



Your Path to Success in North America



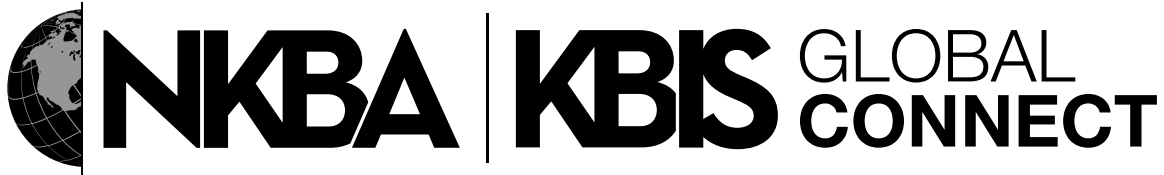
2025 Business Development Program



Our collaboration with the NKBA as a Strategic Alliance Partner has benefited our members and Association leadership in numerous ways. We've enhanced our market knowledge, conference programs and have introduced our members to new opportunities. This is true synergy.

– Jan Kurth, CEO of VDM





Mission

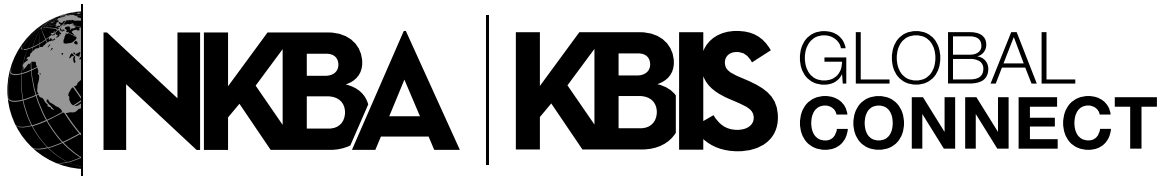
The NKBA Global Connect mission is to connect and grow the kitchen and bath industry globally through the NKBA Global Connect North American business development program.

Vision



– BILL DARCY
Global President &
CEO, NKBA | KBIS

“NKBA Global Connect forges business connections that drive and engage the kitchen and bath industry around the globe, informing, inspiring and empowering the industry worldwide. Our all-industry association is uniquely positioned to be the platform to facilitate these important connections internationally.”



Introduction

NKBA Global Connect is an astute, low-risk business development opportunity for new-to-North America kitchen and bath brands interested in pursuing this vast and growing market segment. With close to 145 million homes, 20% of which will reach their prime remodeling opportunity over the next five years, and a consumer base who values the importance of kitchens and bathrooms significantly more than other rooms in the home, this \$175 billion market is the number one growth opportunity for international brands.

Two Annual Program Levels

Core International Membership

Basic NKBA Membership for new-to-North America international brands*

Business Development Membership

Enhanced NKBA North American Business Development Program for new-to-North America international brands*

**New to market or in process of establishing US business with less than \$10M in annual revenue.*

Program Benefits

	Core International Membership	Business Development Membership
Access to NKBA Market Research	✓	✓
Access to NKBA Programs <ul style="list-style-type: none"> — Marketing & promotions — Education — Profile 	✓	✓
KBIS Benefits <ul style="list-style-type: none"> — NKBA member discount at KBIS* — KBIS promotional support — Reduced cost for KBIS delegation program 	✓	✓
Business Development Assessment		✓
Business Development Roadmap		✓
Access to NKBA Global Connect Advisors		✓
KBIS Concierge Support & Enhanced KBIS Marketing Support		✓
Additional Benefits <ul style="list-style-type: none"> — Recognition at select international events and conferences — Exclusive new member announcement — Preferred pricing on NKBA marketing programs 		✓
	\$3500	\$6500

**Deadlines apply for KBIS discount.*

Note: Membership rate requirements up to \$10M in North American revenue. \$10M and above requires standard revenue based NKBA membership.

Market Research

NKBA Global Connect members have full access to highly valuable, proprietary NKBA market research tracking economic, design, market sentiment and lifestyle/lifestage trends. Use of these studies will offer insights to the North American market not easily found in traditional syndicated studies. As the association releases new studies, NKBA Global Connect members will be invited to download these reports free of charge, a \$14,000 value.

