

# BRICONIGHT

# PROGRAM



# 2024

[www.briconight.it](http://www.briconight.it)

Main Sponsor:



private event with limited places  
participation by tickets purchasing

Exhibition Sponsor:



**2 OCTOBER 2024**

LOCATION :  
**NH MILANO CITY LIFE**

*Milano - Via Bartolomeo Colleoni 14*

**17.30 - 18.30**

**Registration & welcome cocktail**

**18.40 - 20.40**

**Conference:**  
*Focus on DIY & Garden Trends  
in Italy & Europe*

**Special Guest**



**Thierry Coeman**

Author and International  
Home Improvement Expert

**BELGIAN  
DIY RETAILERS**



**STOCK ATH**

**20.40 - 22.00**

**Dinner**  
**MADE4DIY Lifetime Award**

**22.30 - 23.30**

**Get together e DJ set**

**THE NETWORKING FOR THE ITALIAN  
INDUSTRY OF DIY AND GARDEN !**

MEDIA PARTNER:

**BricoMagazine**



# BRICONIGHT

# CONFERENCE



# 2024

[www.briconight.it](http://www.briconight.it)

Main Sponsor:



private event with limited places  
participation by tickets purchasing

Exhibition Sponsor:



## CONFERENCE PROGRAM

18.30 - 18:40



### Welcome & introduction

MARCO ORLANDELLI - President MADE4DIY  
LUCA GAUDENZI - General Manager MADE4DIY

18:40 - 19:00



### EUROMONITOR - MERKET TRENDS HOME & GARDEN ITALY AND EUROPE

SARA ROVAI - Country Analyst Euromonitor Italia

19:00 - 19:20



### eBay AND THE SALES OPPORTUNITY FOR THE COMPANIES OF THE HOME & GARDEN SECTOR

BARBARA BAILINI - Head of Categories eBay Italy

19:20 - 19:40



### BEAUTY AND SUSTAINABILITY: "New Opportunities for Gardening and DIY"

MARCELLO BIANCHIN - General Manager Oase Italia S.r.l.  
DAVIDE GIRELLI - National Sales Manager Oase Italia S.r.l.

19:40 - 20:00



### SPECIAL GUEST

HOW TO REINVENT YOUR DIY BUSINESS MODEL " ?  
THIERRY COEMAN - Author and International Home Improvement Expert

20:00 - 20:20



### MAXEDA - FIGURES AND NEWS

Matthias Verstraete - Product Manager Hardware - Safety - Security

## DINNER SPONSOR



# BRICONIGHT

MADE4DIY

2024

# MAIN SPONSOR

# Oase



SINCE 1949, WE AT OASE HAVE BEEN DEDICATED TO OUR PASSION FOR WATER, HABITATS AND THEIR DESIGN WITH THE HIGHEST TECHNICAL PRECISION. OUR CORPORATE VALUES HAVE ALWAYS HELPED US TO SET THE RIGHT STANDARDS IN THE SEARCH FOR THE BEST SOLUTION. IN THIS WAY, WE OFFER INNOVATIVE INSTALLATIONS, INTELLIGENT PRODUCTS, THE HIGHEST QUALITY AND ABSOLUTE COMFORT, ALL FROM A SINGLE SOURCE, FOR CREATIVE WATER ENVIRONMENTS IN GARDENS AND AQUARIUMS, AS WELL AS IN THE PROFESSIONAL SECTOR OF FOUNTAIN TECHNOLOGY AND WATER TECHNOLOGY. THIS IS EXACTLY WHAT WE MEAN BY "LIVING WATER".

