The Networking Event for the Home Improvement Industry

7th Global DIY-Summit 2019

DIY EVOLUTION – Designing the Future Together

5-7 June 2019
The Convention Centre Dublin, Ireland

Speakers:

- John Vanhuizen, President & CEO Ace Hardware
- Sergio Giroldi, President EDRA/ghin, CEO CEI
- Osamu Watanabe, President & CEO LIXIL VIVA CORPORATION
- Andreas Kerschner, Category Group Leader Alibaba Group
- Erwin Van Osta, CEO Hubo
- Igor Kolynin, Marketing Director CTC Petropavlov
- Vanessa Hartley, Large Client Sales Director, Google
- Hartmut Jenner, CEO Alfred Kärcher
- Vincent Legros, Chairman & CEO Bostik
- Nancy Rademaker, Partner at nexxworks
- Barbara Kahn, Adjunct Professor EM Lyon Shanghai Campus
- Stephen J. Wirtz, Adjunct Professor Wharton, University of Pennsylvania
- Stéphane Mallard, Entrepreneur, Author & Keynote Speaker
- Greg Hicks, CEO of Foster, Hicks & Associates
- Steve Collinge, Managing Director Insight Retail Group
- Pascal Jacobs, Head of Business Line Home & Garden Katzen Nata
- Stéphane Mallard, Entrepreneur, Author & Keynote Speaker
- Greg Hicks, CEO of Foster, Hicks & Associates

Special guests:

- John Venhuizen, President & CEO Ace Hardware
- Sergio Giroldi, President EDRA/ghin, CEO CEI
- Osamu Watanabe, President & CEO LIXIL VIVA CORPORATION
- Andreas Kerschner, Category Group Leader Alibaba Group
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For more information and online registration visit us on http://diysummit.org

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5 June 2019 Evening
19:30 - 23:30 Get-Together at Guinness Storehouse
On the eve of the conference participants may join an informal meeting in Ireland’s number 1 visitor attraction; the outstanding Guinness Storehouse. The seven-storey visitor experience tells the story of Ireland’s iconic drink and brings to life the heritage of the world renowned beer. Enjoy an unforgettable evening and use this opportunity to intensify existing trade contacts and to extend your business network.

6 June 2019 Afternoon Session
14:15 - 14:25 Introduction to the Digital Era
Sanjay Sauldie, Director EIMIA, Germany

14:25 - 15:05 Extreme Customer Centricity
Nancy Rademaker, Professional Keynote Speaker & Partner at nexxworks, Belgium

15:05 - 15:45 Digital Disruption Accelerating with AI
Stéphane Mallard, Entrepreneur, Author & Keynote Speaker, France

Digitalisation - Adapting to the Era of Disruption

15:45 - 16:45 Networking Break

6 June 2019 Evening
19:30 - 23:30 Get-Together at Guinness Storehouse
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6 June 2019 Morning Session
07:30 Opening of Registration Desk
08:30 Opening of the International Congress Exhibition

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

09:10 - 09:20 Presidents’ Welcome
Sergio Giraldi, President EDRA/ghin
Reinhard Wolff, President fediyma

09:20 - 09:30 Opening Address: Welcome to Ireland
Paschal Donohoe, Minister for Finance

09:30 - 10:00 Global Economic and Political Overview
Dr. Alexander Börsch, Chief Economist & Head of Research Deloitte, Germany

Keynote Speech
10:00 - 10:30 The Heart of a Leader
John Venhuizen, President & CEO Ace Hardware Corporation, USA

10:30 - 11:30 Networking Break

Innovate or Die - Why Innovation Matters
11:30 - 12:15 The Shopping Revolution: How Successful Retailers Win Customers in an Era of Endless Disruption
Dr. Barbara Kahn, Professor of Marketing at The Wharton School, University of Pennsylvania, Philadelphia, USA

12:15 - 13:00 Panel Discussion: Innovate or Die - Why Innovation Matters
Sergio Giraldi, CEO OBI, Germany
Hartmut Jenner, CEO Alfred Kärcher SE & Co. KG, Germany
Erwin Van Osta, President of BricoAlliance, CEO Hubo, Belgium
Vincent Legros, Chairman & CEO Bostik, France
Moderator:
Steve Collinge, Managing Director Insight Retail Group, UK

13:00 - 14:15 Networking Lunch
14:30 - 15:30 Gala Evening at The Convention Centre Dublin

7 June 2019
09:00 - 09:05 Welcome to the second day
Ralf Rahmede, General Manager, fediyma

Asia - The Changing Face of Innovation
09:05 - 09:30 Challenging Innovation Trends in Asian Retail
Stephan J. Wirtz, Adjunct Professor EM Lyon, Shanghai Campus, Associate Professor Corvinus University Budapest, Switzerland/China

09:30 - 10:00 Alibaba’s B2C Marketplace Tmall as Gateway to China for European Brands
Andreas Kerschner, Category Group Leader Alibaba Group, Europe/China

10:00 - 10:45 China’s New Normal
Paschal Coppens, Keynote Speaker/China Evangelist nexxworks, Belgium

6 June 2019 Afternoon Session
15:45 - 16:45 Networking Break

HR - Preparing your Team to Embrace Digital Transformation
16:45 - 17:15 Preparing Your Team to Embrace Digital Transformation
Vanessa Hartley, Large Client Sales Director Google, Europe

17:15 - 17:45 Creating the Innovative Workplace Culture
Greg Hicks, CEO of Foster, Hicks & Associates, USA

17:45 - 17:50 Summary of the Day
Ralf Rahmede, General Manager fediyma

from 19:30

Gala Evening at The Convention Centre Dublin

09:00 - 09:05 Welcome to the second day
John W. Herbert, General Secretary EDRA/ghin

09:05 - 09:30 Keynote Speech
Vanessa Hartley, Large Client Sales Director Google, Europe

09:30 - 10:00 Panel Discussion: Innovate or Die - Why Innovation Matters
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13:00 - 14:15 Networking Lunch
14:30 - 15:30 Gala Evening at The Convention Centre Dublin
## Workshops

### 5 June from 14:00 to 17:00

This event is subject to a fee of € 150 (plus VAT) and can be added to your summit registration.

