

6th Global DIY-Summit 2018

DIY NEXT - Reinventing our Industry

13-14 June 2018

Palau de Congressos de Catalunya
Barcelona, Spain

UPDATE

Speakers:



Véronique Laury
CEO
Kingfisher



Sylvain Prud'homme
President International
Lowe's



Matt Schweikert
Chief Strategy Officer
The Home Depot



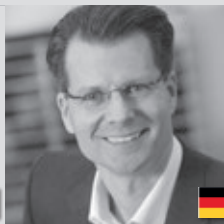
Ignacio Sánchez Villares
Managing Director
Leroy Merlin



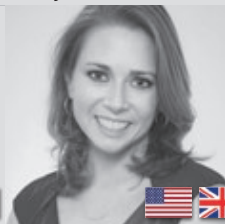
Jeffrey Lavers
VP and General
Manager
3M



Tony Ho
President
Test Rite Group



Henning von Boxberg
President Robert
Bosch Power Tools



Rebecca Homkes
Director and Partner
GrowthX Corporate



Garry Ridge
President,
CEO & Director
WD-40 Company



Steven van Belleghem
Expert in Customer
Focus in a Digital World



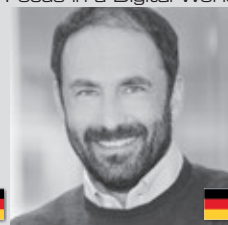
Christian Bärwind
Industry Leader Retail
Google



Alejandro Gonzalez de Aguilar
Partner Financial
Advisory Deloitte



Martin Wild
Chief Innovation Officer
MediamarktSaturn
Retail Group



Jörn Küpper
Senior Partner
McKinsey &
Company, Inc.



Christian Raison
Co-Founder
ManoMano



Erika Sirimanne
Head of Home
and Garden Research
Euromonitor

powered by



Special guests:



Gala Evening at the MNAC

For the gala dinner we invite all participants to one of the most emblematic spaces of Barcelona – the Museu Nacional d'Art de Catalunya

+ **Store Tour** on 12 June 2018

SOLD OUT

+ **Workshops** on 12 June 2018

+ **Get-Together** on 12 June 2018

+ **Global DIY 2018** International Congress Exhibition

+ **Global DIY-Lifetime Award** at MNAC on 13 June 2018

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

Platinum Sponsors



12 June 2018

19:30 - 23:30

Get-Together

Fairmont Rey Juan Carlos I., Pool & Garden Area



On the eve of the conference, participants may join an informal meeting in the remarkable 19th century gardens area just beside of the congress centre. Enjoy an unforgettable evening and use this opportunity to intensify existing trade contacts and to extend your business network.

13 June 2018

08:00 - 09:00

Registration

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 fediyma



09:10 - 09:20

Presidents' Welcome Address

Sergio Girolodi, President EDRA, CEO OBI, Germany



Reinhard Wolff, President fediyma, Managing Partner wolcraft, Germany



09:20 - 09:50

Global Economic and Political Overview

Alejandro Gonzalez de Aguilar, Partner, Financial Advisory Deloitte, Spain

Keynote Speech



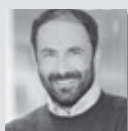
09:50 - 10:20

Home Improvement in the Age of Retail Disruption

Matt Schweickert, Chief Strategy Officer - Head of Strategic Business Development & I.T. Finance The Home Depot, USA

10:20 - 11:10 Networking Break

Challenges for a New Kind of Cooperation - Facing the Future Together



11:10 - 11:35

From Products to Consumer Needs - Implications on our Cooperation

Jörn Küpper, Senior Partner McKinsey & Company, Inc., Germany



11:35 - 12:35

Panel Discussion: Challenges for a New Kind of Cooperation between Retailers and Suppliers



Sylvain Prud'homme, President, International Lowe's Companies, Inc., USA



Véronique Laury, CEO Kingfisher, UK



Jeffrey Lavers, Vice President and General Manager 3M Construction and Home Improvement Markets Division, USA



Jan Ostendorf, Managing Director Sales & Marketing J.W. Ostendorf, Germany



Dr. Sven Wilhelm, Managing Director Storch-Ciret Holding, Germany

Henning von Boxberg, President Robert Bosch Power Tools, Germany

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

12:35 - 13:50 Lunch

13 June 2018

The DIY Next Generation - Disrupting our Industry



13:50 - 14:15

Why Innovation is the Essence of Next Generation Retail?

