

# 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

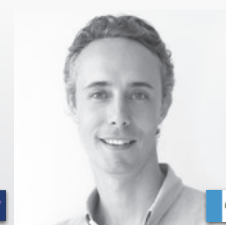
#### Speakers:



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



**Andrea Scown**  
CEO, Mitre 10



**Jonathan Nathusius**  
CEO, Group Cemaco



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



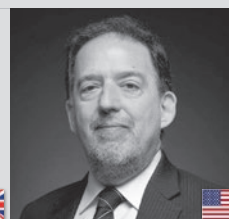
**Paul Candon**  
CEO, United Hardware



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



**Katie King**  
CEO, AI in Business



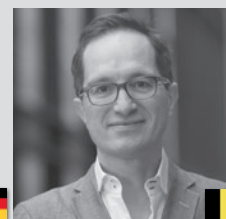
**Dr. Ira Kalish**  
Chief Global Economist, Deloitte



**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

#### 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.



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



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

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



### 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**

### 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**

### 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

### 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**



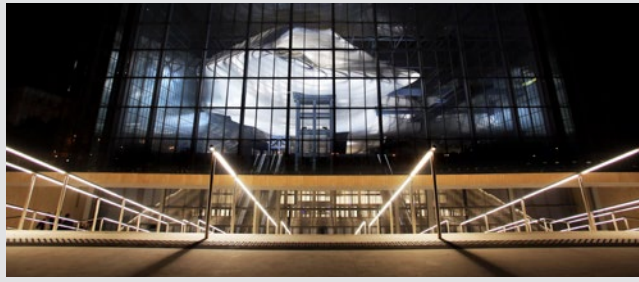
**From East to West -  
Home Improvement Across  
Continents**



## 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

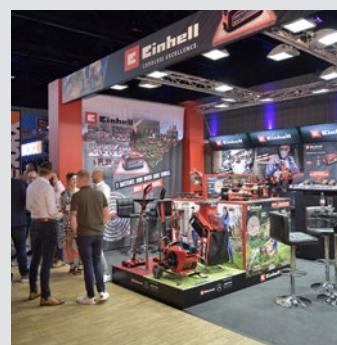
1. Be part of the most important global home improvement event
2. Network with the sector's key decision makers
3. Demonstrate thought leadership
4. Showcase your brand to a global audience
5. Expand your customer base and increase your sales

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.



We would like to thank all our sponsors for making this congress possible:

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