

# 10<sup>th</sup> Global DIY-Summit 2024

## EMBRACING CHANGE IN DIY - How to Thrive in the Never Normal

### 11-13 June 2024

Roma Convention Center, La Nuvola



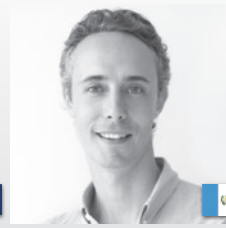
#### Speakers:



**Dr. Sebastian Gundel**  
CEO, OBI Group Holding



**Andrea Scown**  
CEO, Mitre 10



**Jonathan Nathusius**  
CEO, Group Cemaco



**Dorothee D'Herde**  
Director Responsible Business, Kingfisher



**Paul Candon**  
CEO, United Hardware



**Maarten Ramp**  
Director Sustainability, Maxeda DIY Group



**Katie King**  
CEO, AI in Business



**Dr. Ira Kalish**  
Chief Global Economist, Deloitte



**Kayleigh Fazan**  
Founder & Managing Director, TIRA



**Jacob Minah**  
Head Ad Sales - Tools & Gardening, Amazon Ads



**Peter Hinssen**  
Keynote Speaker and Author, Nexxworks



**Philippe Guégan**  
Head of Sustainability ACC, Henkel



**Duncan Simmonds**  
Partner, OC&C Strategy



**Bob Chermin**  
Partner, OC&C Strategy



**Christophe Jauquet**  
Keynote Speaker and Health Business Expert, Healthusiasm



**Aidan McCullen**  
Board Director, Edge Behaviour



+ **Store Tour** on 11 June 2024

+ **Get-Together** on 11 June 2024

+ **International Congress Exhibition** from 11 to 13 June 2024

+ **Gala Dinner** on 12 June 2024

#### Special guests:



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

#### Diamond Sponsors



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11 June 2024

19:30 - 23:30

Get-Together

The 10<sup>th</sup> Global DIY-Summit will kick off on the eve of the conference with delegates meeting again at the Global DIY-Summit Get-Together. This remarkable evening will see the entire home improvement industry reunite after a year to reconnect, network and exchange with one-another. Join us and enjoy an unforgettable evening and a unique opportunity to intensify existing trade contacts and extend your business network.



Sustainable Home Improvement: Unveiling Scope 3 Solutions



14:00 - 14:15

Introduction: A Scope 3 Strategy and Roadmap for the Global DIY Retail Sector

Jamie Pitcairn, Technical Director, Corporate Sustainability, Ricardo plc

14:15 - 14:55

Panel Discussion: How can we Tackle and Reduce our Scope 3 Emissions?



Dorothee D'Herde, Director of Responsible Business, Kingfisher



Maarten Ramp, Director Sustainability, Product Compliance & Environmental Social Governance, Maxeda DIY Group



Lennart de Vet, Member of the Executive Board of Management of Bosch Power Tools



Philippe Guégan, Head of Marketing Strategy Crafting and Repair/Head of Sustainability ACC, Henkel

14:55 - 15:00

Session Wrap-up

12 June 2024

08:00

Opening of Registration Desk

Opening Session

09:00 - 09:10

Welcome Address and Introduction



John W. Herbert, General Secretary, EDRA/GHIN



Iñaki Maillard, Managing Director, Global DIY Summit

09:10 - 09:25

Presidents Welcome



Thierry Garnier, President, EDRA/GHIN, Group CEO, Kingfisher



Reinhard Wolff, President, HIMA, Managing Partner, wolcraft

09:25 - 09:55

Global Economic Outlook



Dr. Ira Kalish, Chief Global Economist, Deloitte

Ethical AI in Home Improvement



15:00 - 15:30

How can the Home Improvement and Garden Centre Industry Harness AI Ethically for Competitive Advantage

Katie King, Author and CEO, AI in Business

15:30 - 16:25 Networking Break

Innovation Xperience: Expanding the Frontiers of Creativity and Progress



16:25 - 17:00

Permanent Reinvention: An Agile Mindset in Times of Change

Aidan McCullen, Author, Consultant, Lecturer and Board Director, Edge Behaviour

Home Sweet Health: Finding the Well-being Connection



17:00 - 17:35

Home, the Ultimate Investment in our Health

Christophe Jauquet, Keynote Speaker, Business Strategy for a Healthier Future, Healthusiasm

Keynote Session

9:55 - 10:25

Transformation in Tough Times: The Power of the Beaver and the International Growth Strategy of OBI



Dr. Sebastian Gundel, CEO, OBI Group Holding

10:25 - 11:20 Networking Break

Reshaping Realities: Exploring the Never Normal



11:20 - 11:30

Introduction to the Never Normal

Ken Hughes, Consumer and Shopper Behaviouralist & Consumer Experience Strategist



11:30 - 12:15

The Never Normal

Peter Hinssen, Keynote Speaker and Author

12:15 - 12:35

Fireside Chat

Adapting to the Never Normal: A Talk on Resilience and Innovation

12:35 - 14:00 Networking Lunch

Gala Dinner

19:45 SURPRISE VENUE

There are few better places for a Gala Evening than the "Eternal City". Not only does Italy hold the immutable accolade as one of the best-known and most appreciated gastronomies worldwide, but the rich tapestry of the city still reflects its colourful and ancient past.

