

# 11<sup>th</sup> Global DIY-Summit 2025

## A NEW WORLD ORDER: Redefining DIY for a Global Future

11-13 June 2025

MEO Arena, Lisbon, Portugal

MEO  
ARENA

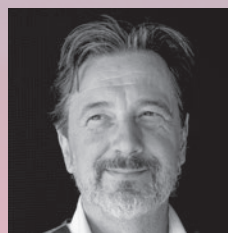
### Speakers:



**Thierry Garnier**  
President, EDRA/GHIN



**Francisco Torres**  
Corporate Commercial and  
Marketing Manager, Sodimac



**Rik Vera**  
Innovation & Trans-  
formation Speaker,  
nexxworks



**Mark Gallagher**  
Managing Director of Perfor-  
mance Insights and Formula  
1 Executive, Performance  
Insights



**Livia von  
Mitschke-Collande**  
Industry Leader Retail,  
Google



**Magnus Lindkvist**  
Futurologist,  
Vision Mango



**Stuart Goldsmith**  
Climate Comedian



**Alexander Kremer**  
Managing Director,  
Gartencenter Kremer

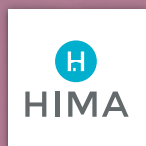


**Heinrich Wagner**  
Keynote Motivational  
Speaker,  
HEIN WAGNER Vision

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11<sup>th</sup> Global  
DIY-Summit  
2025

11 June 2025

19:30 – 22:00

Get-Together  
in the Exhibition Area

12 June 2025

Opening Session

9:00 – 9:10



**Welcome Address and Introduction**  
**John W. Herbert**, Co-Founder, Global DIY-Summit  
**Iñaki Maillard**, Managing Director, Global DIY-Summit

9:10 – 9:20



**Presidents' Welcome**  
**Thierry Garnier**, President, EDRA/GHIN  
**Reinhard Wolff**, President, HIMA

9:20 – 9:50

**Global Economic Overview**

9:50 – 10:20

**KEYNOTE SPEECH**

10:20–11:20

**Networking Break**

Driving Transformation:  
Shaping Mindsets and Thriving Through Organizational Change

11:20 – 12:00



**Boost Your Innovation with this Brand New KPI:  
The Net Curiosity Score**  
**Rick Vera**, Innovation & Transformation Speaker, nexxworks

12:00 – 12:40



**Accelerating Success: Harnessing the Power of Change for  
Business Growth**  
**Mark Gallagher**, Managing Director of Performance Insights  
and Formula 1 Executive, Performance Insights

12:40 – 14:00

**Networking Lunch**

Global Retail Strategies: Driving Success in Home Improvement

14:00 – 14:30



**Private Brand as a Competitive Advantage**  
**Francisco Torres**,  
Corporate Commercial and Marketing Manager, Sodimac

14:30 – 15:00



**Closer to Nature – Reinventing the Concept of the Garden Centre**  
**Alexander Kremer**,  
Managing Director, Gartencenter Kremer

15:00 – 15:30



**Driving Down Emissions in the DIY Sector –  
The Scope 3 Decarbonisation Programme**  
**Jamie Pitcairn**, Technical Director, Corporate Sustainability, Ricardo

15:30 – 16:20

**Networking Break**

From Boomers to Zoomers: Bridging the Generational Gap in DIY

16:20 – 16:50



**Next Generation of Consumer Connection**  
**Ken Hughes**, Consumer and Shopper Behaviouralist &  
Consumer Experience Strategist

16:50 – 17:20



**Generation Boom: Navigating a Multi-Generational World  
for DIY Business and Beyond**  
**Magnus Lindkvist**, Futurologist, Vision Mango

17:20 – 17:35

**Fireside Chat**

19:30 – 01:00

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

13 June 2025

9:00 – 9:05



Welcome Address and Introduction  
John W. Herbert, Co-Founder, Global DIY-Summit

Redefining DIY: How Marketplaces Are Shaping the Future of Retail

9:05 – 10:05

Session Confirmed

Growing with Purpose: The Role of Sustainability in the DIY Sector

10:05 – 10:35



Spoilers  
Stuart Goldsmith, Climate Comedian

10:35 – 11:35

Networking Break

The Evolving DIY Market: Current Trends and Future Directions

11:35 – 11:55



Making Marketplaces Work  
Bob Chermin,  
Partner, OC&C Strategy Consultants



Duncan Simmonds,  
Partner, OC&C Strategy Consultants

AI in DIY: Revolutionizing the Future of Home Improvement

11:55 – 12:15



From WoW to HoW – Put AI to Work for You  
Livia von Mitschke-Collande,  
Industry Leader Retail, Google

Farewell Session

12:15 – 12:30

Session Confirmed

12:30 – 12:55

Session Confirmed

12:55 – 13:20



A Blind Man with Vision  
Heinrich Wagner,  
Keynote Motivational Speaker, HEIN WAGNER Vision

13:20 – 14:00

Farewell Lunch





## VENUE

### Address:

MEO Arena, Rossio dos Olivais, 1990-231 Lisbon, Portugal



## STORE TOUR ON 11 JUNE 2025

More Europeans are turning to repair, maintenance and renovation work on their existing properties, helping to raise sales of hardware and home improvement stores. The Portuguese DIY market has achieved high growth rates in recent years with 9.6 % for 2023. The 11<sup>th</sup> Global DIY-Summit Store Tour will visit some of the most inspiring home improvement stores in the Lisbon area.

The Store Tour is not included in the congress ticket and must be booked separately.



## BECOME A SPONSOR

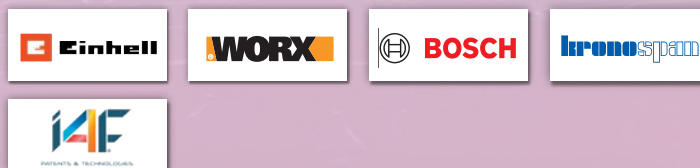
### FIVE REASONS TO PARTNER WITH US

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

### Contact:

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