

10th 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



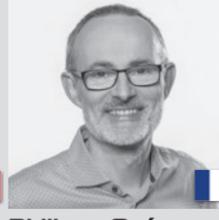
Kayleigh Fazan
Founder & Managing Director, TIRA



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



+ Store Tour on 11 June 2024

+ Get-Together on 11 June 2024

+ International Congress Exhibition from 11 to 13 June 2024

+ Gala Dinner on 12 June 2024

Special guests:



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

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11 June 2024

19:30 - 23:30
Get-Together

The 10th 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



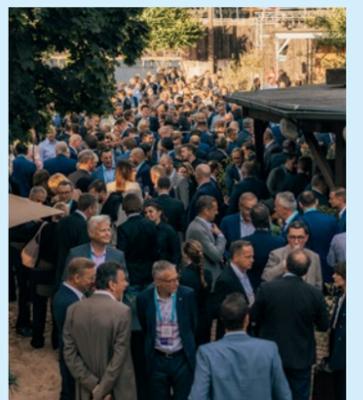
17:00 - 17:35
Home, the Ultimate Investment in our Health
Christophe Jauquet, Keynote Speaker, Business Strategy for a Healthier Future, Healthusiasm

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

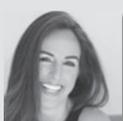
12:35 - 12:55



**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



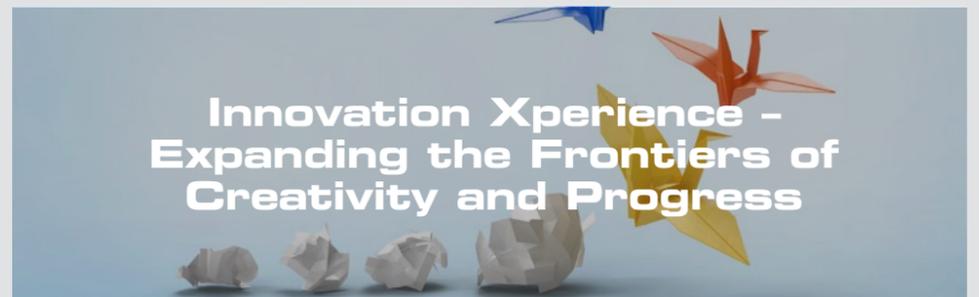
**Reshaping Realities:
Exploring the Never Normal**



**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**

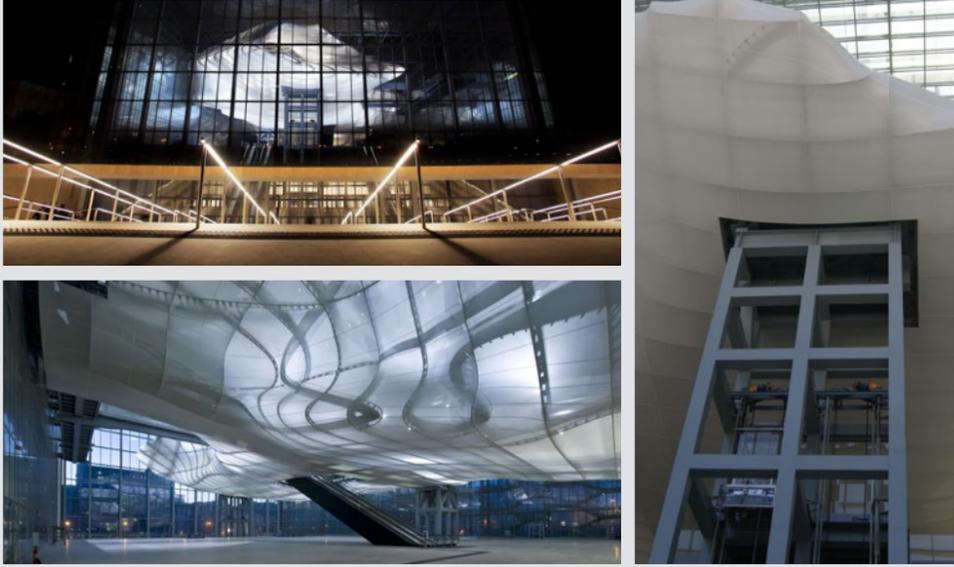


**From East to West -
Home Improvement Across
Continents**

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

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

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Contact: Stefan Michell, Sponsorship & Delegate Experience Manager,
Tel: +49 (0) 221 954900-32, Email: 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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