The Global DIY-Summit Gala Evening is an exceptional networking occasion. All delegates to the Global DIY-Summit are invited to delight in an evening of the highest calibre with the entire home improvement industry present.



### Welcome Address and Introduction

09:00 - 09:05



**John W. Herbert,**  
General Secretary,  
EDRAGHIN

### Home Improvement Market Insights: A 2024 Update

09:05 - 09:25



**Where to Play - the 2024 DIY Opportunity Index**  
**Nick Stene,** Global Head of Home & Garden,  
Euromonitor International

09:25 - 09:45



**Looking Beyond The Home Depot: Great Ideas from DIY Centers in the United States**  
**Craig Webb,** President, Webb Analytics

09:45 - 10:05



**The DIY Industry - A View from the Bridge**  
**Duncan Simmonds,**  
Partner, OC&C Strategy  
Consultants



**Bob Chermin,**  
Partner, OC&C  
Strategy Consultants

### Strengthening the Chain: Collaborative Success in Home Improvement

10:05 - 10:35



**Unlocking Full Potential: Maximizing Omni-Channel Impact through Amazon's DIY Insights and Tailored Full-Funnel Strategies**  
**Jacob Minah**  
Head of Ad Sales - Tools & Gardening, Amazon Ads

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

### From East to West: Home Improvement Across Continents

11:35 - 11:55



**Winning in Customer Experience**  
**Andrea Scown,** Chief Executive Officer, Mitre 10  
(New Zealand) Ltd

11:55 - 12:15



**Crafting Excellence: Lessons from Ireland's DIY Industry**  
**Paul Candon,** CEO, United Hardware DAC

12:15 - 12:35



**The Softer Side of Home Improvement**  
**Jonathan Nathusius,** CEO, Group Cemaco

12:35 - 12:55



**QR Code Powered by GS1: Your Product's Gateway to a Sustainable Era**  
**Marc Henkens,** E-commerce Manager, Hubo Belgium

### Farewell Session

12:55 - 13:20



**Inclusivity at the Heart of Retail: Teamwork to Drive Customer Success**  
**Kayleigh Victoria Fazan,** Founder & Managing Director,  
The International Retail Academy

13:20 - 14:00 **Farewell Lunch**



The 10th Global DIY-Summit Store Tour will visit the most inspiring and significant home improvement stores throughout Lazio and the Roma Capitale, the third most populous city in the EU by population within city limits, offering insights into how to attract an urban population into home improvement stores.

Please be sure to book your place on the 10th Global DIY-Summit Study Tour as soon as possible as the number of tickets is limited!

## Main Topics



**Reshaping Realities:  
Exploring the Never Normal**



**Sustainable Home Improvement:  
Unveiling Scope 3 Solutions**



**Ethical AI in Home Improvement**



**Innovation Xperience -  
Expanding the Frontiers of  
Creativity and Progress**



**Home Sweet Health -  
Finding the Well-being Connection**



**Home Improvement Market  
Insights - A 2024 Update**

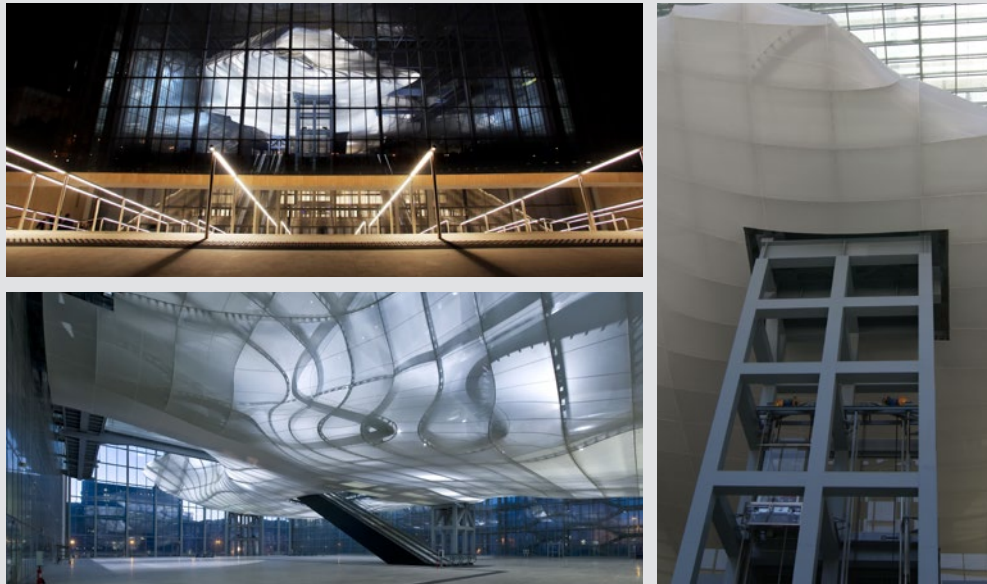


**From East to West -  
Home Improvement Across  
Continents**

Venue

Roma Convention Center / La Nuvola

Address: Viale Asia, 40/44, 00144 Roma / Italy



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](mailto:info@diysummit.org)

