9th Global **DIY-Summit** 12023

VISIONS OF DIY

IN THE AGE OF UNCERTAINTY

14-16 June 2023

Estrel Congress Center, Berlin















Mattias Ankarberg



Erwin van Osta

Veronica Valdez

Christina Stathopoulos



Dr. Ira Kalish Deloitte



powered by









Takashi Yanase

Steven van Belleghem

Maike Schnell

Industry Leader Retail, Google



JJ van Osten

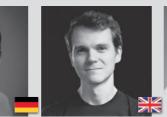
Mariano Imberga



Ariel Schilkrut



Chris Roebuck



Dr. Christopher Fink Nick Brackenbury Co-Founder & CEO, Consultant, Retail,



Consumer and Shopper Behaviouralis



Store Tour on 14 June 2023





Gala Dinner 15 June 2023

Special guests:





Deloitte.

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

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14 June 2023

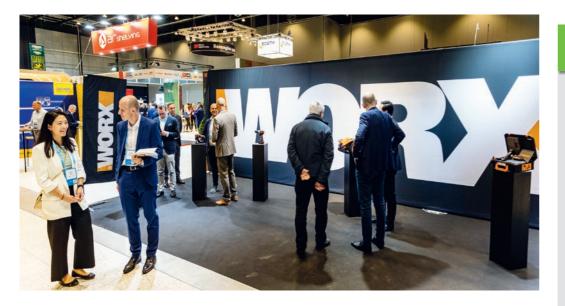
19:30 - 23:30

Get-Together





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



15 June 2023

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, General Manager, Global DIY Summit



General Manager, HIMA

Piet de Coninck,

09:10 - 09:20 Presidents Welcome



09:20 - 09:50

The Global Economy and the Post-Pandemic World Dr. Ira Kalish, Chief Global Economist, Deloitte





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

12:30 - 12:50

The Future of Customer Experience Panel Discussion

Ken Hughes, Maike Schnell and Steven Van Belleghem







12:50 - 14:10 Networking Lunch

Digital Transformation - The New Face of Home Improvement



14:10 - 14:35

Powering Growth by Offering Choice and Speed to Customers

JJ van Osten, Chief Digital and Technology Officer, Kingfisher



14:35 - 15:00

Digital Transformation in Retail

Erik Cuypers, Group CIO, Maxeda DIY-Group



15:00 - 15:40

The Local Future of Online Retailing
Nick Brackenbury, Co-Founder & CEO, NearSt

15:40 - 16:30 Networking Break

Data-Driven Decision-Making and the Future of Retail



16:30 - 17:00

Data Decoded: The Lifeblood of your Business

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

Closing Session



17:00 - 17:30

DIY in the Age of Uncertainty - Turning Vision into Reality

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

from 18:30

Transfer to Gala Dinner Venue

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.







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 Schilkrut, 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 - <mark>11:3</mark>5

Winning in Tough Times - Nordic Discount DIY Mattias Ankarberg, CEO, Byggmax Group



11:35 - 11:55

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



11:55 - 12:15

DX Challenges - Data Analysis and System Modernization

Takashi Yanase, President and CEO, GooDay



12:15 - 12:35

Awaiting confirmation

Farewell Speech



12:35 - 13:00

You will be surprised!

Venue

The 9th Global DIY-Summit will be hosted at the Estrel Congress Center Address: Estrel Berlin, Sonnenallee 225, 12057 Berlin, Germany.





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













Online registration:



http://diysummit.org

Address

50679 Cologne / Germany Tel: +49 (0) 221 / 95 49 00 30

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

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€ 1,995 (plus VAT)

Standard Rate

€ 1,695 (plus VAT)

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Members HIMA/EDRA/GHIN

General Attendee

Congress fees

€ 1,995 (plus VAT) € 2,295 (plus VAT)

Second and subsequent registration will qualify for a 20% discount

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- 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

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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