

# 9<sup>th</sup> Global DIY-Summit 2023

## VISIONS OF DIY IN THE AGE OF UNCERTAINTY

### 14-16 June 2023

Estrel Congress Center, Berlin

#### Speakers:



**Erwin Van Osta**  
Owner and CEO,  
Hubo



**Veronica Valdez**  
CEO, Promart



**Erik Cuypers**  
Group CIO, Maxeda  
DIY-Group



**Mattias Ankarberg**  
CEO, Bygghem Group



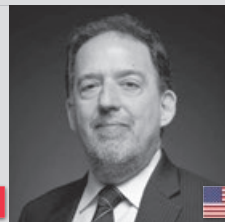
**Takashi Yanase**  
President and CEO,  
GooDay



**Patricia Grundmann**  
Vice President  
Retail Media, OBI



**Steven Van Belleghem**  
International Keynote  
Speaker



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



**Christina Stathopoulos**  
Professor of Analytics,  
IE Business School



**Mariano Imberga**  
Head of Operations,  
Sodimac



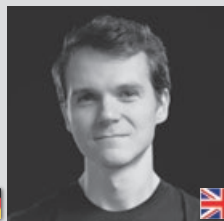
**Ariel Schilkrut**  
Co-Founder, Zippedi



**Chris Roebuck**  
Visiting Professor,  
Cass Business School



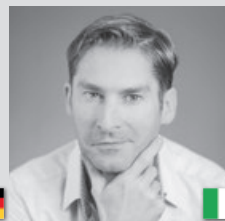
**Maike Schnell**  
Industry Leader,  
Retail, Google



**Nick Brackenbury**  
Co-Founder & CEO,  
NearSt



**Felicitas Then**  
TV Host and Culinary  
Content Creator



**Ken Hughes**  
Consumer and Shop-  
per Behaviouralist

#### Special guests:

Google

EUROMONITOR  
INTERNATIONAL

Deloitte

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

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+ **Store Tour** on 14 June 2023

+ **Get-Together** on 14 June 2023

+ **International Congress Exhibition**  
from 14 to 16 June 2023

+ **Gala Dinner** on 15 June 2023



14 June 2023

19:30 - 23:30

Get-Together

sponsored by



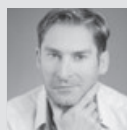
On the eve of the conference participants may join an informal meeting in the congress' exhibition area. Enjoy an unforgettable evening and use this opportunity to intensify existing trade contacts and to extend your business network



12:30 - 12:45

The Future of Customer Experience  
Panel Discussion

Ken Hughes, Maike Schnell and Steven Van Belleghem



12:45 - 14:05 Networking Lunch

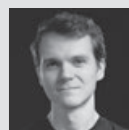
## Digital Transformation - The New Face of Home Improvement



14:05 - 14:30

Digital Transformation in Retail

Erik Cuypers, Group CIO, Maxeda DIY-Group



14:30 - 14:55

The Local Future of Online Retailing

Nick Brackenbury, Co-Founder & CEO, NearSt



14:55 - 15:30

Forward to Basics

Herman Konings, Change Psychologist & Trend Analyst,  
Pocket Marketing / nXt

15 June 2023

08:00

Opening of Registration Desk

## Opening Session

09:00 - 09:12

Welcome Address and Introduction



John W. Herbert,  
General Secretary,  
EDRA/GHIN



Iñaki Maillard,  
General Manager,  
Global DIY Summit



Piet de Coninck,  
General Manager,  
HIMA

09:12 - 09:20

Presidents Welcome



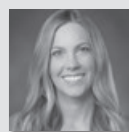
09:20 - 09:50

The Global Economy and the Post-Pandemic World

Dr. Ira Kalish, Chief Global Economist,  
Deloitte

15:30 - 16:20 Networking Break

## Data-Driven Decision-Making and the Future of Retail

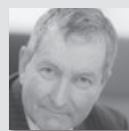


16:20 - 17:00

Data Decoded: The Lifeblood of your Business

Christina Stathopoulos, Academic Director & Professor  
of Analytics, IE Business School

## Closing Session



17:00 - 17:40

DIY in the Age of Uncertainty - Turning Vision  
into Reality

Chris Roebuck, Internationally Renowned Speaker and  
Visiting Professor, Cass Business School

from 18:45

Transfer to Gala Dinner Venue

## Keynote Speech



9:50 - 10:20

You will be surprised!

