

# 9<sup>th</sup> Global DIY-Summit 2023

**VISIONS OF DIY  
IN THE AGE OF  
UNCERTAINTY**

**14-16 June 2023**

Estrel Congress Center, Berlin



Speakers:



**Erwin van Osta**  
Owner and CEO,  
Hubo



**Veronica Valdez**  
CEO, Promart



**Erik Cuypers**  
Group CIO, Maxeda  
DIY-Group



**Mattias Ankarberg**  
CEO, Bygghem Group



**Takashi Yanase**  
President and CEO,  
GooDay



**JJ van Osten**  
Chief Digital and  
Technology Officer,  
Kingfisher



**Christina  
Stathopoulos**  
Professor of Analytics,  
IE Business School



**Dr. Ira Kalish**  
Chief Global Economist,  
Deloitte



**Steven van  
Belleghem**  
International Keynote  
Speaker



**Mariano Imberga**  
Head of Operations,  
Sodimac



**Ariel Schilkrut**  
Co-Founder, Zippedi



**Chris Roebuck**  
Visiting Professor,  
Cass Business School



**Maïke Schnell**  
Industry Leader,  
Retail, Google



**Dr. Christopher Fink**  
Principal Analytical  
Consultant, Retail,  
Google



**Nick Brackenbury**  
Co-Founder & CEO,  
NearSt



**Ken Hughes**  
Consumer and Shop-  
per Behaviouralist



+ Store Tour on 14 June 2023

+ Get-Together on 14 June 2023

+ International Congress Exhibition  
14 - 16 June 2023

+ Gala Dinner 15 June 2023

Special guests:



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

sponsored by



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



12:30 - 12:50

The Future of Customer Experience  
Panel Discussion

Ken Hughes, Maïke 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.



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



Piet de Coninck,  
General Manager,  
HIMA

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

Keynote Speech



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

Maïke 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

16 June 2023

### Welcome Address and Introduction

09:00 - 09:05



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



**John W. Herbert**,  
General Secretary,  
EDR/AGHIN

### 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 - 11:35

**Winning in Tough Times - Nordic Discount DIY**  
**Mattias Ankarberg**, CEO, Bygghjelpen 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!**



### 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



### Venue

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



## Online registration:



<http://diysummit.org>

### Address

Global DIY-Summit  
fediyma 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

**Early Bird Rate** (until 15 March 2023)

Members HIMA/EDRA/GHIN € 1,695 (plus VAT)  
General Attendee € 1,995 (plus VAT)

**Standard Rate**

Members HIMA/EDRA/GHIN € 1,995 (plus VAT)  
General Attendee € 2,295 (plus VAT)

Second and subsequent registration will qualify for a 20% discount

## Become a Sponsor

### FIVE REASONS TO PARTNER WITH US

1. Be part of the most important global home improvement event
2. Network with the sector's key decision makers
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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](mailto: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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