Congress fees

Early Bird Rate (until 15 March 2024)

Members HIMA/EDRA/GHIN € 1,795 (plus VAT)  
General Attendee € 2,095 (plus VAT)

Standard Rate

Members HIMA/EDRA/GHIN € 2,095 (plus VAT)  
General Attendee € 2,395 (plus VAT)

Second and subsequent registration will qualify for a 20% discount

Become a Sponsor

FIVE REASONS TO PARTNER WITH US

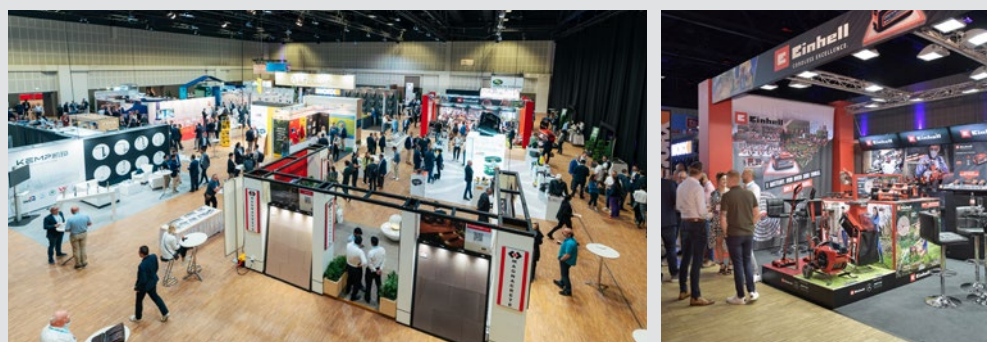
1. Be part of the most important global home improvement event
2. Network with the sector's key decision makers
3. Demonstrate thought leadership
4. Showcase your brand to a global audience
5. Expand your customer base and increase your sales

Contact: Stefan Michell, Sponsorship & Delegate Experience Manager,  
Tel: +49 (0) 221 954900-32, Email: [stefan@diysummit.org](mailto:stefan@diysummit.org)

International Congress Exhibition

What does a partnership with the Global DIY-Summit look like?

With over 1,000 industry leaders joining us for the Global DIY-Summit, from across the entire world, there is no better platform to meet with senior executives from leading home improvement retail and manufacturing companies. Any brand or stakeholder who wants to debate, discuss and shape the direction of the industry simply must be present in Rome.

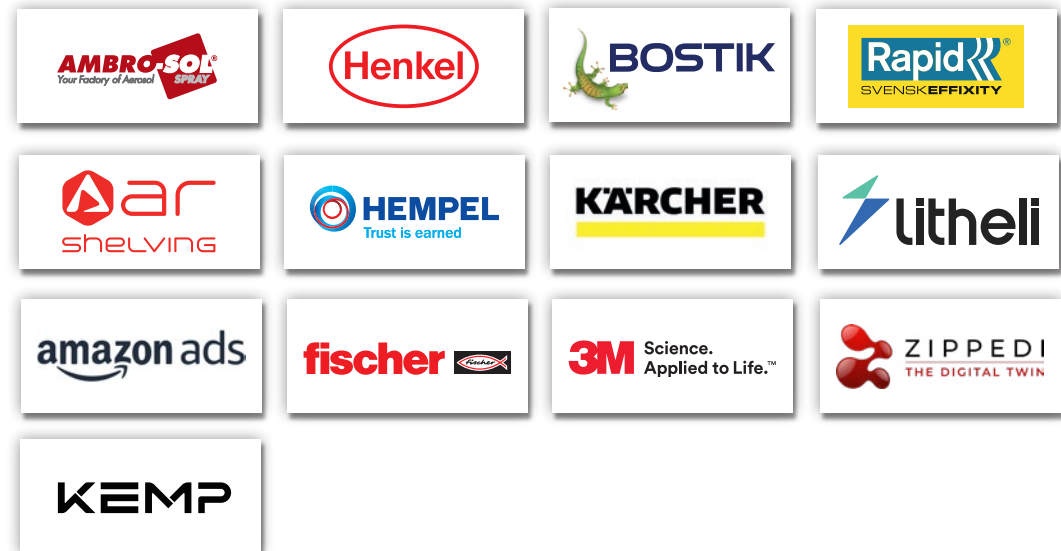


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