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The National Kitchen & Bath Association (NKBA) Announces First NKBA Global Connect Business Summit

*“Looking West: Understanding the North American Market” will take place
October 7, 2019, Cheshire (Manchester) UK*

HACKETTSTOWN, NJ – (August 21, 2019) – The National Kitchen & Bath Association (NKBA), the North American authority on the residential kitchen and bath industry, is pleased to announce its inaugural NKBA Global Connect Business Summit. Taking place in conjunction with the British Bathroom Manufacturers Association’s (BMA) annual Conference, at the Carden Park Resort, Cheshire, England, the summit will address macro-economic, social and political trends important to conducting business in North America. Continuing the NKBA mission to connect kitchen and bath industry professionals around the world, the Association has built a program focused on relevant business topics including a current look at key economic indicators, demographic and geographic influences, shifting lifestyle and design trends and panel discussions covering “go-to-market strategies” and Government trade, code, financial and tax implications.

“The NKBA is the Global Connector for the kitchen and bath industry – forging relationships and sharing insights and innovative ideas to inform, inspire and empower the kitchen and bath community around the world,” said Bill Darcy, NKBA’s CEO. “We are operating in a global marketplace. Our all-industry Association is uniquely positioned to facilitate important connections internationally.



NKBA Global Business Summit – Program

The day-long business summit is designed for C-Suite executives interested in (or in the early stages of embarking on) a North American distribution strategy. Topics include:

Opening Remarks – Veronika Miller, CEO, M2 Consulting
“Dawn of a Decade – New Business in a New World”

An honest stab at current events and issues that are impacting our abilities to drive our businesses. This talk will set the tone for the day, addressing the elephant(s) in the room and reinforcing the mutual benefit of cross-collaboration.

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NKBA Market Outlook – Bill Darcy, CEO, NKBA

A deep dive into the U.S. construction market, breaking down new construction and residential remodeling segments – with a focus on the kitchen and bath. Data will show the strength of the residential remodeling market vis a vis new construction. A look at the latest Kitchen Bath Market Index (KBMI) and how the NKBA is using it to track (quarterly) shifts.

“North American Demographic & Geographic Realities” – Steve Basten, Senior Manager, John Burns Real Estate Consulting

America is a big place! Its various regions, overlaid by regional demography data, paint a different picture than a homogenous look at the entire country. This presentation demonstrates the differences among various geographies, their demographic make-ups and what that can mean to product design, distribution strategies and pricing programs.

“North American Lifestyle, Life Stage and Design Trends” – Kerrie Kelly, Principal, Kerrie Kelly Design Lab, NKBA Design Professional

As the American population shifts, the impact on macro trends like “Living in Place – Livability, Wellness and Smart Home/Whole Home Technology Integration” are important for all design and construction brands to understand. Additionally, comprehending micro-trends like “Farmhouse” and “Industrial” – as well as design terms like “Traditional, Transitional and Contemporary,” are essential to designing and developing relevant products for various consumer-market segments.

“Tackling the North American Market” – Veronika Miller, CEO, M2 Consulting, moderator

This panel discussion includes government trade, logistics, customs/export, financial and tax professionals from the UK, U.S. and Europe who will address how to navigate the various agencies and services necessary to deliver the American market.

“North American ‘Go-To’ Market – Understanding the Options” – Suzie Williford, EVP, Industry Relations and Chief Strategy Officer, NKBA, moderator

Many brands come to the North American market thinking there is only one way to sell direct to the consumer. This panel will introduce and share a number of options to leverage the vast realities of the distribution and service needs of the marketplace. Participants will discuss the pros and cons of utilizing a master distributor, independent sales representatives, multi-location showrooms, direct-to-consumer showrooms and more.

The day will conclude with a cocktail reception and dinner hosted by the NKBA for all attendees. In addition to Q&A sessions after each presentation, individual brands are invited to request (on-site) follow-up meetings with presenters and panel participants.

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The NKBA has strategically co-located its summit just prior to BMA’s annual Conference — “B&K Business Conference — Brave New World.” The combination of NKBA and BMA robust programming is sure to be beneficial to any brands serving the kitchen and bath market, from the UK, Europe and beyond.

NKBA welcomes all interested brands, associations, organizations and media to email Silvia Lattoz, Senior Manager, Governance and Global Relations, at globalconnect@nkba.org, for a link to RSVP or to receive more information.

About the National Kitchen & Bath Association and the Kitchen & Bath Industry Show

The National Kitchen & Bath Association (NKBA) is the not-for-profit trade association that owns the Kitchen & Bath Industry Show® (KBIS), as part of Design & Construction Week® (DCW). With nearly 14,000 member companies representing tens of thousands of members in all segments of the kitchen and bath industry, the NKBA has educated and led the industry since the association’s founding in 1963. The NKBA envisions a world where everyone enjoys safe, beautiful and functional kitchen and bath spaces. The mission of the NKBA is to inspire, lead and empower the kitchen and bath industry through the creations of certifications, marketplaces and networks. For more information, visit NKBA.org or call 1-800-THE-NKBA (843-6522).

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