

The Networking Event for the Home Improvement Industry

# 7<sup>th</sup> Global DIY-Summit 2019

## DIY EVOLUTION - Designing the Future Together

### 5-7 June 2019

The Convention Centre Dublin, Ireland

UPDATE

#### Speakers:



**John Vanhuizen**  
President &  
CEO Ace Hardware



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



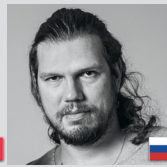
**Osamu Watanabe**  
President & CEO  
LIXIL VIVA  
CORPORATION



**Andreas Kerschner**  
Category Group  
Leader Alibaba Group



**Erwin Van Osta**  
CEO Hubo



**Igor Kolynin**  
Marketing Director  
CTC Petrovich



**Vanessa Hartley**  
Large Client Sales  
Director, Google



**Hartmut Jenner**  
CEO Alfred Kärcher



**Vincent Legros**  
Chairman &  
CEO Bostik



**Nancy Rademaker**  
Partner at nexworks



**Barbara Kahn**  
Prof of Marketing at  
The Wharton School,  
University of Pennsylvania



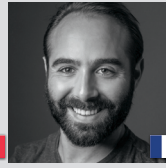
**Stephan J. Wirtz**  
Adjunct Professor  
EM Lyon Shanghai  
Campus



**Steve Collinge**  
Managing Director  
Insight Retail Group



**Pascal Jacobs**  
Head of Business  
Line Home & Garden  
Katoen Natie



**Stéphane Mallard**  
Entrepreneur, Author  
& Keynote Speaker



**Greg Hicks**  
CEO of Foster,  
Hicks & Associates



+ **Store Tour** on 5 June 2019

+ **Workshops** on 5 June 2019

+ **Get-Together at Guinness Storehouse** on 5 June 2019

+ **International Congress Exhibition** 6-7 June 2019

+ **Gala Evening** on 6 June 2019

+ **Build Forum** 4-5 June 2019

NEW

#### Special guests:



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

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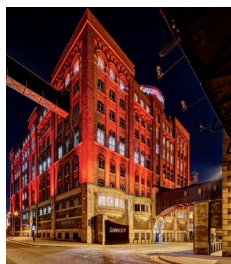


5 June 2019

19:30 - 23:30

### Get-Together

at Guinness Storehouse



On the eve of the conference participants may join an informal meeting in Ireland's number 1 visitor attraction; the outstanding Guinness Storehouse. The seven-storey visitor experience tells the story of Ireland's iconic drink and brings to life the heritage of the world renowned beer. Enjoy an unforgettable evening and use this opportunity to intensify existing trade contacts and to extend your business network.

