

## 2. Part 8.-9.2.2018

m/s Silja Europa

(Helsinki, Finland – Tallinn, Estonia)

### THURSDAY 8.2.

18:30 m/s Silja Europa departures

18:30 Welcome event, Ocean Club, Deck 7

20:30 Dinner, Buffet Tallink, Deck 7

### FRIDAY 9.2.

7:00-10:00 Sea Breakfast, Buffet Tallink, Deck 7

8:30-11:30 Possibility to see old town of Tallinn, Estonia

9:30-14:15 Contact Forum, Conference Area, Deck 12

Create networks & get inspired

A compact exhibition event where companies present their services. An excellent opportunity to learn about the latest logistics-related products, services and to see old colleagues and meet new ones – to network.

9:30 Opening the Contact Forum,  
Conference Area, Deck 12

10:00-10:45 **KEYNOTE**

Cyber security – How to be secure in insecure world



**Jan Mickos**, Vice President,  
Cyber Security, CGI

Jan Mickos has an extensive background in Security, Business Consulting, Enterprise

Architecture and Software Development. Current ambitions lie within the area of Cybersecurity and realizing the full potential of CGI's local and global capabilities to support customers around the world. He heads the Finnish Cybersecurity practice, which consists of a Security Operations Center, backed by a Security Consulting practice and a comprehensive network of Global Security Operations Centers and 1500+ skilled cybersecurity professionals.

10:45-14:15 **PARTNER PRESENTATIONS**

Conversation Forum etc., Conference Auditorium,  
Deck 12

12:30 m/s Silja Europa departures to Helsinki, Finland

14:15 Lunch, Buffet Tallink, Deck 7

16:00 Arrival to Helsinki, Finland

# LOGY CONFERENCE 8.-9.2.2018

From the glory of Finlandia house to the waves of the Baltic Sea – come along!

**The Whole Seminar 8.-9.2.2018**

795 € / person (+ VAT) + Networking Cruise Tallinn

**Part 1 in Finlandia Hall 8.2.2018**

695 € / person (+ VAT)

**Part 2 in M/S Europe 8.-9.2.2018**

390 € / person (+ VAT) + Cruise

**Cruise +**

Single Cabin 260 € / person

Double Cabin 215 € / person

**Members of Finnish Purchasing and Logistic Association**

**will get 50 € discount on the normal Seminar price.**

There is no discount on the Networking Cruise.

**Register to the Conference:**  
[www.logyconference.fi](http://www.logyconference.fi)

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OSTA VÄHEMMÄN.

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SSI SCHAFFER

TALLINK | SILJA LINE

# LOGY CONFERENCE 8.-9.2.2018

Transform your Customer Experience

Experience the Future of Logistics and Procurement

Save the Dates and Register to the Conference [www.logyconference.fi](http://www.logyconference.fi)

1. PART 8.2.2018  
FINLANDIA HALL

2. PART 8.-9.2.2018  
M/S SILJA EUROPA  
(Helsinki, Finland – Tallinn, Estonia)

## 1. Part 8.2.2018 Finlandia Hall

### 8:00 REGISTRATION AND MORNING COFFEE

9:00 Opening of the conference  
Chairmen **Peter Nyman** and **Taru Lindeman**

+ 9:05 Welcome words  
**Markku Henttinen**, CEO, Finnish Association of Purchasing and Logistics LOGY ry

+ 9:15 **KEYNOTE** Economic Outlook and Disruption in the Financial Market  
**Timo Ritakallio**, CEO, Ilmarinen Mutual Pension Insurance Company

🇬🇧 9:40 **KEYNOTE** New sources of customer value – How supply chain operations can capture them?  
**Remko van Hoek**, Board Chair, CSCMP, Supply Chain and Procurement Executive Advisor

🇬🇧 10:15 **KEYNOTE** Deploying innovative logistics technologies for global customers  
**Amadou Diallo**, CEO EMEA, DHL Global Forwarding

