

# 4<sup>th</sup> 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  
Komori



**Sergio Girolodi**  
CEO OBI



**Jennie Stenbom**  
Vice President HR  
and Communications  
Kesko



**Chris Roebuck**  
Visiting Professor  
Cass Business School



**Kate Ancketill**  
CEO  
GDR Creative  
Intelligence



**Richard van  
Hooijdonk**  
Trendwatcher



**Leonard  
Diepenbrok**  
CEO Tox Döbel



**Maxim Kulichenko**  
CEO TechnoSystem



**Sascha Menges**  
President Gardena



**Murat Gigin**  
Board Member  
Tekfen Holding



**Régis Degelcke**  
Vice President ADEO  
President EDRA



**Reinhard Wolff**  
Managing Partner  
wolcraft  
President fediyima



**John Gerosa**  
Retail Director  
Google



**Sigurður Pálsson**  
CEO  
BYKO

### Special guests:



### 4<sup>th</sup> Global DIY-Lifetime Award 2016

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



+ Global DIY 2016 International Congress Exhibition

+ Store Tour Stockholm on 7 June 2016

+ Workshops on 7 June 2016

+ Get-Together on 7 June 2016

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

Platinum Sponsors



7 June 2016

Evening

19:30 - 24:00

### Get-Together

Sponsored by Kesko,  
Stockholm Waterfront Congress Centre



On the eve of the conference, participants may join an informal 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.

8 June 2016

Morning Session

08:00 - 09:00

### Registration

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



**Ralf Rahmede**, General Manager fediyima



09:10 - 09:20

### Presidents Welcome

**Régis Degelcke**, President EDRA,  
Executive Vice-President Groupe ADEO



**Reinhard Wolff**, President fediyima,  
Managing Partner wolcraft

09:20 - 09:30

### Welcome to Sweden

09:30 - 09:55

### Political Welcome

to be announced

## Leadership - Engage to Deliver Maximum Performance



09:55 - 10:20

### Leadership Matters

**John Gillam**, Managing Director,  
Bunnings, Australia

10:20 - 11:10

### Networking Break



11:10 - 11:35

### Developing a High Performance Culture

**Jennie Stenbom**, Vice President,  
HR and Communications, Kesko Corporation, Finland



11:35 - 12:00

**Véronique Laury**, CEO, Kingfisher,  
UK



12:00 - 12:45

### Two Steps to Successful Transformation - Getting the best out of Your People and Focusing on what Delivers Success

**Chris Roebuck**, Visiting Professor of Transformational  
Leadership, Cass Business School, London, UK

12:45 - 14:00

### Lunch

8 June 2016

Afternoon Session

## Connected Home - Opportunities for DIY



14:00 - 14:10

### Introduction by the Section Moderator

**Leonard Diepenbrock**, CEO, Tox-Dübel,  
Germany



14:10 - 14:30

### The Garden is Getting Smart

**Sascha Menges**, President Gardena,  
Germany



14:30 - 14:50

### Fast Forward to the Future

**Simon Davies**, Group Marketing Director, Hozelock,  
UK



14:50 - 15:30

### The Connected Store: How Brands and Retailers are Using Technology, Data and Seamless Service to Learn from and Lock in Customers

**Kate Ancketill**, CEO GDR Creative Intelligence, UK

15:30 - 16:15 Networking Break

## Disruptors - The New Challenges in the Digital World



16:15 - 16:20

### Introduction to the Section - The 5 Online Trends You Can't Miss!

**Sanjay Sauldie**, Managing Director,  
European Internet Marketing Institute, Germany



16:20 - 16:40

### The Digital Smart Shopper - 10 Learnings and Trends about Locations

**Benjamin Thym**, Managing Director barcoo, Germany



16:40 - 17:00

### Winning and Keeping the Digital DIYer

**Paul Gill**, Marketing Manager,  
WD-40 Company, Germany



17:00 - 17:40

### Company of the Future

**Richard van Hooijdonk**, Trendwatcher,  
The Netherlands

17:40 - 17:45

### Short Summary of the Section



17:45 - 17:50

### Summary of the Day

**John W. Herbert**,  
General Secretary EDRA



**Ralf Rahmede**,  
General Manager fediyima

18:30 - 19:00

### Transfer to Stockholm City Hall

Presentation of the

## 4<sup>th</sup> Global DIY-Lifetime Award and Gala-Evening at Stockholm City Hall

This year our Gala Dinner will take place at the venue of the Nobel Prize Award Ceremony, the Stockholm City Hall. During this spectacular evening, one of the masterminds of our industry will be honoured with the 4<sup>th</sup> Global DIY-Lifetime Award.



Enjoy an exciting evening in one of the most exclusive venues in Stockholm and in the company of highly distinguished guests.