Current Reports



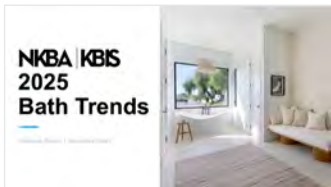
**KITCHEN & BATH MARKET
OUTLOOK UPDATE**
2025



**KITCHEN & BATH MARKET
INDEX Q3**
2024



**SUSTAINABILITY IN
KITCHEN & BATH DESIGN**
2024



2025 BATH TRENDS
2024



2025 KITCHEN TRENDS
2024



**LIGHTING IN KITCHEN &
BATH DESIGN**
2024

NKBA Programs

NKBA marketing programs deliver promotional and educational messages through a variety of channels including newsletters, webinars, event sponsorships and social media platforms.

NKBA Profile Page:

NKBA Global Connect Core and Business Development members are invited to build a company profile page on NKBA.org, giving members the opportunity to share their company story, information on their product lines and distribution, and sales team member contact information.

Quarterly Roundup Press Release:

Additionally, members will be included in one quarterly round up press release, announcing new Global Connect members. The release will be posted on the NKBA Global Connect News section of the NKBA website as well as distributed to domestic and international kitchen and bath industry press.

Opportunities to Create NKBA Education Programs:

These include paid opportunities for manufacturers to reach and inform NKBA member designers, kitchen and bath studios, showrooms and distributors. NKBA approved Continuing Education Units (CEUs) demonstrate subject matter expertise.

Kitchen & Bath Industry Show (KBIS) Benefits

- NKBA member discount at KBIS; deadlines apply
- A discounted delegation program package including VIP tickets to key KBIS events and programming
- NKBA Global Connect promotional support, including directory listings, recognition in KBIS press materials, and exclusive presentation opportunities in the NKBA Global Connect Lounge. Fees apply



Additional Business Development Membership Benefits

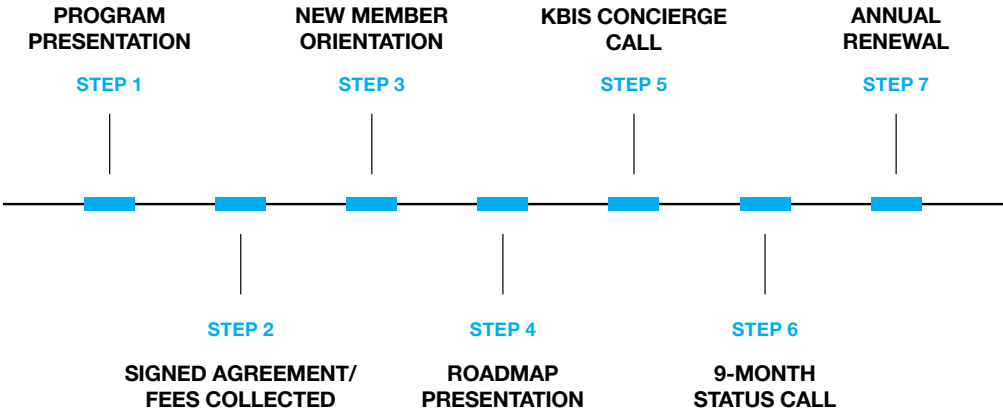
In addition to receiving all Core Membership benefits, Business Development Members will receive enhanced program support and access.

These include the Business Development Kickstarter Program, exclusive access to NKBA Global Connect Advisors, KBIS Concierge and marketing support, and access to NKBA promotional and marketing support.

Kickstarter Overview

The Business Development Kickstarter is an annual risk management plan that includes a business goals assessment initial meeting resulting in a business roadmap and advisor introductions presentation, followed by an annual business development review. This three pronged iterative approach is designed to help new to the market brands evaluate options and test and trial tactics with various audiences.

TIMELINE DIAGRAM



Business Goals Assessment:

Once a member has joined NKBA Global Connect, a Business Goals Assessment meeting will be set with NKBA Global Connect consultants. Members will share their objectives and goals for entry/acceleration into the North American market. NKBA Global Connect consultants using the “circle of consideration” will query, review and prepare recommendations for the initial business roadmap.

Business Roadmap Development/Advisor Introductions:

NKBA Global Connect consultants will develop high level tactical recommendations for entering/accelerating a member position in the market. These may include specific tactical asset and tools needed as well as go-to-market distribution and sales strategies. NKBA Global Connect advisors will be introduced and briefed on member goals, objectives and roadmap recommendations.