10:20 - 11:20 Networking Break

## CX - What Are DIY Customers Really Looking For Today?



11:20 - 11:30

Introduction to Customer Experience

Ken Hughes, Consumer and Shopper Behaviouralist  
& Consumer Experience Strategist

11:30 - 11:50

The Seamless Customer Experience



Maike Schnell,  
Industry Leader Retail,  
Google



Dr. Christopher Fink,  
Principal Analytical  
Consultant Retail,  
Google



11:50 - 12:30

The Offer you can't Refuse

Steven Van Belleghem, International Keynote Speaker  
and Thought Leader of the Transformation of Customer  
Relationship

## Gala Evening

The Global DIY-Summit Gala Evening will take place in one of the most exclusive and historic buildings in the city. Built in the Golden Twenties in the centre of Berlin, and idyllically situated on the river Spree, the evening will celebrate the coming together of the industry. Join us and enjoy a distinguished dinner with all the decision makers in the industry present.





16 June 2023

## Welcome Address and Introduction

09:00 - 09:05



**Piet de Coninck**,  
General Manager, HIMA



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

## Keynote Session

09:05 - 09:35



**When the Growing Gets Tough**  
**Erwin Van Osta**, Owner and CEO, Hubo /  
President, BricoAlliance

## A Glimpse into the Future

09:35 - 10:00

### A Collaboration Model to Accelerate Innovation



**Mariano Imberga**,  
Head of Operations,  
Sodimac



**Ariel Schilkut**,  
Co-Founder,  
Zippedi

## Sustainability – Trend or Reality?

10:00 - 10:25



**Sustainability in Retail: Challenges and Opportunities**  
**Marija Milasevic**, Senior Consultant at Euromonitor  
International

10:25 - 11:15    **Networking Break**

## Global Home Improvement Insights

11:15 - 11:35



**Winning in Tough Times – Nordic Discount DIY**  
**Mattias Ankarberg**, CEO, Bygghmax Group

11:35 - 11:55



**Promart: Driving Growth through Difficult Times**  
**Veronica Valdez**, CEO, Promart

11:55 - 12:15



**Retail Media and why it is a Chance for Customers, Brands and Retailers alike**  
**Patricia Grundmann**, Vice President Retail Media and  
Managing Director, OBI First Media Group

12:15 - 12:35



**DX Challenges – Data Analysis and System Modernization**  
**Takashi Yanase**, President and CEO, GooDay

12:35 - 12:50



**How to Create an Empowering Customer Experience in an Ever-Changing World**  
**Jonas Brennwald**, Leader, LIXIL EMENA

## Farewell Speech

12:50 - 13:15



**CIY: Cook It Yourself – My Recipe for Happiness**  
**Felicitas Then**, Chef / TV Host /  
Culinary Content Creator

13:15 - 14:00    **Farewell Lunch**

## Store Tour

To kick off the 9th Global DIY Summit, participants will have the chance to partake in a Store Tour on the 14th of June 2023.

With the top 10 players representing sales of €19.2 bn in 2021, Germany is largest DIY and home improvement market in Europe, and the second largest globally. The German retail sector also offers a unique insight into a highly competitive market, with more sales space per capita than any other country.

The Global DIY-Summit Store Tour of Berlin will give delegates the chance to explore and be guided through some of the most profitable and innovative DIY and home improvement stores in the most densely populated city in Germany.

You can book your place on the Store Tour with your registration for the Summit. Please note that this event is subject to an extra fee.



## Main Topics



**Sustainability – Trend or Reality?**



**Digital Transformation – The New Face of Home Improvement**



**CX – What Are DIY Customers Really Looking For Today?**



**Data-Driven Decision-Making and the Future of Retail**



**Global Home Improvement Insights**



## Venue

The 9th Global DIY-Summit will be hosted at the Estrel Congress Center  
**Address:** Estrel Berlin, Sonnenallee 225, 12057 Berlin, Germany.  
We have blocked rooms for delegates at the Estrel. To reserve your room please go to <https://diysummit.org/accommodation-2023/>



## 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 2023)

Members HIMA/EDRA/GHIN € 1,695 (plus VAT)  
General Attendee € 1,995 (plus VAT)

**Standard Rate**

Members HIMA/EDRA/GHIN € 1,995 (plus VAT)  
General Attendee € 2,295 (plus VAT)

Second and subsequent registration will qualify for a 20% discount

## Become a Sponsor

### FIVE REASONS TO PARTNER WITH US

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

## International Congress Exhibition

Why should you partner with us? With approximately 1000 industry leaders attending the event, the 9th Global DIY Summit provides an unprecedented platform for senior executives from leading home improvement retail and manufacturing companies to meet the elite worldwide. No other congress brings together over 400 retailers from the DIY and Gardening sectors, across 55 countries. Berlin will be the meeting place for the most influential decision makers to debate, discuss and shape the direction of the industry.

The Global DIY Congress Exhibition 2023 is certainly an invaluable platform to showcase your most innovative product trends and to expand your network of contacts.



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