

# 8<sup>th</sup> Global DIY-Summit 2022

**THE NEW NORMAL -**  
Adapting to a Rapidly  
Changing World

**8-10 June 2022**

Bella Center, Copenhagen



Speakers:



**Michael Schneider**  
Managing Director,  
Bunnings Group



**Llewellyn Walters**  
CEO Wholesale  
Messmart



**Tobias Pohl**  
Industry Manager  
Retail Multichannel,  
Google



**Veronica Civiero**  
Global Solutions  
Manager, Meta



**Menno van der Zalm**  
Innovation Director,  
AkzoNobel



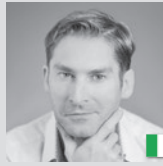
**Dilys Maltby**  
Senior Partner and  
Co-Founder, Circus



**Henk Becker**  
President,  
Bosch Power Tools



**Victoria Neuhofer**  
E-Commerce Special-  
ist, Project and Sales  
Director Neuhofer Holz



**Ken Hughes**  
Consumer &  
Shopper Behaviouralist



**Wayne Visser**  
Prof. of Integrated  
Value at Antwerp  
Management School



**Mark Herbek**  
Executive Director,  
Cleveland Research  
Company



**Jamie Anderson**  
Management Guru



**Rik Vera**  
Trusted Advisor



**Paul Martin**  
Head of Retail,  
KPMG



**Mark Haviland**  
Founder and  
Provocateur, Shift17



**Joshua Coombes**  
Founder #DoSo-  
methingForNothing



**Congratulations to John W. Herbert!**

This year's winner of the Global DIY-Lifetime Award 2022. The respective boards of EDRA/GHIN and HIMA have unanimously agreed to award this renowned accolade to a true veteran of the Home Improvement Industry.

powered by



- + **Store Tour** on 8 June 2022
- + **Workshops** on 8 June 2022
- + **Get-Together** on 8 June 2022
- + **International Congress Exhibition** 8 - 10 June 2022
- + **Global DIY-Lifetime Award** on 9 June 2022

Special guests:



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

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8 June 2022

19:30 - 23:30  
Get-Together

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



9 June 2022

08:00  
Opening of Registration Desk

### Opening Session



**09:00 - 09:10**  
**Welcome Address**  
**John W. Herbert,**  
General Secretary,  
EDRA/GHIN



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



**Iñaki Maillard,**  
General Manager,  
Global DIY Summit



**09:10 - 09:20**  
**Presidents Welcome**  
**Sergio Girolidi,**  
President, EDRA/GHIN,  
CEO, OBI



**Reinhard Wolff,**  
President, HIMA,  
Managing Partner,  
wolfcraft



**09:20 - 09:50**  
**The Future of U.S. Home Improvement in a Post COVID-19 / Normal Supply Chain World**  
**Mark Herbek,** Executive Director, Home Improvement, Cleveland Research Company, USA

### Keynote Speech



**9:50 - 10:20**  
**Always Evolving... Markets, Offers and People**  
**Michael Schneider,** Managing Director, Bunnings Group, Australia

10:20 - 11:10 Networking Break

### Personalisation: Using Data to Deliver Personalised Experiences



**11:10 - 11:55**  
**The Race for Relevance with the Modern Consumer**  
**Ken Hughes,** Consumer and Shopper Behaviouralist & Customer Experience Strategist, Ireland



**11:55 - 12:40**  
**c2MxEi (Connect to many, engage individuals). The Magic Formula for The New Normal**  
**Rik Vera,** Worldwide Keynote Speaker, Author, Lecturer at Business Schools & Trusted Advisor and Coach of Large Organisations, Belgium

12:40 - 13:55 Networking Lunch

### The Future of Marketplaces and the Rise of Digital Ecosystems



**13:55 - 14:15**  
**How Amazon Really Works - A Strategic Point of View!**  
**Nils Zündorf,** Executive Director, factor-a, Germany



**14:15 - 14:35**  
**Re-Invent the Digital Shopping Experience with AI**  
**Tobias Pohl,** Industry Manager Retail Multichannel, Google



**14:35 - 14:55**  
**How Social Media Can Drive Business Results in an Over Connected World**  
**Veronica Civiero,** Global Solutions Manager, Meta



**14:55 - 15:15**  
**It's not a f\*\*\* Disruption - It's Called Progress!**  
**Victoria Neuhofer,** E-Commerce Specialist, Project and Sales Director, Neuhofer Holz, Austria

15:15 - 16:05 Networking Break

### Open Innovation: Creating a Collaborative Culture in Business



**16:05 - 16:08**  
**Introduction to the Session**  
**Ken Hughes,** Consumer and Shopper Behaviouralist & Customer Experience Strategist, Ireland



**16:08 - 16:15**  
**Opening Speech: Open Innovation - Giving New Ideas the best Chance of Success**  
**Menno van der Zalm,** Innovation Director, AkzoNobel, The Netherlands



**16:15 - 16:45**  
**Open Innovation - Giving New Ideas the Best Chance of Success**  
**Startup Pitch and Panel Discussion moderated by Ken Hughes**



**16:45 - 17:25**  
**Creative Leadership in a Complex World**  
**Jamie Anderson,** Professor of Strategic Management, Antwerp Management School, Belgium

from 18:30 Transfer to Gala Dinner Venue

### Global DIY-Lifetime Award ceremony during the Gala Evening

Copenhagen is renowned for its diversity of architecture, both modern and traditional, and the Global DIY Summit team have selected a bespoke venue tailored to celebrate this special award ceremony. We are sure you will be delighted!