### 10:50 COFFEE BREAK

+ 11:20 Panel discussion: Customer experience on the management's agenda

- **Irmeli Rytönen**, CEO, Gigantti Oy Ab
- **Piia Karhu**, SVP Customer Experience, Finnair
- **Jussi Aho**, CEO, Fira Group
- **Petri Järvinen**, Executive Director, Supply Chain and Logistics, Coop Sverige & Managing Director, Coop Logistik AB

### 12:20 LUNCH

# "Transform Your Customer Experience"

## LOGISTICS SERVICES SESSION Helsinki Hall

13:30 Chair: **Petri Palo**, Chairman, LOGY Transportation Forum

+ 13:35 Future of container shipments and how to respond to the customer expectations  
**Michael Enberg**, CEO, Maersk Finland

🇬🇧 14:15 Future demands on logistics from global platforms like AliExpress  
**John Quak**, Head of International Business Development and sales, Posti Group & Itella Russia

🇬🇧 14:55 Logistics and procurement opportunities in Kenya and Africa  
**Chris Oanda**, Regional Vice President, IFPSM

## RETAIL SESSION Finlandia Hall

13:30 Chair: **Antti Suorsa**, Chairman, LOGY Purchasing Forum

🇬🇧 13:35 Customer expectations of service quality in online retail logistics  
**David B. Grant**, Professor of Logistics, Hull University Business School

🇬🇧 14:15 How changing customer behaviour drives online sales and IKEA's supply chains  
**Stefan Holmberg**, Process Development Manager, Supply Chain, IKEA

+ 14:55 Using omni channel strategy to ensure customer satisfaction  
**Mika Sutinen**, Member of the board, Musti ja Mirri

## INDUSTRY SESSION Congress Hall A

13:30 Chair: **Pasi Nieminen**, Chairman, LOGY Intralogistics Forum

🇬🇧 13:35 Global distribution network supporting first class customer service  
**Rainer Bürkert**, Executive Vice President, Würth Industrie Service GmbH & Co

+ 14:15 Collaborate to win – the secrets of supplier relationship management  
**Jari Parviainen**, Director, SCM Engineering, Valmet Automotive Oy

🇬🇧 14:55 Restructuring supply chains – Distribution development in Grundfos  
**Zoltan János Szabo**, Group Logistics Director, Grundfos Management A/S

### 15:30 COFFEE BREAK

AFTERNOON COMMON SESSION  
Finlandia-hall  
Chairman **Taru Lindeman**

16:00 The awarding ceremony for LOGY's 2018 prices: Logistician/ Purchaser of the Year and the Logistics/ Purchasing Company/ Project of the year.

16:25 Invitation to IFPMS World Summit 2018 Helsinki, Finland and 2019 Nairobi, Kenya

+ 16:30 **KEYNOTE** Possibilities of Artificial Intelligence today and tomorrow, **Mirva Antila**, CEO, IBM Finland

17:10 LOGY Conference 1st part Ends

17:15 Transport from the Finlandia Hall to the Länsisatama port

# FROM PROCUREMENT TO DELIVERY



**Jussi Aho**  
CEO, Fira Group  
Jussi Aho, CEO of Fira Group, is known as a reformer of the construction industry. Aho brought customer experience to the centre of the construction business.



**Mirva Antila**  
CEO, IBM Suomi  
Mirva Antila has served as the CEO of IBM Finland since the beginning of 2017. During her 20 year plus career at IBM, she has worked in several sales and business development positions in Finland and in other Nordic countries.



**Rainer Bürkert**  
Executive Vice President, Würth Industrie Service GmbH & Co  
As an Executive Vice President of the Würth Group, Rainer Bürkert is responsible for more than 46 Würth Industry companies and 12 Würth Industry Divisions worldwide.



**Amadou Diallo**  
CEO EMEA, DHL Global Forwarding  
Amadou Diallo is a CEO for the Middle East and Africa region for DHL Global Forwarding. In his most recent role he worked as an Executive Vice President of Value-Added Services and Integrated Logistics with DHL Global Forwarding.