AROUND 900 EMPLOYEES WORLDWIDE, 23 OPERATING SUBSIDIARIES AND 7 PRODUCTION SITES, ONE OF WHICH IS IN ITALY. HERE AT OASE, WE WORK WITH THE GOAL OF DEVELOPING AND CREATING FIRST-CLASS PRODUCTS: LIVING WATER ENVIRONMENTS THAT EXCITE, INSPIRE AND HELP PRESERVE NATURE. TO DO THIS, OUR SPECIALISTS WORK TOGETHER IN SYNERGY WITH THE VARIOUS DEPARTMENTS TO FIND THE BEST SOLUTION, PROVIDING EXPERTISE, CREATIVITY AND PASSION. THE RESULT? ENERGY-EFFICIENT INNOVATIONS AND HIGH-QUALITY INTELLIGENT SOLUTIONS. WE REGULARLY TEST OUR PRODUCTS IN OUR OWN TEST LABORATORIES. WE LEAVE NO ROOM FOR COMPROMISE: THE OASE QUALITY PROMISE IS A GUARANTEE.

MADE4DIY

# BRICONIGHT

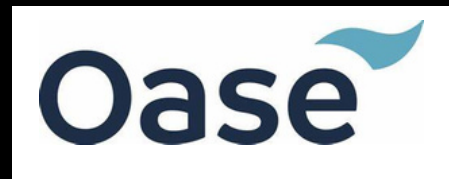
# AWARD



# 2024

[www.briconight.it](http://www.briconight.it)

Main Sponsor:



Exhibition Sponsor:



22:00

NH MILANO CITY LIFE -  
CHURCH



## **MADE 4 DIY DIY LIFETIME AWARD 2024 TO:**

**JOHN W. HERBERT, GENERAL SECRETARY  
EDRA / GHIN**

for his incomparable contribution and dedication in bringing together the international community of Home Improvement.



**John has spent over 40 years in the Home Improvement business. He was the Managing Director at Knauber in Germany for 17 years, from 1983 - 2000, after which he spent some time in the USA as President of The Home Depot EXPO Design Centre West Coast USA.**

**In 2002, he was appointed Managing Director of the BHB, the DIY Retail Association for Germany. John is the co-founder and General Secretary of EDRA, The European DIY Retail Association, which was founded in 2002. GHIN, the Global Home Improvement Network, was established in 2010 due to demand from companies outside of Europe to join EDRA.**

**Today EDRA/GHIN has 230 members operating in 79 countries with over 35,000 home-improvement stores and members' sales over €400 billion. With contact to almost every home centre company globally, EDRA/GHIN has its finger on the pulse of current developments, best practices, new and successful concepts and latest home improvement trends.**

