The Networking Event for the Home Improvement Industry

8th Global DIY-Summit 2020

THE NEW NORMAL - Adapting to a Rapidly Changing World

10-12 June 2020
RAI Amsterdam, The Netherlands

Speakers:

- Michael Schneider, Managing Director, Bunnings Group
- Llewellyn Walters, CEO, Mealeo
- Sebastiaan de Jong, CEO, Ingegema
- Ruud Joosten, COO & Member of the Executive Committee, AkzoNobel
- Nick Botter, Industry CTO Retail SMEA, Salesforce
- Dias Maltby, Senior Partner and Co-Founder, Circus
- Tobias Pohl, Industry Manager Retail Multichannels, Google
- Veronica Civiero, Global Solutions Manager, Facebook
- Ken Hughes, Consumer & Shopper Behaviouralist Ltd, Project and Sales Director, Neuhofer Holz
- Victoria Neuhofer, E-Commerce Specialist, Project and Sales Director Neuhofer Holz
- Mark Haviland, EVP Brand Development & Sustainability, Rakuten
- Wayne Visser, Prof. of Integrated Value at Antwerp Management School
- Jamie Anderson, Management Guru
- Mark Herbik, Senior Research Analyst, Cleveland Research Company
- Paul Martin, Head of Retail, KPMG
- Rik Vera, Trusted Advisor

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

Special guests:

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- Ruud Joosten, COO & Member of the Executive Committee, AkzoNobel
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- Store Tour on 10 June 2020
- Workshops on 10 June 2020
- Get-Together at RAI on 10 June 2020
- International Congress Exhibition from 10 to 12 June 2020
- Gala Evening at Westergasfabriek on 11 June 2020
10 June 2020

10:00 - 16:30 Store Tour Amsterdam

14:00 - 17:00 Workshops

Workshop I: Status of Omni-Channel in the Retail Industry
Nick Botter, Industry CTO Retail EMEA, Salesforce

Workshop II: The Cycle of TRANSRUPTION - Why the DIY Industry Needs to Embrace Current Key Technologies
Sanjay Saulette, Director, Global Internet Marketing Institute & Academy

Workshop III: How to Drive Incremental Sales on Amazon. We Found the Missing Link!
Nils Zündorf, Executive Director, factor-a

10:30 - 23:30 Get-Together sponsored by WORX
On the eve of the conference participants may join an informal meeting in the congress’s exhibition area at RAI Amsterdam. Enjoy an unforgettable evening and use this opportunity to intensify existing trade contacts and to extend your business network.

11 June 2020

08:00 Opening of Registration Desk

Opening Session

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

Introduction to the Summit
Iñaki Maillard, General Manager, Global DIY Summit

09:10 - 09:20 Presidents Welcome
Sergio Giraldi, President, EDRA/GHIN, CEO, DBI
Reinhard Wolff, President, fediyma, Managing Partner, wolfcraft

09:20 - 09:50 The US Economy and Amazon - Analyzing the Impact on the US Homecenters
Mark Herbek, Senior Research Analyst, 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 - 11:15 How Redefining Engagement & Reskilling Employees Can Save Retail
Nick Botter, Industry CTO Retail EMEA, Salesforce, USA

11:35 - 12:10 The Race for Relevance with the Modern Consumer
Ken Hughes, Consumer and Shopper Behaviouralist & Customer Experience Strategist, Ireland

12:10 - 12:45 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

12:45 - 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, Facebook

14:55 - 15:15 It's not a F***ing 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
Steve Collinge, Managing Director, Insight Retail Group, UK

16:08 - 16:15 Opening Speech: Open Innovation - Giving New Ideas the best Chance of Success
Ruud Joosten, CCO & Member of the Executive Committee, AkzoNobel, The Netherlands

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

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

17:25 - 17:30 Summary of the Day
John W. Herbert, General Secretary, EDRA/GHIN
Ralf Rahmede, General Manager, fediyma

from 19:00 Transfer to Gala Dinner Venue
The Age of Responsibility – Beyond CSR

09:05 – 09:40
Creating Integrated Value: Pathways to Sustainable Transformation
Wayne Visser, Professor of Integrated Value, Antwerp Management School, Belgium/UK

09:40 – 10:05
Putting Purpose at the Heart of your Business
Dllys Maltby, Senior Partner, Circus, UK

10:05 – 10:35
The Age of Responsibility
Mark Haviland, EVP Brand Development & Sustainability, Rakuten, UK