**And the winner is....**  
**John W. Herbert**



**Laudation:**  
**Sergio Girolidi,**  
CEO OBI

After two years of "meeting and networking" in front of screens, it is about time to meet again face-to-face. The Gala Evening at the 8th Global DIY Summit in Copenhagen will offer the perfect occasion to celebrate the industry meeting physically once again.

Enjoy a distinguished dinner with all the decision makers in the industry present.





10 June 2022



**09:00 - 09:10**  
**Welcome Address**  
Piet de Coninck,  
General Manager,  
HIMA



John W. Herbert,  
General Secretary,  
EDRA/GHIN

### The Age of Responsibility - Beyond CSR



**09:10 - 09:40**  
**The Age of Responsibility**  
Mark Haviland, Founder and Provocateur, Shift17, UK



**09:40 - 10:05**  
**Putting Purpose at the Heart of your Business**  
Dilys Maltby, Senior Partner, Circus, UK



**10:05 - 10:40**  
**Thriving: The Breakthrough Movement to Regenerate Nature, Society and the Economy**  
Wayne Visser, Professor of Integrated Value, Antwerp Management School, Belgium/UK

**10:40 - 11:35** Networking Break

### Home Improvement Retail Trends



**11:35 - 11:55**  
**Is the Traditional Retail Business Model Dead? Retail Trends and Outlook 2022**  
Paul Martin, Head of Retail, KPMG, UK



**11:55 - 12:20**  
**Retail Reimagined**  
Llewellyn Walters, CEO Wholesale, Massmart, South Africa



**12:20 - 12:40**  
**POWER FOR ALL Alliance - THE Battery for your Home. One Battery for Covering all User Needs**  
Henk Becker, President, Bosch Power Tools, Germany



**12:40 - 13:00**  
**Key Consumer Trends in European DIY and How to Deal with these Trends**  
Reinier Zuydgeest, Managing Consultant, USP Marketing Consultancy, The Netherlands

### Farewell Speech



**13:00 - 13:25**  
**A New Generation of Altruism**  
Joshua Coombes, Founder #DoSomethingForNothing, UK

**13:25 - 14:30** Farewell Lunch

# International DIY Congress Exhibition 2022



Why should you partner with us? Our congress brings together more than 1,000 industry representatives, many of whom are senior retail executives drawn from over 50 countries worldwide. Furthermore, the accompanying congress exhibition offers suppliers and service providers the opportunity to present their products and know-how to the sector's top global decision makers.

The International DIY Congress Exhibition 2022 is certainly an invaluable platform to showcase your most innovative product trends and to expand your network of contacts.

## Become a Sponsor

### FIVE REASONS TO PARTNER WITH US

- 1 Be part of the most important global home improvement event
- 2 Networking 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 and Delegate Experience Manager  
Email: stefan@diysummit.org

### Key Topics:



**THE NEW NORMAL - Adapting to a Rapidly Changing World**



**Personalisation: Using Data to Deliver Personalised Experiences**



**Open Innovation: Creating a Collaborative Culture in Business**



**The Future of Marketplaces and the Rise of Digital Ecosystems**



**The Age of Responsibility - Beyond CSR**



**Home Improvement Retail Trends 2022**

## 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

incl. Global DIY-Summit

**Early Bird Rate** (until 31 March 2022)

Members HIMA/EDRA/GHIN	€ 1,695 (plus VAT)
General Attendee	€ 1,995 (plus VAT)
HIMA New Membership Pack	€ 3,000 (plus VAT)

**Standard Rate**

Members HIMA/EDRA/GHIN	€ 1,995 (plus VAT)
General Attendee	€ 2,295 (plus VAT)
HIMA New Membership Pack	€ 3,100 (plus VAT)

## The Venue:

The 8<sup>th</sup> Global DIY-Summit will be hosted at Bella Center Copenhagen

**Address:**  
Bella Center  
Center Boulevard 5, 2300 Copenhagen, Denmark

### Accommodation

We have blocked rooms for delegates at hotels close to the Bella Centre Copenhagen. To reserve your room please go to [www.diysummit.org/accommodation-2022/](http://www.diysummit.org/accommodation-2022/)



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