



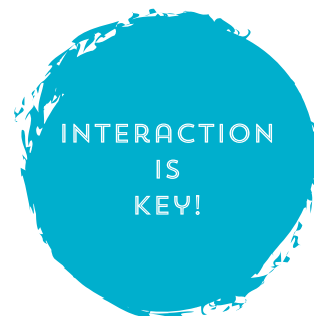
**Date:** 16-22 March 2025

**Location:** Las Vegas

**Participants:** 20-30 C-level executives, DIY and Builder's markets suppliers, Members of HIMA Network

## Objectives

- Learn how to start or expand your business in the US
- Understand the complexities and specific challenges of the US market
- Develop strategies for growth and success in the US
- Gain valuable insights from US export experts
- Explore e-commerce and platform economics
- Benefit from shared experiences of successful entrepreneurs in the US
- Connect with European HIMA members experienced in US business



## Highlights

- US Business Expert Talks and Discussions: Interact with US business experts
- US DIY Landscape and Market Experience: Join company visits to understand the DIY (builder's) retail landscape
- National Hardware Show (NHS) Visit: Join a (guided) tour at the only industry event that unites the entire home improvement community.
- Innovation and Networking: Attend the Influencer Summit, explore the New Product Hall and the Inventor section at NHS.
- Local Store Visits: Visit independent stores in the LA area (e.g. Lowes, Home Depot)
- Exhibition Insights: Learn about exhibiting in Las Vegas and how to get started.

## US Business Experts



**Craig Webb**  
Webb Analytics



**Dave King**  
HIRI



**Sebastian Gilles**  
DEPT Agency



**Julien Govaert**  
Katoen Natie



**Gregor Vorderwülbecke**  
InterGest US

To achieve our objectives, we have secured commitments from these professionals, whose expertise will be enriched and fine-tuned throughout the process. These experts are capable of bridging the gap between Americans and Europeans, facilitating effective communication and collaboration between the two regions.



## Program Proposal (subject to change)

	Morning	Afternoon/Evening
16/03	Flight to LA, Check-in Hotel	
17/03	FREE	Expert Talk, Networking Dinner
18/03	National Hardware Show	National Hardware Show
19/03	FREE	Expert Talk, Networking Dinner
20/03	Local store visits	Expert Talk, Networking Dinner
21/03	Local store visits (optional)	FREE
22/03	Flight home	

## Price

**4.750,00 EUR per person (excluding taxes)**

### INCLUDED:

- 6 hotel nights in Las Vegas including breakfast
- 6 lunches and dinners, including (alcoholic) beverages
- Local transfers
- All speaker sessions, workshops, and local activities, including guides

### NOT INCLUDED:

- Flights to/from Las Vegas
- Drinks after dinner
- Baggage, cancellation, personal repatriation, assisting insurance

## Registration

- **Register:** Secure your spot by completing [the registration form](#) until June 30, 2024.
- **Notification:** In early July 2024, we'll notify you about your participation status.
- **Pre-Payment:** Upon confirmation, you'll receive an invoice for 50% of the total cost, which must be paid within 14 days.
- **Final Payment:** The remaining 50% must be paid by January 30, 2025.

## Note

HIMA, as the facilitator of this study business trip, cannot be held liable for any force majeure events. Each participant undertakes this journey at their own risk. It's important to note that HIMA's role is solely to facilitate networking and connect companies with US contacts, rather than acting as a travel agency.

## Contact



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