**Michael Enberg**  
Managing Director, Maersk Finland  
Since 2010, he has been the managing director and a board member of Maersk Finland Oy as well as a member of the Leadership team of the Maersk Line Eastern European Cluster. He started his career in shipping and forwarding in 1980 as a transport officer for a turn-key consulting company in Libya.



**David B. Grant**  
Professor of Logistics, Hull University Business School and Distinguished Senior Fellow at Hanken School of Economics, Helsinki  
David B. Grant's research interests include logistics customer service, satisfaction and service quality; retail logistics; reverse, closed-loop and sustainable logistics; logistics and supply chain relationships; logistics education; and the integration of logistics and marketing.



**Markku Henttinen**  
CEO, Finnish Association of Purchasing and Logistics LOGY ry  
Markku Henttinen has extensive experience from various managerial positions in the retail industry and logistics service companies. Henttinen is also a Board Director of International Federation of Purchasing and Supply Management (IFPSM).



**Remko van Hoek**  
Board Chair, CSCMP, Supply Chain and Procurement Executive Advisor  
Remko van Hoek is the 2017–2018 Boardchair for CSCMP, the leading global association for supply chain management professionals. Van Hoek is nominated as Clinical Full Professor in the Department of Supply Chain Management at Sam M. Walton College of Business. He is also executive advisor to several companies.



**Stefan Holmberg**  
Process Development Manager, Supply Chain, IKEA  
Stefan Holmberg is currently active as Process Development Manager at IKEA with responsibility for a team developing IKEA's global processes for Sales, Demand, Need and Capacity planning.



**Petri Järvinen**  
Executive Director, Supply Chain and Logistics, Coop Sverige & Managing Director, Coop Logistik AB  
Petri Järvinen has extensive experience from the logistics industry. He has worked globally with supply chain strategy and operative management issues. Furthermore, he is a member of the board at Posti.



**Piia Karhu**  
SVP Customer Experience, Finnair  
Piia Karhu has been the Senior Vice President of Customer Experience at Finnair since 1/3/2016. She has worked at Finnair at different leadership positions since 2013.



**Chris Oanda**  
Regional Vice President, The International Federation of Purchasing and Supply Management (IFPSM)  
Chris Oanda is a practising Supply Chain professional with over 20 years of experience gained in academia, private and public sectors in consultancy and employment.



**Jari Parviainen**  
Sourcing and Supply Chain Executive, Valmet-Automotive  
Jari Parviainen is responsible for Valmet Automotive Oy's Engineering supply chain and has been innovating the strategic subcontractor cooperation and company's internal cross functional cooperation procedure. He has vast experience from strategic sales, marketing and procurement.



**John Quak**  
Head of International Business Development and sales in eCommerce, Logistics, ICT and Telecommunications. His main focus is new business in the CrossBorder eCommerce fulfilment segment.



**Timo Ritakallio**  
CEO, Ilmarinen Mutual Pension Insurance Company  
Timo Ritakallio is President and Chief Executive Officer at Ilmarinen Mutual Pension Insurance Company. He has been appointed OP Financial Group's new President and Group Executive Chairman and he will take up his duties in March 2018.



**Irmeli Rytönen**  
CEO, Gigantti Oy Ab  
Irmeli Rytönen has been leading Gigantti Oy Ab since 1999 – since it started operating in Finland. Gigantti has put lots of effort into creating a supreme purchasing experience for its customers.



**Mika Sutinen**  
Board member, Musti ja Mirri  
Mika Sutinen is the Finnish businessman of the year in 2017. He functioned as CEO of Musti ja Mirri from 2010 to 2017 and led Musti ja Mirri to be the biggest pet store chain in Scandinavia.



**Zoltan János Szabo**  
Group Logistics Director, Grundfos Management A/S  
Zoltan Szabo has been heading Grundfos Group logistics function for the last 6 years. His areas of responsibility are global freight, warehousing, packaging, logistics compliance and order to delivery process of Grundfos Group.

**CREATE NETWORKS & GET INSPIRED!**