LOGISTICS SEMINAR IS THE LEADING MEETING PLACE FOR LOGISTICS AND PURCHASING PROFESSIONALS IN NORTHERN EUROPE

1st PART 6.2.2014 FINLANDIA HALL • COMPETITIVENESS AND INNOVATIVE SERVICE SOLUTIONS

2nd PART 6.–7.2.2014 M/S SILJA EUROPA • GET TOGETHER FORUM • COACHING FORUM • CONTACT FORUM

WWW.LOGISTIIKKASEMINAARI.FI
LOGISTICS SEMINAR 2014

1ST PART 6.2.2014 FINLANDIA HALL

Chairs Taru Lindeman and Peter Nyman
Translation FIN-ENG-FIN

8.00  Registration and morning coffee
9.00  Opening of the Seminar (FIN)
      Markku Henttinen, LOGY ry
9.10  Future alignments of transportation and logistics in European Union (ENG)
      Maximilian Strotmann, European Commission
9.35  Innovative supply chain strategy development in practice (ENG)
      Andrew O’Connor, BASF Group
10.00 Global trends in supply chain management (ENG)
      Rick Blasgen, Council of Supply Chain Management Professionals CSCMP
10.40 The announcement of the winners of the Logistician and the Logistics Company/Project of the year 2013 and the awards ceremony (FIN)
      Chair of the Board Pekka Orne, LOGY ry
10.55 Coffee break

11.20 DECISION-MAKERS PANEL DISCUSSION

The business environment in Finland and factors contributing to our competitiveness (FIN)

Anne Berner, Vallila Interior
Lauri Sipponen, Lidl Finland
Jyri Häkämies, the Confederation of Finnish Industries EK
Henri Kuitunen, Steveco Oy

moderator Peter Nyman

12.20 Lunch break

Maximilian Strotmann is a cabinet member of Vice-President Siim Kallas, EU Commissioner for Transport. His portfolio includes maritime transport, maritime security and intelligent transport systems. He will bring greetings from Siim Kallas to Logistics seminar 2014.

Andy O’Connor has over 20 years of management experience working in the chemical industry in various supply chain, logistics, customer care, and regulatory roles. Andy joined BASF in 1995 and is currently the Director of Supply Chain Strategy Development for the BASF Group.

Rick D. Blasgen is the president and CEO of the Council of Supply Chain Management Professionals (CSCMP). Blasgen has worked for American food giants Nabisco and Kraft and has recently advised US Department of Commerce on issues affecting the supply chain sector.

Anne Berner is an active spokesperson for ownership and entrepreneurship. She has worked for over 20 years as the CEO of their family owned company, Vallila Interior. Her current position is chairman of the board. Anne Berner is also active on the boards of several businesses.

Lauri Sipponen has been working for Lidl Finland for over 13 years. Before his appointment as CEO he was administrative director and held managerial positions in sales and logistics. Currently Mr. Sipponen is vice chairman of The Finnish Grocery Trade Association.

Jyri Häkämies is CEO of the Confederation of Finnish Industries, EK. He is also a well-known Finnish politician. His previous posts include Minister of Economic Affairs, Secretary of Defense and the Minister responsible for the supervision of government enterprises in Finland.

