

PROGRAMME

MAIN THEME: THE DIY OF TOMORROW - Unleashing Innovations for a Better Future

10:00 - 10:10: Welcome and Introduction

by John W. Herbert

10:10 - 10:20: Presidents Welcome

by Thierry Garnier, CEO, Kingfisher plc / President EDRA/GHIN & Reinhard Wolff, Managing Partner, wolcraft / President, HIMA

10:20 - 10:40: DIY-Dilemma's – Deriving Directions During Difficult Times

by Duncan Simmonds, Partner, OC&C Strategy Consultants & Bob Chermin, Partner, OC&C Strategy Consultants

10:40 - 11:00: The World Becomes Local – How OBI Uses Local Data to Reach and Convert Customers

by Christian Hein, Vice President Digital Performance & Frontend Experience, OBI

11:00 - 11:20: Sustainability for DIY Market Leaders – How to Move Now

by Christopher Scheubel, Co-Founder & CEO, cubemos GmbH

11:20 - 11:35: Networking Break

11:35 - 12:00: Economic Outlook – Situation and Trends

by Alexander Börsch, Chief Economist & Head of Research, Deloitte

12:00 - 12:20: Designed for Life since 1649 – Sustainability

by Kati Ihamäki, Vice President Sustainability and Public Affairs, Fiskars Group

12:20 - 12:45: Better Together: Leveraging Collaboration to Thrive Through Uncertainty

by Madeleine de Hauke, Founder & CEO, Business4Good

12:45 - 13:00: Farewell Wrap-Up

by John W. Herbert, General Secretary EDRA/GHIN & Iñaki Maillard, Managing Director, Global DIY-Summit