9 June 2016



**09:00 - 09:05**

**Welcome Address and Introduction** by  
**Ralf Rahmede**,  
General Manager fediyima



**John W. Herbert**,  
General Secretary EDRA

## Keynote Session



**09:05 - 09:50**

**The Next Technology Wave**  
**John Gerosa**, Retail Director Google



**09:50 - 10:30**

**Praktiker and BauMax Gone - Does Price not Work in DIY??!**  
**Prof. Dr. Thomas Roeb**, University Bonn-Rhein-Sieg,  
Germany

**10:30 - 11:05 Networking Break**

## Market Update - The Impact of Disruption on DIY



**11:05 - 11:25**

**Key European Trends in Home Improvement**  
**Reinier Zuydgeest**, Managing Consultant  
DIY & Installation, USP Marketing Consultancy,  
The Netherlands



**11:25 - 11:45**

**US DIY Market: Emerging Trends in Current Recovery and New Insights Within eCommerce and Digital Advertising**  
**Mark Herbek**, Senior Research Analyst, Partner,  
Cleveland Research Company, USA



**11:45 - 12:05**

**Asia-Pacific: Trends and Opportunities in the DIY Industry**  
**Cruz del Barrio**, Head of Home & Garden Research,  
Euromonitor International, UK

## Home Improvement around the World



**12:05 - 12:25**

**Tekzen and the DIY Market in Turkey**  
**Murat Gigin**, Board Member Tekfen Holding,  
Turkey

**12:25 - 12:55 Networking Break**



**12:55 - 13:15**

**BYKO and the DIY Market in Iceland**  
**Sigurður Pálsson**, CEO, BYKO,  
Iceland



**Eggert Kristinsson**, Director Marketing & Sales,  
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 and the DIY Market 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  
fediyima



**John W. Herbert**,  
General Secretary  
EDRA

**14:20 - 15:00 Farewell Lunch**

**End of the 4<sup>th</sup> Global DIY-Summit 2016**

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

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## Global DIY 2016

International Congress Exhibition



Why should you partner with us? Our Congress brings together approximately 800 industry leaders, many of whom are senior retail executives from over 45 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 leading decision makers at an international level. The Global DIY Congress Exhibition 2016 is certainly an invaluable platform to showcase your most innovative products and to expand your network of contacts.

**Contact:** Stefan Michell  
Project Manager Congress Exhibition & Sponsorship  
4<sup>th</sup> Global DIY Summit 2016  
Email: [info@diysummit.org](mailto:info@diysummit.org)

John W. Herbert



Ralf Rahmede



#### Ladies and Gentlemen,

We wish to invite you to the **4<sup>th</sup> 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 in home improvement where many companies have to transform themselves or they will simply disappear.

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 Ralf Rahmede*

**John W. Herbert**  
General Secretary  
EDRA

**Ralf Rahmede**  
General Manager  
fediyma

Online registration:  
<http://diysummit.org>



#### Contact address

fediyma EDRA Kongress GmbH  
Deutz-Mülheimer Str. 30  
50679 Cologne / Germany  
Tel: +49 (0) 221 / 27 98 01 - 0  
Email: [info@diysummit.org](mailto:info@diysummit.org)

## Congress fee:

**Members fediyma / EDRA**  
**General Attendee**

**Early Bird Rate** (until 15 March 2016)

€ 1,395 (plus VAT)

€ 1,695 (plus VAT)

**Standard Rate**

€ 1,695 (plus VAT)

€ 1,995 (plus VAT)

Second and subsequent registrations will qualify for a **20 % discount**.

## Accommodation:

The Radisson Blu hotel chain has reserved a block of rooms at a special price for attendees of the congress in two of its hotels in Stockholm. These rooms are available up to approximately 4-6 weeks prior to the event. You will find the link to reserve a room on the website of the congress: <http://diysummit.org>

**Radisson Blu Waterfront Hotel Stockholm** (main congress hotel)  
Nils Ericsons Plan 4 • 111 64 Stockholm, Sweden

Standard King Room – SEK 2,395.00 (incl. VAT and breakfast)

**Radisson Blu Royal Viking Hotel**  
Vasagatan 1 • 101 24 Stockholm, Sweden

Standard Twin Rooms – SEK 2,395.00 (incl. VAT and breakfast)

Standard Double Rooms – SEK 2,595.00 (incl. VAT and breakfast)



## Media & Trade Fair Partners:



## Store Tour Stockholm

7 June 2016

Home Improvement has become very popular in Sweden during the last decades. More and more Swedish men and women are motivated to perform DIY projects to renovate their homes. As a result, the Swedish building and home improvement market grew by 1.7 % in 2014 up to € 3.6 billion, according to HUI Research. Some of the most well-known home improvement retailers in Sweden are Bygghuset, Beijer Bygg, K-Rauta, Bauhaus and Hornbach.

During the Store Tour, John W. Herbert will introduce you to the newest trends in the greater area of Stockholm.

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

## Workshops

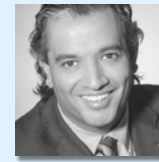
This year our congress will offer two different workshops, held at Stockholm Waterfront Congress Centre on 7 June from 15:00 to 18:00.

### Workshop 1: From Clicks to Bricks



Using Google to Drive Customers into Stores

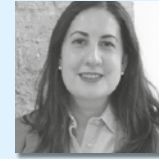
**Dr. Jannika Bock**



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

**Sanjay Saudie**

### Workshop 2: Global Home Improvement Market Insights



**Cruz del Barrio**, Euromonitor



**Reinier Zuydgeest**, USP

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

## Sponsor opportunities

### 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  
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