Martin Wild, Chief Innovation Officer MediaMarktSaturn Retail Group, Germany



14:15 - 14:40

Ideation to Results: Executing on Innovation

Rebecca Homkes, Fellow, Executive Adviser and Consultant, Director and Partner GrowthX Corporate, USA & UK



14:40 - 15:20

Customers the Day after Tomorrow

Steven van Belleghem, Expert in Customer Focus in a Digital World, Belgium

15:20 - 16:05 Networking Break



16:05 - 17:20

DIY Startup Arena - Second Edition

moderated by **Richard van Hooijdonk**, Trendwatcher and Futurist, The Netherlands



Meet the newcomers that are already transforming our industry. The best startups will compete to present you the most exciting innovations



17:20 - 17:50

The Age of Assistance

Christian Bärwind, Industry Leader Retail - Strategic Partnerships, Google



17:50 - 17:55

Summary of the Day

John W. Herbert, General Secretary EDRA/ghin



Ralf Rahmede, General Manager fediyma

20:10

Transfer to the Gala Dinner

6th Global DIY-Lifetime Award at the Gala Evening

Amongst the highlights of the first day will be the festive presentation of the 6th Global DIY-Lifetime Award at one of the most emblematic spaces of Barcelona - the Museu Nacional d'Art de Catalunya (MNAC). Enjoy an exciting evening in the company of highly distinguished guests.



And the winner is...

Damien Deleplanque
CEO ADEO (1993-2017)



14 June 2018

We would like to thank all our sponsors:



09:00 - 09:05

**Welcome Address
and Introduction** by
Ralf Rahmede,
General Manager, fediyma



John W. Herbert,
General Secretary
EDRA/ghin

Keynote Session



09:05 - 09:35

It's all about the People
Garry Ridge, President, Chief Executive Officer and
Director WD-40 Company, USA



09:35 - 10:20

The Day after Tomorrow
Peter Hinssen, Founder nexxworks, Belgium

10:20 - 11:20 Networking Break



11:20 - 11:50

**Collaborating to Win - New Approaches to
Retailer-Supplier Engagement**
Daniel Duty, CEO & Founder Conlego, USA

Market Update - Latest Industry Figures



11:50 - 12:15

The Future of DIY: Global Consumer Trends
Erika Sirimanne, Head of Home and Garden Research
Euromonitor International, UK



12:15 - 12:40

**The Brexit Factor and its Impact on
the UK DIY Market**
Clive Daley, Director CFD Strategic Solutions, UK

12:40 - 13:10 Networking Break

Home Improvement around the World



13:10 - 13:35

**Spanish Economic Recovery and a
Rising Interest in DIY**
Ignacio Sánchez, Managing Director Leroy Merlin, Spain



13:35 - 14:00

**Blazing New Trails in China's Home Improvement
Battleground**
Tony Ho, President Test Rite Group, Taiwan



14:00 - 14:25

Farewell Speech 2018
Creating the New Frontiers of the DIY Industry
Christian Raison, Co-Founder ManoMano, France



