ETIM International

# Forum 2026

***October 27th -29th, Torremolinos***

## Wednesday October 28th

### Forum Day

**Location: Convention centre, room: "MALAGA", floor: -1**

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| 09:00 – 09:15 | **Official welcome**<br><br>**Magnus Sirén**<br>Managing Director of LVI-numero Oy<br>President of ETIM International<br><br>ETIM International |  |
| 09:15 – 09:45 | **ETIM as central standard for Eaton Industries**<br><br>**Ahmet Turhan**<br>MDM Syndication, Data Quality and Content Team Manager<br><br>EATON Powering Business Worldwide |  |
| 09:45 – 10:15 | **Keeping up with product data: A European distributor's journey and why collaboration matters**<br><br>**Bénédicte Bouckaert**<br>Head of Data Management at Van Marcke<br><br>Van Marcke ETIM France |  |

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| **10:15 – 10:45** | **FAB-DIS & ETIM in France: A new data source for powerful market insights**<br><br>**Wolfgang Leichnig**<br>Chef de project at ETIM France<br><br>**Grégory RAGOT**<br>General Manager at FAB-DIS<br><br>ETIM France · fabdis | <br> |
| **10:45 – 11:15** | **--- Coffee Break at Central Bar and Garden ---** | |
| **11:15 – 11:45** | **Green energy and emissions trading and battery passports facilitated by the ETIM standards**<br><br>**Paul van Son**<br>President of Dii Desert Energy<br>Chairman of ZETA Global<br>Chairman of Kaspa Industrial Initiative<br><br>**Rory O'Neill**<br>Secretary General of ZETA Global<br>Board member of Kaspa Industrial Initiative<br>Advisory Board member of Dii Desert Energy<br><br>Dii · ZETA ZERO EMISSIONS TRADERS ALLIANCE · KASPA INDUSTRIAL INITIATIVE | <br> |
| **11:45 – 12:10** | **Improve data quality by using verifiable data**<br><br>**Jeroen van der Holst**<br>Community Director of ETIM International<br><br>ETIM International |  |

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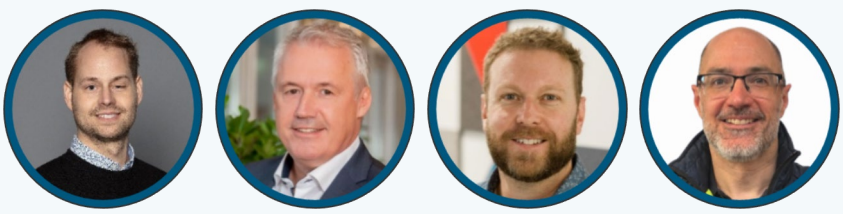
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| **12:10 – 12:35** | **ETIM MC – The shape of ETIM**<br><br>**Benjamin Sjölander**<br>Standardisation manager of ETIM International<br><br>ETIM International |  |
| **12:35 – 13:00** | **ETIM MC – The future is now!**<br><br>**Luuk d'Hooghe**<br>Director of Technology and Innovation of Ketenstandaard Bouw en Techniek B.V.<br><br>KETENSTANDAARD BOUW EN TECHNIEK SAMEN STERKER MET STANDAARDEN<br><br>**Wim Willems**<br>General Manager of 2BA Bestand Beheer Artikelen and the Open Uniforme Objecten Bibliotheek<br><br>2ba de centrale datahub · open UOB | <br> |
| **13:00 – 14:00** | **-- Lunch buffet at the Main Restaurant --** | |
| **14:00 – 14:30** | **ETIM Roadmap 2027**<br>*Strategic consultation survey kick-off*<br><br>**Mary Shaw**<br>Executive Director of ETIM North America<br>Vice-President of ETIM International<br><br>ETIM International |  |
| **14:30 – 15:00** | **The State of ETIM in the USA**<br>*opportunities in other sectors*<br><br>**Matt Christensen**<br>President at Distributor Data Solutions (DDS)<br>Founder & Chairman of ETIM North America<br><br>DDS Distributor Data Solutions · ETIM North America |  |

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| **15:00 – 15:30** | **-- Coffee break at the Central Bar and Garden --** |
| **15.30 – 16:00** | **From Product Data Chaos to Industry Standard**<br><br>**Oz Bham**<br>Supplier Engagement Director at Builders Merchants Federation Ltd.<br>Board Member of ETIM UK and Ireland<br><br>ETIM UK and Ireland · BMF Excellence in building materials supply<br><br> |
| **16:00 – 16:30** | **ETIM, Accelerated: How Modern Technology Is Driving Adoption in the UK**<br><br>**Gareth Thomas**<br>Managing Director at Building Material Digital Services<br><br>ETIM UK and Ireland · DATA YARD<br><br> |
| **16:30 – 17:00** | **AI vs ETIM: Replace us—or make us indispensable?**<br><br>Once AI has absorbed ETIM's structure and learned how to apply it, could its next step be to maintain and evolve the classification itself—making ETIM as an organisation redundant?<br><br>Or will shared governance, industry expertise and accountability become more essential than ever?<br><br>This panel will challenge assumptions about ETIM's future, exploring opportunities for smarter classification, translation and data enrichment alongside risks such as invented specifications, lost context and unclear responsibility.<br><br>Join us for a frank debate on where AI adds value, where human expertise remains essential, and how ETIM should respond.<br><br> |