10:35 – 11:35 Networking Break

Home Improvement Retail Trends

11:35 – 11:55
Is the Traditional Retail Business Model Dead? Retail Trends and Outlook 2020
Paul Martin, Head of Retail, KPMG, UK

11:55 – 12:25
KEYNOTE: Retail Reimagined
Llewelyn Walters, CEO Massbuild, South Africa

12:25 – 12:45
Phygital Retail - The Next Level in Omnichannel Retail
Sebastiaan de Jong, CCO Intergamma, The Netherlands

12:45 – 13:05
Key Consumer Trends in European DIY and How to Deal with these Trends
Reinier Zuydgeest, Managing Consultant, USP Marketing Consultancy, The Netherlands

Farewell Speech

13:05 – 13:30
A New Generation of Altruism
Joshua Coombes, Founder of Do Something For Nothing, UK

13:30 – 14:30 Farewell Lunch

from 19:30 Gala Evening at the Westergasfabriek

For the Gala Dinner we invite all participants of the 8th Global DIY-Summit to a very special place in Amsterdam. Enjoy an exciting dinner in a complex of late 19th century industrial buildings, most of them were designed by local architect Isaac Gosschalk. With his trademark Dutch Neo-Renaissance style, he sought to create a factory that was at once functional and aesthetically pleasing. Probably the most recognisable venue in the Westergasfabriek is the Gashouder. Built in 1902, it was the largest in Europe.

12 June 2020

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

09:00 - 09:05
John W. Herbert, General Secretary, EDRA/GHIN

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Why should you partner with us? Our congress brings together more than 1,100 industry representatives, many of whom are senior retail executives drawn from over about 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 2020 is certainly an invaluable platform to showcase your most innovative product trends and to expand your network of contacts.

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

Become a Sponsor

International DIY Congress Exhibition 2020

Store Tour Amsterdam

Once again, to kick off the 8th Global DIY Summit, participants will have the chance to partake in a Store Tour on the 10th of June 2020. Through visiting the most exciting and modern retailing concepts, as well as traditional big box retailers, participants will gain perspective of the home improvement retail landscape in the Netherlands.

The Dutch Home Improvement Market grew by 3.9 % from 2017 to 2018, demonstrating total sales of € 3.4 Billion. The largest home improvement player in the Netherlands are Gamma with 22 % of the market share followed by Praxis with 21 %. Karwei and Hornbach follow the top 2 players in the Netherlands.

With an urban population over 90% the Store Tour will provide insights into supply chain logistics as well as how to attract & retain customers in competitive urban environments.

The Store Tour will consist of visits to the largest home improvement players in the Dutch market and the most modern retail concepts in the Amsterdam area.

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.
The Networking Event for the Home Improvement Industry

**8th Global DIY-Summit 2020**

The 8th Global DIY-Summit will be hosted at the RAI Amsterdam Convention Centre

**Address:**
RAI Amsterdam
Europaplein 24, 1078 GZ Amsterdam

**Accommodation**
We have reserved room contingents in several hotels in Amsterdam. To reserve your room please go to:
http://hotels2020.diysummit.org

**Online registration:**
http://diysummit.org

**Address**
Global DIY-Summit
fediyma EDRA Kongress GmbH
Deutz/Mülheimer Str. 30
50679 Cologne / Germany
Tel: +49 (0) 221 / 27 98 01-0
Email: info@diysummit.org

**Congress fees:**

<table>
<thead>
<tr>
<th>Early Bird Rate (until 15 March 2020)</th>
<th>Standard Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Members fediyma/EDRA/ghin</td>
<td>€ 1,395 [plus VAT]</td>
</tr>
<tr>
<td>General Attendee</td>
<td>€ 1,695 [plus VAT]</td>
</tr>
<tr>
<td>fediyma New Membership Pack</td>
<td>€ 3,000 [plus VAT]</td>
</tr>
</tbody>
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Second and subsequent registrations will qualify for a 20% discount

**The Venue:**
The 8th Global DIY-Summit will be hosted at the RAI Amsterdam Convention Centre

**Key Topics:**
- The New Normal - Adapting to a Rapidly Changing World
- Personalisation: Using Data to Deliver Personalised Experiences
- The Future of Marketplaces and the Rise of Digital Ecosystems
- The Age of Responsibility - Beyond CSR
- Open Innovation: Creating a Collaborative Culture in Business
- Home Improvement Retail Trends 2020

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

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