6 June 2019

07:30

Opening of **Registration Desk**

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 fediyima



09:10 - 09:20

### Presidents' Welcome

**Sergio Girolodi**, President EDRA/ghin



**Reinhard Wolff**, President fediyima

09:20 - 09:30

Opening Address: **Welcome to Ireland**



09:30 - 10:00

### Global Economic and Political Overview

**Dr. Alexander Börsch**, Chief Economist & Head of Research Deloitte, Germany

## Keynote Speech



10:00 - 10:30

**John Venhuizen**, President & CEO Ace Hardware Corporation, USA

10:30 - 11:30 **Networking Break**

## Innovate or Die - Why Innovation Matters



11:30 - 12:15

### The Shopping Revolution: How Successful Retailers Win Customers in an Era of Endless Disruption

**Dr. Barbara Kahn**, Professor of Marketing at The Wharton School, University of Pennsylvania, Philadelphia, USA



12:15 - 13:00

### Panel Discussion: Innovate or Die - Why Innovation Matters

**Sergio Girolodi**, CEO OBI, Germany



**Hartmut Jenner**, CEO Alfred Kärcher SE & Co. KG, Germany



**Erwin Van Osta**, President of BricoAlliance, CEO Hubo, Belgium

**Vincent Legros**, Chairman & CEO Bostik, The Netherlands

**Moderator:**

**Steve Collinge**, Managing Director, Insight Retail Group, UK

13:00 - 14:15 **Networking Lunch**

6 June 2019

## Digitalisation - Adapting to the Era of Disruption



14:15 - 14:25

### Introduction to the Digital Era

**Sanjay Saudie**, Director EIMIA, Germany



14:25 - 15:05

### Extreme Customer Centricity

**Nancy Rademaker**, Professional Keynote Speaker & Partner at nexxworks, Belgium



15:05 - 15:45

### Disruptive AI in Retail

**Stéphane Mallard**, Entrepreneur, Author & Keynote Speaker, France

15:45 - 16:45 **Networking Break**

## HR - Preparing your Team to Embrace Digital Transformation



16:45 - 17:15

### Preparing Your Team to Embrace Digital Transformation

**Vanessa Hartley**, Large Client Sales Director Google, Europe



17:15 - 17:45

### Creating the Innovative Workplace Culture

**Greg Hicks**, CEO of Foster, Hicks & Associates, USA



17:45 - 17:50

### Summary of the Day

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



**Ralf Rahmede**, General Manager fediyima

from 19:30

## Gala Evening at The Convention Centre Dublin

7 June 2019



08:55 - 09:00

### Welcome to the second day

**Ralf Rahmede**, General Manager, fediyima



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

## Asia - The Changing Face of Innovation



09:00 - 09:10

### Unlocking Sustainable Growth in China

**Adam Sandzer**, Strategy Director Hot Pot Digital, UK



09:10 - 09:35

### Challenging Innovation Trends in Asian Retail

**Stephan J. Wirtz**, Adjunct Professor EM Lyon, Shanghai Campus, Associate Professor Corvinus University Budapest, Switzerland/China



09:35 - 10:00

**Andreas Kerschner**, Category Group Leader Alibaba Group, Europe



10:00 - 10:40

### China's New Normal

**Pascal Coppens**, Keynote Speaker/China Evangelist nexxworks, Belgium

10:40 - 11:30 **Networking Break**

7 June 2019

## Farewell Session



### Insights

11:30 - 11:50

#### UK & European DIY Market Update - Key Trends

Neil Munz-Jones, Founder and Director, mdj2 Associates, UK



### Logistics

11:50 - 12:10

#### Omni-Channel Logistics: Nobody Said it Would be E-as-y

Pascal Jacobs, Head of Business Line Home & Garden, Katoen Natie, Belgium



### DIY-Retail

12:10 - 12:30

#### Digital Room: New Channel of Trade

Igor Kolynin, Marketing Director CTC Petrovich, Russia



### DIY-Retail

12:30 - 12:50

#### New Retail Perspectives: Megatek

Dionis Teqja, President Megatek Sh.a, Albania



### DIY-Retail

12:50 - 13:10

#### When Consumers Really Want to Rely, they Choose one's Reliable Store, not the Internet

Osamu Watanabe, Representative Director, President & CEO, LIXIL VIVA CORPORATION, Japan



### Farewell Speech 2019

13:10 - 13:40

#### The Future of Retail and the New Metrics of Winning

Ibrahim Ibrahim, Managing Director Portland Design, UK

13:40 - 15:00 Farewell Lunch

## Workshops

5 June from 14:00 to 17:00

This event is subject to a fee of € 150 (plus VAT) and can be added to your summit registration

### Workshop 1

Watch out for your business - Frenemys ahead! Understand how to keep your brand alive in a digital changing environment



Sanjay Saudie,  
Director EIMIA

### Workshop 2

From Market Insights to Actions.



Reinier Zuydgeest,  
Managing Consultant



Jan-Paul Schop,  
General Director &  
Founder, USP  
Marketing Consultancy

### Workshop 3

The Discounter Opportunity for Retailers & Manufacturers



Ethan S. Sinick,  
Founder and Managing  
Director Shirland  
Ventures Ltd.



Axel Goss,  
Independent Senior  
Executive Consultant



Navigating the future of the building industry.

www.build2019.eu

Main topic

## Engineering the Next-Gen Supply Chain

Organized by  
 e.din

4-5 June 2019

## The Convention Centre Dublin, Ireland

The Build Forum is held prior to the 7<sup>th</sup> Global DIY-Summit

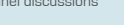
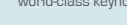
### Core Audience

senior executives and key decision makers from:  
building materials distributors, builder's merchant  
chains, buying groups and manufacturers

### What to expect:

a unique platform for high level networking  
discussion of the latest trends and future evolutions  
of the building industry and building materials trade  
world-class keynote talks and panel discussions

