The Networking Event for the Home Improvement Industry

4th Global DIY-Summit
2016

A Disruptive World - New Trends in Home Improvement

8-9 June 2016
Stockholm Waterfront Congress Centre, Sweden

Speakers:

- Véronique Laury
  CEO, Kingfisher
- John Gillam
  Managing Director, Bunnings
- Yuichiro Sasage
  CEO and COO, Komeri
- Murat Gigin
  Chairman and CEO, Tekzen
- Jennie Stenbom
  Vice President HR and Communications, Kastia
- Chris Roebuck
  Visiting Professor, Cass Business School
- Kate Ancketill
  CEO, GDR Creative Intelligence
- Richard van Hoojdonk
  Trendwatcher
- Régis Degelcke
  Vice President ADEO
  President EDRA
- Leonard Diepenbrok
  CEO, Tox Dübex
- Maxim Kulichenko
  CEO, TechnoSystem
- Sascha Menges
  President, Gardena
- Mark Herbek
  Partner, Cleveland Research Company
- Sigurbjörn Pólasson
  CEO, BYKO

powered by

4th Global DIY-Lifetime Award 2016
Amongst the highlights of the first day will be the festive presentation of the 4th Global DIY Lifetime Award 2016 at Stockholm City Hall.

And the winner is...
Prof. Klaus Fischer
President and Chief Executive Officer, fischer holding GmbH & Co. KG

For more information and online-registration: http://diysummit.org

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4 Global DIY 2016 International Congress Exhibition
+ Store Tour Stockholm on 7 June 2016
+ Workshops on 7 June 2016
+ Get-Together on 7 June 2016
### 8 June 2016 Morning Session

**08:00 - 09:00**<br>Registration

**09:00 - 09:10**<br>Welcome and Introduction<br>by the Summit Moderators<br>John W. Herbert, General Secretary EDRA, ghin<br>Ralf Rahmede, General Manager fediyma

**09:10 - 09:20**<br>Presidents Welcome<br>Régis Degelcke, President EDRA, Executive Vice-President Groupe ADEO<br>Reinhard Wolff, President fediyma, Managing Partner wolfcraft

**09:20 - 09:30**<br>Welcome to Sweden

### Keynote Session

**09:30 - 10:00**<br>Customer first Disruptive Innovation: How Kingfisher is Putting the Customer first to Democratise Home Improvement and Transform its Business<br>Véronique Laury, CEO Kingfisher, UK

**10:00 - 10:50**<br>Networking Break

### Leadership - Engage to Deliver Maximum Performance

**10:50 - 11:15**<br>Leadership Matters<br>John Gillam, Managing Director, Bunnings, Australia

**11:15 - 11:40**<br>Developing a High Performance Culture<br>Jennie Stanbom, Vice President, HR and Communications, Kesko Corporation, Finland

**11:40 - 12:20**<br>Two Steps to Successful Transformation - Getting the best out of Your People and Focusing on what Delivers Success<br>Chris Raebuck, Visiting Professor of Transformational Leadership, Cass Business School, London, UK

**12:20 - 13:30**<br>Lunch

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On the eve of the conference, participants may join a casual meeting in the congress’s exhibition area at Stockholm Waterfront Congress Centre. Enjoy an unforgettable evening and use this opportunity to intensify existing trade contacts and to extend your business network.
08:20 - 08:40
The UK DIY-Market in Transition
Neil Munz-Jones, Founder and Director mdj2

08:40 - 09:00
Short Coffee Break

09:00 - 09:05
Welcome Address and Introduction by Ralf Rahmede, General Manager fediyma

09:05 - 09:45
The Next Technology Wave
John Gerosa, Retail Director Google

09:45 - 10:25
Waiting for confirmation

10:25 - 11:00
Networking Break

Keynote Session

11:00 - 11:25
Why BauMax and Praktiker Disappeared - Why did they Fail?
Prof. Dr. Thomas Roeb, University Bonn-Rhein-Sieg, Germany

11:25 - 11:45
Key European Trends in Home Improvement
Reinier Zuydgeest, Managing Consultant DIY & Installation, USP Marketing Consultancy, The Netherlands

11:45 - 12:05
Mark Herbek, Senior Research Analyst, Partner, Cleveland Research Company, USA

12:05 - 12:25
Tekzen and the DIY-Market in Turkey
Murat Gigin, Chairman and CEO, Tekzen, Turkey