14:25 - 14:30

Farewell Wrap-Up by
Ralf Rahmede,
General Manager
fediyma



John W. Herbert,
General Secretary
EDRA/ghin

14:30 - 15:15 Farewell Lunch

Platinum Sponsors

3M Science.
Applied to Life.™

33
GROUP

alfa
COLORPAINT DISPENSER

arexons

ar shelving
WITH RIVET TECHNOLOGY

BOSCH
Technik fürs Leben

Bostik
smart adhesives

Einhell

GARDENA
PASSION FOR LIFE

GO
by Van Marcke

K'ARCHER

LEDVANCE

**NESPOLI
GROUP**

J.W. OSTENDORF

tesa

Gold Sponsors

ARCANSAS

**ECOLOR[®]
EXPERT**

DACHSER
Intelligent Logistics

GS1
in Europe

INDEX
FIXING SYSTEMS

FN
NEUHOFFER HOLZ

PENTRILO

Rapid
SVENSK EFFIXITY

rotho

WD-40

DURACELL
LIGHTING

Silver Sponsors

ArtPlast

AVONFLOW

Bona
Passion for wood floors

Cintacor
GROUP
STOR PLANET

GORILLA

Honeywell

**security
essen**

IPM
ESSEN GERMANY

paintbox

westland

Strategic Partner

**ORGANIZZAZIONE
ORLANDELLI**
FOR THE FLORICULTURE

**Royal
SINCE 1882**
Lemkes

**vannucci
piante**

Media, Trade Fair & Market Research Partners

**bau
markt
manager**

**FERRA
MENTA & CASA
LINGHI**

THE HARDWARE JOURNAL
The Official Magazine of Hardware Association Ireland

messe frankfurt

diy

Hardware

HARDLINES
Connecting the Home Improvement Industry

INFO Line
Information agency

**DIY
International**

Insightdiy

Intelligence and insight for the DIY Industry

BricoMagazine

**DIAMOND
Home Center**

**DIY
WEEK**

EUROBRICO
EUROPEAN BRICOLAGE

MIX

USP
Marketing Consultancy by

**GRUPPO C
de Comunicación
Interprofesional, S.L.**

**PUBLIMAT
NEWS**

BricoRetail.ro

professional

**EUROMONITOR
INTERNATIONAL**

**FERRETERÍA
Y BRICOLAJE**

Bricomag

markt.grün

gardenTV

**MARKET
GARDEN**

**GRUPPO C
de Comunicación
Interprofesional, S.L.**

**PUBLIMAT
NEWS**

John W. Herbert



Ralf Rahmede



Ladies and Gentlemen,

We would like to invite you to the **sixth 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 main congress theme is **“DIY Next – Reinventing our Industry”**. The difficulty for the industry's leaders is that they cannot afford to focus on just one aspect of disruption. Manufacturers and retailers have to navigate three revolutions at once: a geographic, a demographic and a technological.

The expectation of the arrival, by 2030, of a billion new consumers in China and 500 million in India, the change in the consumer behavior due to the rise of the Millennial consumers group, and the global penetration of mobile phones are the main factors of global volatility and will remain the main concerns for many market leaders.

With social, economic, technological and environmental change continuing and accelerating companies will need to be agile



to survive. The view that the best way to survive disruption is to lead it is increasingly being accepted by many established manufacturers and retailers. There is a balance to be struck, but many companies are changing their strategies, structures, and business models.

Take advantage of this unique opportunity to embrace disruption and reshape the future of your business.

Save your place now and join us on 13-14 June 2018 in Barcelona!

Best regards,

John W. Herbert *Ralf Rahmede*

John W. Herbert
General Secretary
EDRA/ghin

Ralf Rahmede
General Manager
fediyma

Online registration:
<http://diysummit.org>



contact address

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

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

Venue:

Palau de Congressos de Catalunya
Avda. Diagonal 661-671
08028 Barcelona, Spain

Accommodation:
Reserve your room at
<http://diysummit.org/accommodation>



Congress fee:

	Early Bird Rate (until 15 March 2018)	Standard Rate
EDRA/ghin or fediyma Members	€ 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**

Workshops

12 June from 14:00 to 17:00

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

Workshop 1

DIY Digital Leadership: The Secrets of Digital Success



Sanjay Saudie, Director EIMIA

To succeed in the digital era, traditional Leadership principles must be questioned to fit the demands of new markets, the new principles of leading a company and fulfilling the rising expectations of the digital customers.

In this workshop, Sanjay Saudie will present the results of his Master Thesis on Digital Disruption and Digital Transformation in the DIY Sector with very valuable insights to Digital Leadership and Digital Success – integrated into the iROI®-Strategy for successful Leaders. At the end of this workshop, you will be holding a roadmap in your hands to implement Digital Leadership in your company.

Workshop 2

The Future of DIY: Challenges & Success Stories



Erika Sirimanne, Head of Home and Garden Research, Euromonitor
Adeline Ho, Industry Analyst Home & Garden, Euromonitor

The workshop will look to explore leading regions, countries and major growth opportunities for home improvement players globally. Through the workshop, attendees will be able to understand the major characteristics of APAC consumers (and how they differ from their North American and European counterparts), as well as popular home improvement categories by region.



The workshop will be interactive using video and/or quiz content along the way, allowing attendees to ask questions and share their own experiences as to how they are responding to key trends, such as digitalisation and demographic changes.

Workshop 3

Offline or Online, be Relevant and Visible



Andree Berg, Industry Engagement DIY Sales & Implementation, GS1 Germany

Tom Depoorter, Industry Engagement & Lead EDI Manager, GS1 Belgium & Luxembourg

Loek Boortman, Chief Technology Officer, GS1 Netherlands



The key to the digital world
In regards to the content, the workshop will aim at helping participants understand how to optimize their complete supply chain and use GS1 standard technologies to enter new markets.



Participants will EXPLORE the world of GS1 standards and will DISCOVER how business processes can become more efficient and sustainable with GS1 standards.

They will also UNCOVER success stories from businesses around the world and LEARN how the power of standards is transforming the way we work and live.

GS1 invites you to an interactive session where the world of standards will make sense to your business!

Become a Sponsor

Why should you partner with us? Our congress brings together more than 1000 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.

Contact: Stefan Michell

Project Manager Congress Exhibition & Sponsorship, Email: stefan@diysummit.org



International Congress Exhibition