

We are delighted you have joined us here in Amsterdam for the ninth OPI European Forum

opi EUROPEAN Forum 2023

22 – 24 MAY. THE PESTANA AMSTERDAM RIVERSIDE

MONDAY 22 MAY

17.00 REGISTRATION – Main lobby

19.00 DRINKS RECEPTION & WELCOME DINNER

Archive Restaurant

22.00 DRINKS IN THE BAR

TUESDAY 23 MAY

FROM 06.30 BREAKFAST FOR HOTEL GUESTS

Archive Restaurant

08.00 REGISTRATION / COFFEE – Meeting lobby, Diamond Building

08.50 WELCOME AND OPENING REMARKS FROM THE CHAIR -
The Americas Meeting Room

09.00 THE STATE OF THE EUROPEAN BUSINESS
SUPPLIES INDUSTRY

Chris Exner – CCO, OPI

09.15 STATE OF THE INDUSTRY PANEL

The opening session will set the scene and examine the current state of the industry following several tumultuous years of challenge and change. It will comprise short, focused interviews with key leaders from a range of channels who will share their thoughts on the opportunities over the coming months.

SPEAKERS:

Christian Horn, Chief Product and Supply Chain Officer, RS Group

Alain Josse, Managing Director, Office Supplies Europe, Raja Group

Christian Langvad, VP Operations, Schäfer Shop Group

Lee Mellor, VP Europe, SC Johnson Professional

Cezary Mońko, President, ACCO Brands EMEA

10.15 IS THE OFFICE STILL RELEVANT?

Hybrid working is now working. The office today is a place primarily for social interactions, and needs to be redesigned and organised to reflect this change. Workers also need to be engaged to keep productivity levels high and employers will have to manage this as they cope with economic pressures and lease arrangements. The good news is that all this means increased spend in office equipment! Join Mick Heys as he discusses the office of the future.

- The emergence of hub & spoke

- How companies are investing in redesign

- Impact on technology sales

Mick Heys, VP, Imaging & Future of WorkSpace Practice Lead, IDC

11.00 MORNING BREAK FOR REFRESHMENTS & NETWORKING

Meeting lobby, Diamond Building

11.30 HOW THE RIGHT TEAM CAN SOLVE YOUR BIGGEST CHALLENGES

In January 2023, PwC published a comprehensive review of what is challenging CEOs in the world of work. At the same time, Edelman's now pivotal Trust Barometer for 2023 presents the issues we are facing around purposeful, people-centric approaches to doing business. With a seemingly endless stack of complex challenges, how can we make sense of the truly turbulent world we're operating in?

Join us to hear from Perry Timms, ranked the No 1 Most Influential Thinker in HR in 2022, who will distil all of this into a winning formula of decisive leadership with pragmatic and impactful people, culture and learning activities. Be prepared for not just Web 3.0, but for HR 3.0.

Perry Timms, Founder & Chief Energy Officer, People and Transformational HR

12.30 NETWORKING LUNCH – Archive Restaurant

13.30 MANAGING PRICE IN AN INFLATIONARY MARKET

James Brown and Juriaan Deumer will explore how best-in-class companies are managing price in today's high inflation market. They will set the context, looking at both the drivers behind the price rises we are seeing as well as the capability gap that exists across industries when it comes to navigating this environment. They will then share select case examples and a nine-step programme for boosting the likelihood of successfully implementing price increases.

James Brown, Senior Partner, Managing Director UK, Simon-Kucher & Partners

Juriaan Deumer, Partner, Simon-Kucher & Partners

14.15 ROUNDTABLE SESSION A:

We invite you to join one of the following roundtable discussions, limited to around 15 participants.

1. Attracting new talent to your workplace

When you work in a sector that is not considered sexy, how do you attract and retain the best talent? It can be done, and Perry Timms will share some best practice and real strategies to make your workplace fit for the 21st century.

Perry Timms, Founder & Chief Energy Officer, People and Transformational HR

2. Practical steps to price increases

Interrogate the experts about the best way to manage price increases.

James Brown, Senior Partner, Managing Director UK, Simon-Kucher & Partners

Juriaan Deumer, Partner, Simon-Kucher & Partners

3. Equipping workers and workspaces in the future office

What will the future office need and how can you service that need? Technology will naturally be a big focus, as will furniture, but there are some surprising other categories too.

Mick Heys, VP, Imaging & Future of WorkSpace Practice Lead, IDC

4. B2B marketplaces – what can we expect and how can we be prepared?

B2B marketplaces are growing exponentially in every channel. It is estimated that within ten years, 40% of all sales will take place on this type of platform. Compared to the US and Asia, Europe is probably five years behind these economies and their marketplace development, so what can we learn from their experience and how can they help us prepare for what will happen here?

We have seen a number of marketplaces open in the European business supplies channel – B2B cash-and-carry giant Makro-Metro, MRO specialist Sonepar, Lyreco, Conrad and Merxu, for example. At the same time, B2C marketplaces are opening up as 'Pro' variants. Besides these, large purchasers are opening procurement marketplaces like Accor and Boeing.

Buyers realise these platforms enable them to simplify procurement while allowing flexibility and (local) purchasing options. If you want to take advantage of this, it is essential that you understand the processes involved and ensure that your business is ready to explore the opportunities.

