consumer and Shopper Behaviouralist & Customer Experience Strategist, Ireland



16:08 - 16:15
Opening Speech: Open Innovation - Giving New Ideas the best Chance of Success
Menno van der Zalm, Innovation Director, AkzoNobel, The Netherlands



16:15 - 16:45
Open Innovation - Giving New Ideas the Best Chance of Success
Startup Pitch and Panel Discussion moderated by Ken Hughes



16:45 - 17:25
Creative Leadership in a Complex World
Jamie Anderson, Professor of Strategic Management, Antwerp Management School, Belgium

from 18:30 Transfer to Gala Dinner Venue

Global DIY-Lifetime Award ceremony during the Gala Evening

Copenhagen is renowned for its diversity of architecture, both modern and traditional, and the Global DIY Summit team have selected a bespoke venue tailored to celebrate this special award ceremony. We are sure you will be delighted!



And the winner is....
John W. Herbert



Laudation:
Sergio Girolidi,
CEO OBI

After two years of "meeting and networking" in front of screens, it is about time to meet again face-to-face. The Gala Evening at the 8th Global DIY Summit in Copenhagen will offer the perfect occasion to celebrate the industry meeting physically once again.

Enjoy a distinguished dinner with all the decision makers in the industry present.



Photo: Seaman/stockadobe.com

10 June 2022



09:00 - 09:10
Welcome Address
Piet de Coninck,
General Manager,
HIMA



John W. Herbert,
General Secretary,
EDRA/GHIN

The Age of Responsibility - Beyond CSR



09:10 - 09:40
The Age of Responsibility
Mark Haviland, Founder and Provocateur, Shift17, UK



09:40 - 10:05
Putting Purpose at the Heart of your Business
Dilys Maltby, Senior Partner, Circus, UK



10:05 - 10:40
Thriving: The Breakthrough Movement to Regenerate Nature, Society and the Economy
Wayne Visser, Professor of Integrated Value, Antwerp Management School, Belgium/UK

10:40 - 11:35 Networking Break

Home Improvement Retail Trends



11:35 - 11:55
Is the Traditional Retail Business Model Dead? Retail Trends and Outlook 2022
Paul Martin, Head of Retail, KPMG, UK



11:55 - 12:20
Retail Reimagined
Llewellyn Walters, CEO Wholesale, Massmart, South Africa



12:20 - 12:40
POWER FOR ALL Alliance - THE Battery for your Home. One Battery for Covering all User Needs
Henk Becker, President, Bosch Power Tools, Germany



12:40 - 13:00
Key Consumer Trends in European DIY and How to Deal with these Trends
Reinier Zuydgeest, Managing Consultant, USP Marketing Consultancy, The Netherlands

Farewell Speech



13:00 - 13:25
A New Generation of Altruism
Joshua Coombes, Founder #DoSomethingForNothing, UK

13:25 - 14:30 Farewell Lunch

International DIY Congress Exhibition 2022



Why should you partner with us? Our congress brings together more than 1,000 industry representatives, many of whom are senior retail executives drawn from over 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 2022 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
Sponsorship and Delegate Experience Manager
Email: stefan@diysummit.org

Key Topics:



THE NEW NORMAL - Adapting to a Rapidly Changing World



Personalisation: Using Data to Deliver Personalised Experiences



Open Innovation: Creating a Collaborative Culture in Business



The Future of Marketplaces and the Rise of Digital Ecosystems



The Age of Responsibility - Beyond CSR



Home Improvement Retail Trends 2022

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

incl. Global DIY-Summit

Early Bird Rate (until 31 March 2022)

Members HIMA/EDRA/GHIN	€ 1,695 (plus VAT)
General Attendee	€ 1,995 (plus VAT)
HIMA New Membership Pack	€ 3,000 (plus VAT)

Standard Rate

Members HIMA/EDRA/GHIN	€ 1,995 (plus VAT)
General Attendee	€ 2,295 (plus VAT)
HIMA New Membership Pack	€ 3,100 (plus VAT)

The Venue:

The 8th Global DIY-Summit will be hosted at Bella Center Copenhagen

Address:
Bella Center
Center Boulevard 5, 2300 Copenhagen, Denmark

Accommodation

We have blocked rooms for delegates at hotels close to the Bella Centre Copenhagen. To reserve your room please go to www.diysummit.org/accommodation-2022/



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