**In the past 20 years John has travelled 471 times visiting almost all major Home Improvement companies globally.**

# BRICONIGHT

MADE4DIY

2024

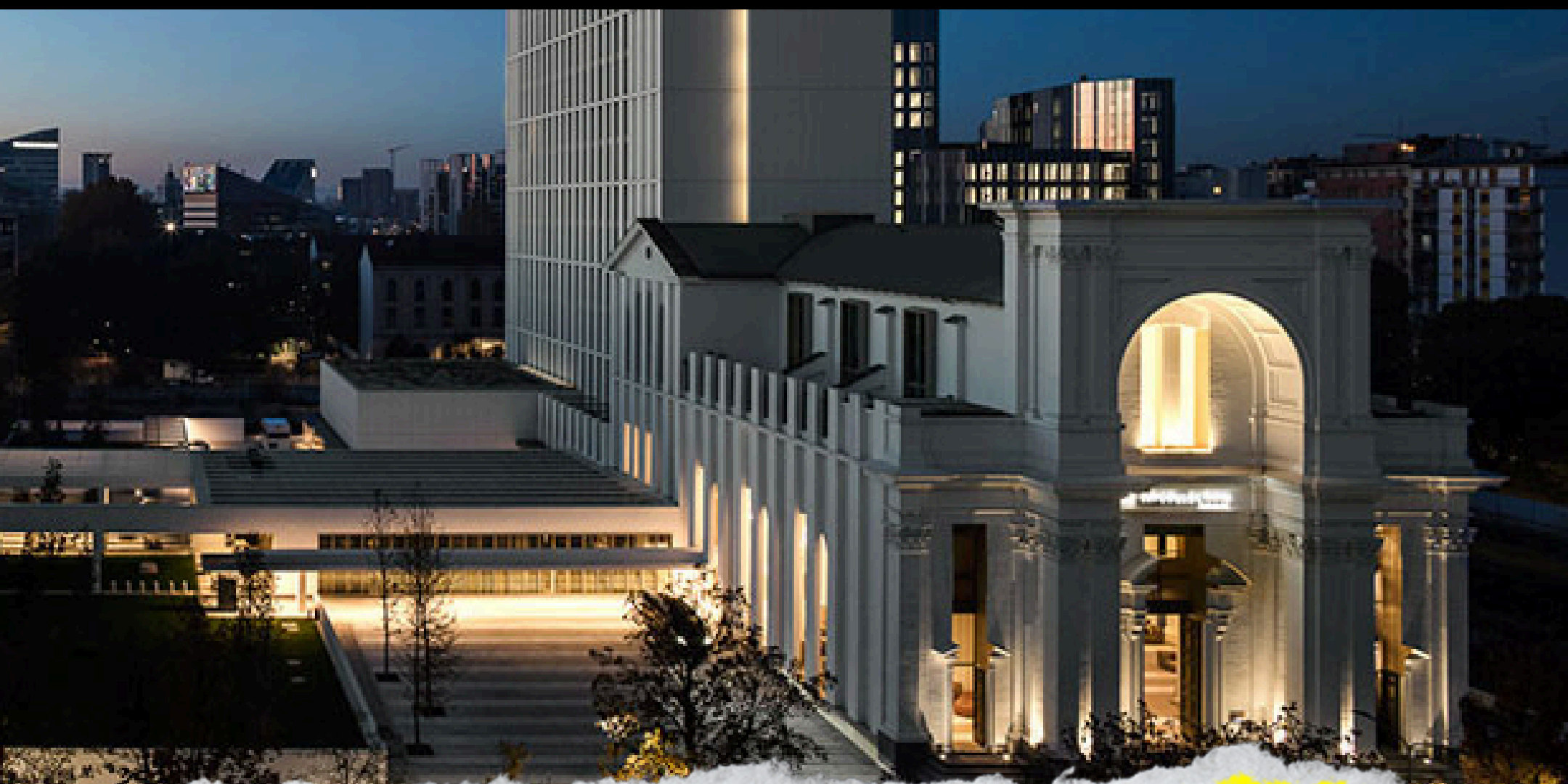
# EXCLUSIVE LOCATION



**A FEW STEPS FROM THE BRICODAY FAIR**

—

**FROM 20:30 DINNER IN THE MOST EXCLUSIVE HOTEL  
IN MILAN WITH RESERVED SEATS !**



**PARKING  
AT NH MILANO CITY LIFE !**

# BRICONIGHT

# NETWORKING

MADE4DIY

2024

160  
PARTICIPANTS



**GREAT NETWORKING OPPORTUNITY**



**THE MAIN EVENT FOR ITALIAN HOME  
IMPROVEMENT MARKET**

# BRICONIGHT

# SPONSOR

MADE4DIY

2024

## MAIN SPONSOR



## EXHIBITION SPONSOR



## DINNER SPONSOR



## GOLD SPONSOR



## SILVER SPONSOR



# BRICONIGHT

MADE4DIY

2024

# INFO & CONTACTS

## HOW TO JOIN THE EVENT ?

BUY TICKETS ONLINE ON OUR WEBSITE

[WWW.BRICONIGHT.IT](http://WWW.BRICONIGHT.IT)

## FOR INFO & DETAILS CONTACT US



MADE4DIY

Luca Gaudenzi

General Manager

[luca.gaudenzi@made4diy.com](mailto:luca.gaudenzi@made4diy.com)

+39 342 575 3078

+39 0541 183 8322