Annual Business Development Review:

Nine months into membership, the NKBA Global Connect account manager will establish a review call with NKBA Global Connect consultants and member. We’ll review successes and failures, adjusting plans as appropriate. Members will determine needs for future membership.

NKBA Global Connect Advisors

NKBA has selected and vetted a group of independent industry experts available for consultation on key topics vital to the success of doing business in North America. These experts are available to consult on an hourly, daily or short-term basis and may not require long-term commitments or retainers. Each advisor will establish terms of engagement with NKBA Global Connect members on a case by case basis.



KATE BAILEY
VP Category Management
Residential
Ferguson Enterprises



KENN BUSCH
Founder
Material Intelligence
& Climate Positive Now



BILL BUTLER
President
Decorative Plumbing
Distributors



BRUCE CASE
President | CEO
Case Architects & Remodelers



JEANNE CHUNG
Interior Designer
Cozy Stylish Chic



CHERYL CLENDENON
Principal
In Detail Design



EVAN COHEN
Principal
Quality Marble & Granite



NORA DEPALMA
Founder & Chief
Executive
Dialogue Marketing



DWAYNE LUSK
President & Managing Member
Kitchen Logistics LLC
& Neuline Cabinets



ERIC MARSHALL
Principal
Closet Training Guru



LEE MERCER
EVP Industry Relations
& Business Development
IAPMO Group



LUANN NIGARA
President
LuAnn Nigara, Inc



JEREMY PARCELS
Owner & Principal
Designer
Parcels Design Studio



GREG ROHL
Sales & Marketing
Specialist
The Rohl Model



SAM ROSE
Principal
SR19 Consulting, LLC



ANDREW SAVANT
President
Pinnacle Sales



LISA STEN
CEO
Harrell Design Build
San Fran/Mtn View



CRAIG WEBB
President
Webb Analytics



MICHAEL WRIGHT
Principal
Wright by Design

Enhanced Marketing Benefits

Exclusive New Member Announcement:

All Business Development Members will be officially announced through an NKBA created press release, distributed to international and North American trade industry media. Releases will also be posted on the NKBA Global Connect news site with an image.

Preferred Pricing - NKBA Marketing Programs:

Business Development Members will receive preferred pricing on NKBA marketing programs including continuing education (CEU) programs, webinars, virtual sponsorships, event sponsorships, custom newsletters and newsletter sponsorships.

KBIS Concierge

NKBA Global Connect Business Development Members will receive a comprehensive KBIS concierge call to clarify marketing and promotional opportunities. Concierge support is available to all confirmed Business Development members that participate at KBIS with a kiosk, in a pavilion or as an independent exhibitor.

Members will receive enhanced marketing support and discounts for participating in Global Connect at KBIS activities including:

- NKBA member discount at KBIS; deadlines apply
- A discounted delegation program package including VIP tickets to key KBIS events and programming
- Full NKBA Global Connect promotional support including directory listings, recognition in NKBA Global Connect at KBIS press materials, and exclusive presentation opportunities in the NKBA Global Connect Lounge; fees apply
- Inclusion in the International Media Tour
- Inclusion in the International Design Trail