### Keynotes by



4 June

### Kick-off Session

#### Welcome & Market Overview



14:00 - 14:10

#### Opening & Welcome

Andre Noel Chaker/  
Lucien Hardt



14:10 - 14:40

#### Chances and Risks in European Construction Markets towards 2020

Michael Weingärtler,  
Euroconstruct



14:40 - 15:10

#### Chadwicks & the future of Merchanting in Ireland

Patrick Atkinson, CEO,  
Grafton Merchanting IRO

15:10 - 15:40 Networking Break

### Merchanting & Trade The New Role of Builders Merchants



15:40 - 16:10

#### Introduction to Selco

Howard Luft, CEO, Selco  
Builders Warehouse



16:10 - 16:40

#### Convenience is the New Loyalty

Andy Scothern, Managing  
Director, eCommonSense



16:40 - 17:20

#### The New Role of Builders Merchants - Panel Discussion

Andy Scothern, Managing  
Director, eCommonSense  
Howard Luft, CEO, Selco  
Patrick Atkinson, CEO,  
Grafton Merchanting IRO  
Moderation: Neil Munz-Jones



19:00

#### Celtic Nights dinner at the Arlington Hotel

The Build Forum is subject to a fee of € 400 (plus VAT) and can be added to your summit registration

5 June



9:15 - 9:30

#### Opening Day 2 Andre Noel Chaker



#### Construction Technology The Rise of the Digital Marketplace

9:30 - 10:00  
Digitalization in Construction is Further than you May Think  
Jan Elfving, Senior Vice  
President, Skanska



#### 10:00 - 10:30 Digital Construction & BIM - Development of New Market Places

Lars Christian Fredenlund,  
CEO & Founder, Cobuilder



#### 10:30 - 11:00 Keynote

Jörg Reinold,  
CIO & CTO Wienerberger AG



#### 11:00 - 11:30 Networking Break

#### 11:30 - 12:00 Watson Innovations Uncovered for B2B Commerce

David Hogg, Marketing and Commerce Sales Leader Europe, IBM



#### 12:00 - 12:45 The Rise of the Digital Marketplace

Jan Elfving, Skanska  
Lars Christian Fredenlund,  
Cobuilder  
David Hogg, IBM  
Jörg Reinold, Wienerberger AG  
Moderation: Andre Noel Chaker



12:45 - 13:45 Lunch

13:45 - 14:40 Start-up Innovation  
5 Start-ups - 10-minute pitches



#### 14:40 - 14:50 Summary Build 2019 Andre Noel Chaker

#### 14:50 - 15:30 Farewell Speech Special Guest

Visit us at: [www.build2019.eu](http://www.build2019.eu)

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John W. Herbert



Ralf Rahmede



Ladies and Gentlemen,

We would like to invite you to the **seventh 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 Global DIY Summit, jointly organized by EDRA, fediyma and ghin, will also be supporting the first edition of the Build Forum, organized by the European Distribution and Industry Network (EDIN), taking place from 4-5 June at The Convention Centre Dublin.

The main theme of the congress this year is **"DIY EVOLUTION: Designing the Future Together"**. We have yet to realize just how rapid and profound the current digital revolution is. The scale and effect of the implications for consumers and businesses is both exhilarating and daunting. Disruptive technologies and new business models are creating change and transforming the economy at an unprecedented and unpredictable pace that may outpace our ability to adapt to it unless we collaborate.



In just a few years, companies like Facebook, AirBnB, Tesla, Amazon, Uber have changed the face of the global economy. The rules of business have changed forever. Everyday thousands of start-ups are disrupting old business models, taking on the staid industrial groups and winning. From retail to the industries, businesses operating in traditional models have to evolve and embrace the rapid advances of core digital technologies in order to stay relevant.

Take advantage of this unique opportunity to embrace disruption and reshape the future of your business. Save your place now and join us on 5-7 June 2019 in Dublin!

Kind 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](mailto:info@diysummit.org)

Congress fee:

Early Bird Rate  
(until 15 March 2019)

Standard Rate

Members fediyma/EDRA/ghin	€ 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

Venue: The Convention Centre Dublin

The 7<sup>th</sup> Global DIY-Summit 2019 is taking place at the CCD, The Convention Centre Dublin

Address: Spencer Dock, North Wall Quay, Dublin 1, Ireland

We have reserved room contingents in several hotels near to the CCD. To reserve your room please go to <http://diysummit.org/accommodation-2019>



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- 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](mailto:stefan@diysummit.org)