Bob Boekema, MD, TFE Agency

5. How can sustainability breathe new life into your organisation and your clients

Culture is an essential part of the modern workplace and hybrid working is making this hard to maintain. Increasingly, current and potential employees care about working for an ethical organisation that dovetails with their core values.

The winners of the Vendor and Reseller Sustainability Excellence categories at the 2023 European Office Products Awards will share their insights on how sustainability has changed their company culture, improved employee engagement, driven growth and created loyal customers. They will answer your burning questions about sustainability and examine future challenges and opportunities.

Simone Hindmarch, Managing Director, Commercial Charles Nusse, Managing Director, Exacompta

15.15 AFTERNOON BREAK FOR REFRESHMENTS & NETWORKING – Meeting lobby, Diamond Building

15.45 ROUNDTABLE SESSION B:

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16.45 TRANSITION/COMFORT BREAK

16.50 HOW EVERYWHERE COMMERCE CAN DRIVE SALES AND LOYALTY

Gaining visibility and driving long-term consumer engagement in an increasingly complex digital world is a challenge. The available touchpoints are vast in number, and ensuring they are knitted together to achieve your strategic goals and optimise ROI is time-consuming and can be expensive and resource intensive. Overreliance on Amazon is problematic, as is the disintermediation of the actual 'end user' from the seller. During this presentation, Gordon Christiansen will outline many of the levers available to brands across the digital landscape and provide practical examples of how they can build plans that carry consumers through the modern sales funnel.

Gordon Christiansen, Partner, Highlands

17.30 CLOSE OF DAY ONE CONFERENCE PROGRAMME

19.00 GROUP DINNER – Impero Romano Amsterdam

Please join us for a fabulous dinner at Impero Romano. The restaurant is a very short walk from the hotel – simply turn left out of the hotel main entrance and walk for approximately 400 metres. The restaurant is on the corner just past the bridge. The OPI team will be on hand to guide you.

Impero Roman Amsterdam, Amsteldijk 25, 1074 HS

WEDNESDAY 24 MAY

FROM 06.30 – BREAKFAST FOR HOTEL GUESTS – Archive Restaurant

08.30 REGISTRATION AND COFFEE – Meeting lobby, Diamond Building

09.00 OPENING REMARKS FROM THE CHAIR – The Americas Room

09.05 HYGIENE AS THE FOUNDATION FOR A HEALTHIER BUSINESS

In 2023, businesses are facing new challenges to create clean and healthy environments for their employees and customers. Both are now hyper-aware of hygiene in the wake of the pandemic. With unprecedented levels of transferable illnesses (cold & flu, strep A, RSV), resulting in 145 million workdays lost each year, the need to maintain hygiene in the workplace has never been greater. This is why Dettol Pro Solutions believes "Hygiene is the Foundation of Healthier Business".

This session will cover key trends impacting the cleaning and hygiene market and how manufacturers and office supplies companies can partner together to create clean and hygienic spaces, saving time and reducing costs with less absenteeism and improved productivity, to give end customer businesses a competitive advantage.

Jonathan Weiss, Commercial Director B2B Europe, Australia & New Zealand, Reckitt

09.45 FROM ORDER-TAKING TOOL TO SELLING MACHINE:

The consumerisation of B2B e-commerce
For a long time, B2B websites just had to work – no one expected them to be beautiful. However, the online world does not stand still for long and COVID accelerated everything. The pandemic sent business users online, even those who had never considered it before. A lot of websites were launched that just performed the basic functions and saw companies through that challenging time. However, the post-COVID landscape is now evolving with online B2B users becoming more sophisticated and, with Amazon and others raising the bar, these customers now expect a more consumer-style experience from a website. Not only should B2B sites be beautiful, they should be seamless too, integrating all parts of the business to give the user a smooth and unified experience. This session will discuss what the consumer expects and how you can achieve a best-in-class website experience to drive sales and customer satisfaction.

Patrick Donnelly, Managing Director, ES Tech Group

10.30 MORNING BREAK FOR REFRESHMENTS & NETWORKING –

Meeting lobby, Diamond Building

11.00 HOW TO STOP AMAZON EATING YOUR LUNCH: the secret to competitor pricing intelligence with four key takeaways for success
With online growth continuing to outpace expectations in a turbulent global polycrisis, retailers are looking for innovative strategies to stay competitive. This presentation delves into why competitor pricing intelligence matters and how it can be used effectively as a secret weapon by business product suppliers. You'll gain a solid understanding of how competitive pricing intelligence gives you the edge, with actionable insights on how to leverage data and make better-informed pricing decisions to lift volumes, revenue and margins.

Andrew Senior, Founder, Skuuudle

11.45 STORIES FROM THE COALFACE

Independent expert Robert Baldrey has been in the industry for almost 40 years, working for Spicers, EVO, Staples Solutions and Office Depot Europe among others. In this session, he will look back on his turnaround and restructuring experience, highlighting common pitfalls and problems that typically prevent profitable growth and value creation. Some of this may be common sense, but Robert will undoubtedly provide delegates with helpful and entertaining food for thought for their own businesses.

Robert Baldrey, Independent Industry Expert

12.15 CONCLUSION AND WRAP-UP

12.30 BUFFET LUNCH

14.00 CLOSE OF OPI EUROPEAN FORUM 2023