### Workshop 1
**Understand How To Keep Your Brand Alive In A Digital Changing Environment**

**Sanjay Sauldie**, Director EIMIA

### Workshop 2
**From Market Insights to Actions.**

**Reiner Zuydgeest**, Managing Consultant

**Jan-Paul Schoop**, General Director & Founder, USP

**Marketing Consultancy**

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### Kick-off Session

**Welcome & Market Overview**

- **Neil Munz-Jones**: UK & European DIY Market Update - Key Trends
  - Founder and Director, mdj2 Associates, UK

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### 5 June

#### 9:15 – 9:30

**Opening Day 2**

**André Noel Chaker**

#### 9:30 – 10:00

**Digitalization in Construction is Further than you May Think**

**Jan Elfving**, President, Skanska

**Lars Christian Fredenlund**, CEO & Founder, Cobuilder

#### 10:00 – 10:30

**Digital Construction & BIM – Development of New Market Places**

**Jörg Reinold**, CIO & CTO Wienerberger AG

**David Hogg**, Watson Innovations

#### 10:30 – 11:00

**Keynote**

**Jörg Reinold**, CIO & CTO Wienerberger AG

#### 11:00 – 11:30

**Networking Break**

#### 11:30 – 12:00

**Watson Innovations Uncovered for B2B Commerce**

**David Hogg**, Marketing and Commerce Sales Leader Europe, IBM

#### 12:00 – 12:45

**The Rise of the Digital Marketplace**

**Jan Elfving**, Skanska

**Lars Christian Fredenlund**, Cobuilder

**David Hogg**, IBM

**Jörg Reinold**, Wienerberger AG

**Andre Noel Chaker**

#### 12:45 – 13:45

**Lunch**

#### 13:45 – 14:40

**Start-up Innovation 5 Start-ups - 10-minute pitches**

#### 14:40 – 15:40

**Summary Build 2019**

**André Noel Chaker**

#### 15:40 – 16:10

Introduction to Selco

**Howard Luft**, CEO, Selco Builders Warehouse

**Convenience is the New Loyalty**

**Andy Scotchman**, Managing Director, eCommonsense

**16:10 – 16:40**

**The New Role of Builders Merchants**

- **Panel Discussion**
  - **Andy Scotchman**, Managing Director, eCommonsense
  - **Howard Luft**, CEO, Selco
  - **Patrick Atkinson**, CEO, Grafton Merchants RID
  - **Neil Munz-Jones**

#### 16:40 – 17:20

**Celtic Nights dinner at the Arlington Hotel**

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Ladies and Gentlemen,

We would like to invite you to the seventh edition of the Global DIY Summit, the networking event for the home improvement industry, where manufacturers and retailers have the opportunity to gather and exchange views on current trends.

The Global DIY Summit, jointly organized by EDRA, fediyma and ghin, will also be supporting the first edition of the Build Forum, organized by the European Distribution and Industry Network (EDIN), taking place from 4-5 June at The Convention Centre Dublin.

The main theme of the congress this year is “DIY EVOLUTION: Designing the Future Together”. We have yet to realize just how rapid and profound the current digital revolution is. The scale and effect of the implications for consumers and businesses is both exhilarating and daunting. Disruptive technologies and new business models are creating change and transforming the economy at an unprecedented and unpredictable pace that may outpace our ability to adapt to it unless we collaborate.

In just a few years, companies like Facebook, AirBnB, Tesla, Amazon, Uber have changed the face of the global economy. The rules of business have changed forever. Everyday thousands of start-ups are disrupting old business models, taking on the staid industrial groups and winning. From retail to the industries, businesses operating in traditional models have to evolve and embrace the rapid advances of core digital technologies in order to stay relevant.

Take advantage of this unique opportunity to embrace disruption and reshape the future of your business. Save your place now and join us on 5-7 June 2019 in Dublin!

Kind regards,

Ralf Rahmede
General Manager
fediyma

John W. Herbert
General Secretary
EDRA/ghin

Online registration:
http://diysummit.org

Congress fee:

<table>
<thead>
<tr>
<th>Early Bird Rate</th>
<th>Standard Rate</th>
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<tbody>
<tr>
<td>€ 1,395 (plus VAT)</td>
<td>€ 1,695 (plus VAT)</td>
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Second and subsequent registrations will qualify for a 20% discount.

Venue: The Convention Centre Dublin

The 7th Global DIY-Summit 2019 is taking place at the CCD, The Convention Centre Dublin

Address: Spencer Dock, North Wall Quay, Dublin 1, Ireland

We have reserved room contingents in several hotels near to the CCD. To reserve your room please go to http://diysummit.org/accommodation-2019

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

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
Project Manager Congress Exhibition & Sponsorship, Email: stefan@diysummit.org

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