Opportunities at KBIS

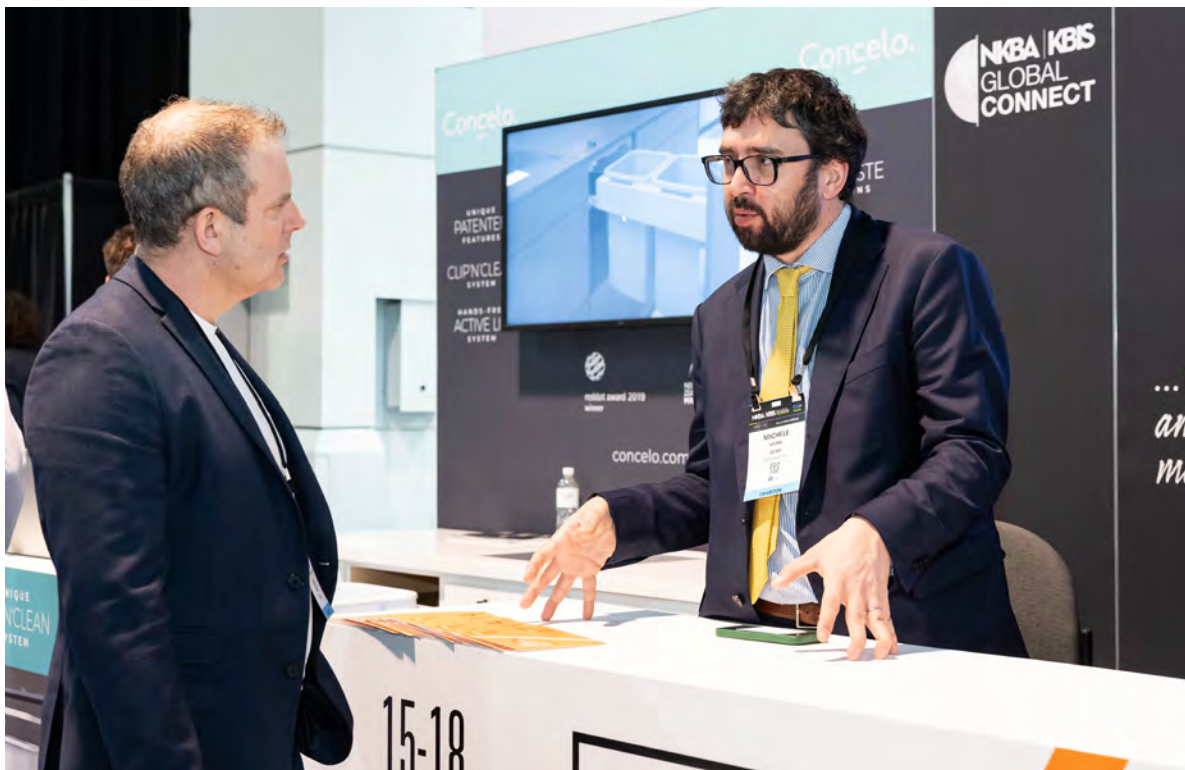
Owned by the NKBA, the Kitchen & Bath Industry Show (KBIS), co-located with the International Builders Show (IBS) as part of Design & Construction Week (DCW), is North America's largest trade show dedicated to all aspects of kitchen & bath design and remodeling. The show covers over 100,000 net square meters, welcoming 100,000+ attendees and 1,000+ exhibiting manufacturers.

Global Connect Delegation Program at KBIS:

Recommended for international brands and organizations that seek to explore KBIS, and have not yet established a North American go-to-market strategy. Reduced cost to NKBA Global Connect members.

Global Connect Kiosks:

Recommended for brands and organizations that are developing a North American market distribution strategy and want to test audience feedback at KBIS. Exhibit fee applies.



NKBA Global Connect 2025 Calendar

International Events, Conferences and Buyers Tours

Business Development Members will be given VIP preference for:

- Participation at select NKBA international events and conferences
- Priority selection for international buyers tours
- Promotion and integration into international NKBA activations where appropriate

FEBRUARY

[Strategic Alliance Partner Conference](#)
February 24 | Las Vegas, USA

[KBIS 2025](#)
February 25-27 | Las Vegas, USA

MARCH

[Revestir](#)
March 10-14 | São Paulo, Brazil

[ISH](#)
March 17-21 | Frankfurt, Germany

APRIL

[Virtual Market Outlook](#)
April 9 | Online

MAY

[ICFF](#)
May 18-20 | New York City, USA

[Interzum](#)
May 20-23 | Cologne, Germany

JUNE

[Virtual Alliance Partner Conference](#)
June 6 | Online

[InstallerSHOW](#)
June 24-26 | Birmingham, UK

SEPTEMBER

[German Haus Fair](#)
September 21-26 | Germany

OCTOBER

[Decorex](#)
October 12 | London, UK

[SICAM](#)
October 14-17 | Pordenone, Italy

[Virtual Alliance Partner Conference](#)
October 29 | Online

NOVEMBER

[Virtual Market Outlook](#)
November 12 | Online



Contact a Global Connect Specialist
nkba.org/globalconnect | globalconnect@nkba.org

Thank You to Our Strategic Alliance Partners