12:25 - 12:55
Networking Break

Home Improvement around the World

12:55 - 13:15
Iceland Trends in Retail
Sigurður Pálsson, CEO, BYKO, Iceland

13:15 - 13:35
Domingo and Pervomaster Stores in Siberia and the DIY-Market in Russia
Maxim Kulichenko, CEO TechnoSystem, Russia

13:35 - 13:55
Komeri - The Unique Home Improvement Retailing in Japan
Yuichiro Sasage, CEO and COO, Komeri, Japan

13:55 - 14:15
Farewell Speech - Upcoming Generations - what is it all about for DIY
Victoria Neuhofer, Project and Sales Manager, Neuhofer Holz, Austria

14:15 - 14:20
Farewell Wrap-Up
Ralf Rahmede, General Manager fediyma

14:20 - 15:00
Farewell Lunch

End of the 4th Global DIY-Summit 2016
Ladies and Gentlemen,

We wish to invite you to the 4th Global DIY Summit, the best networking event for the home improvement industry where manufacturers and retailers have the opportunity to gather and exchange views on current trends within the global market.

This year the theme of our event is “A Disruptive World - New Trends in Home Improvement.” The planet we live in is more competitive and more challenging for retailers and manufacturers than ever before. The barriers to entry in retail are quickly becoming non-existent as the Internet opens up the world for business.

The digital transformation in retail forced brands around the world to embrace and adopt websites, social media and, most recently, the mobile web. The ongoing disruption is making retail a hotbed of innovation and an industry in which innovative brands thrive.

Furthermore, with the rise of the Internet of Things and Smart Homes, disruptors have also entered our industry! We are now on the edge of a new era of innovation and an industry in which innovative leaders can rise to the top. But, disruption means that the rules of business as usual are changing. It is not enough to simply be a disruptor, but you must be a maker of change in this disruptive world.

So how did we get here? How did we land in this exciting yet disruptive age of retail? What will be the impact of these changes in home improvement? In light of this technological revolution, leadership from top decision-makers of our industry has become a key element. Today, DIY leaders are expected to cut a new path in the marketplace for their organization, to disrupt business as usual.

Come to Stockholm and make your own judgement on this disruptive world.

Best regards,

John W. Herbert
General Secretary
EDRA, ghin

Ralf Rahmede
General Manager
fedivma

Workshops

Waterfront Congress Centre
7 June from 15:00 to 18:00

Workshop 1 (15:00 to 18:00)
From Clicks to Bricks
Using Google to Drive Customers into Stores

Dr. Jannika Bock
Industry Head Retail, Google

With increasing smartphone penetration and online usage, customers continue to change their research and shopping behavior. Digital becomes increasingly important.

During the workshop, we will highlight ways in which you can use digital to drive customers into your store. We will focus on Google media and technology, but will also cover other means. We will also look at ways in which you can measure whether your digital activities are actually successful in bringing customers into your store.

How to Increase the iROI of your Retail Business and Web-Store

Sanjay Sauldie
EMIA

Send Sanjay Sauldie your website early enough and he will analyze it and show you in this workshop how to improve your iROI and the number of visitors. During the workshop Sanjay will present four key topics:

• SEO in 2016: What has changed, what is important.
• Optimizing the customer journey on your website and Web-Store
• Social Media and DIY: the path of becoming a digital leader
• What are the important KPIs for your Website and Web-Store - and how to optimize for them

Workshop 2 (15:00 to 18:00)
Global Home Improvement Market Insights
From Insights to Strategy

Reinier Zuydgeest
Managing Consultant DIY & Installation, USP

Strategic decisions should not be made on good-feeling but should be profoundly supported by data. Driven by the changing consumers and purchases channels, organizations in the DIY industry are investing in exploring their customer journeys. However, the main challenge is in interpreting results and to know which insights are needed for your strategic management. During the workshop we show customer journey analytics which can help you to take decision based on the changing orientation of the consumer. Also we explain which market indicators are monitored by most organizations and why.

The Changing Shape of the Home Improvement Industry and Consumer Demand

Cruz del Barrio
Head of Home & Garden Research, Euromonitor International

Global Home Improvement is a US$ 273bn strong market, second only to the Home Furnishings category within the Home & Garden universe. Whilst global sales have registered double digit growth over the past five years, there are changes afoot in the macro-economic and socio-demographic world which are shaping the face of the traditional Home Improvement consumer. What are these factors? How does the rise of ‘generation rent’ or the size of the average home are impacting consumer. Also we explain which market indicators are monitored by most organizations and why.

This event is subject to a fee and needs to be booked separately.