Henri Kuitunen has worked as CEO of Steveco since 2012. Before this he worked in the service of the VR Group in different management positions between the years 1988-2009 of which the last 12 years were as the Group’s CEO. He is also a member of the board of several businesses.
<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Location</th>
<th>Chair(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>13.20–15.00</td>
<td><strong>AFTERNOON PARALLEL SESSIONS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SUPPLY CHAIN MANAGEMENT AND COMPETITIVENESS IN LOCAL MARKETS</strong></td>
<td></td>
<td>Finlandia Hall</td>
<td>CEO Taru Lindeman, Boardman Oy</td>
</tr>
<tr>
<td>13.20</td>
<td>Competitiveness to a new level with the changes in supply chains (FIN)</td>
<td></td>
<td>Aki Laiho, HKScan Oy</td>
</tr>
<tr>
<td>13.45</td>
<td>The role of logistics in securing competitiveness in the forest industry (FIN)</td>
<td></td>
<td>Jari Voutilainen, Metsä Group</td>
</tr>
<tr>
<td>14.10</td>
<td>Expanding business and managing logistics in Russia – Case: Prisma (FIN)</td>
<td></td>
<td>Vesa Punnonen, SOK Retail Int. Oy</td>
</tr>
<tr>
<td>14.35</td>
<td>The journey of coffee from its origins to consumers – special characteristics of distribution in Finland and Russia (FIN)</td>
<td></td>
<td>Juhani Tanayama, Oy Gustav Paulig Ab</td>
</tr>
<tr>
<td><strong>LOGISTICS SERVICES IN A CHANGING BUSINESS ENVIRONMENT</strong></td>
<td></td>
<td>Helsinki Hall</td>
<td>CEO Markku Henttinen, LOGY ry</td>
</tr>
<tr>
<td>13.20</td>
<td>Tendering of services – How to fulfil the expectations of buyers? (FIN)</td>
<td></td>
<td>Reijo Reinvall, UPM Paper ENA</td>
</tr>
<tr>
<td>13.45</td>
<td>Customer satisfaction in changing markets (ENG)</td>
<td></td>
<td>Markus Pütz, Schenker AG</td>
</tr>
<tr>
<td>14.10</td>
<td>Business innovation: Mastering our clients supply chains (ENG)</td>
<td></td>
<td>Rene Falch Olesen, DSV</td>
</tr>
<tr>
<td>14.35</td>
<td>Options for logistics operators 2015 – the Baltic area (FIN)</td>
<td></td>
<td>Kari-Pekka Laaksonen, Containerships Ltd Oy</td>
</tr>
<tr>
<td><strong>SUPPLIER RISK MANAGEMENT AS A CHALLENGE OF PROCUREMENT</strong></td>
<td></td>
<td>Terrace Hall</td>
<td>Director Ketty Kortelainen, Talent Vectia Oy</td>
</tr>
<tr>
<td>13.20</td>
<td>Accountability in the global procurement chain – Case: Neste Oil and renewable raw materials (FIN)</td>
<td></td>
<td>Simo Honkanen, Neste Oil Oy</td>
</tr>
<tr>
<td>13.45</td>
<td>Monitoring social responsibility in supply networks in practice (FIN)</td>
<td></td>
<td>Matti Kalervo, Kesko Oy</td>
</tr>
<tr>
<td>14.10</td>
<td>CR in the meat chain – Case: Atria’s handprint in traceability (FIN)</td>
<td></td>
<td>Merja Leino, Atria Suomi Oy</td>
</tr>
<tr>
<td>14.35</td>
<td>Supplier selection and validation in international supply chains (ENG)</td>
<td></td>
<td>Pekka Lettijeff, Lettijeff Consulting AB</td>
</tr>
</tbody>
</table>

**Speakers:**

- **Aki Laiho** works as the COO of HKScan and is the acting substitute managing director. As COO he is in charge of livestock supply, producer services, material and service supply and the supply chain management of HKScan.
- **Jari Voutilainen** has worked as Senior Vice President of Logistics for the Metsä Group since May 2013. He has a long and extensive management experience in the field of supply chain management, logistics and operations from working for companies such as Outokumpu, Nokia and Talvivaara.
- **Vesa Punnonen** works as the Managing Director of SOK Retail Int. Oy. He has held several manager positions since 1995. In 2007 he started building the Prisma chain in Russia. At the end of 2013 Mr. Punnonen had opened 17 Prisma stores in the region of St. Petersburg.
- **Juhani Tanayama** has worked as the Operations Director and member of the executive board of the Paulig Group since 2012. Mr. Tanayama has over 15 years of experience in positions relating to production and supply chain management, especially in the sector of groceries.
- **Reijo Reinvall** is the Logistics Distribution Manager for UPM Kymmene. Since 1995 he has worked in production, logistics and supply chain management positions in different UPM divisions. He has extensive experience in logistics outsourcing and procurement.
- **Markus Pütz** is Vice President of Schenker AG who has gained experience for 28 years in the logistics industry and has extensive expertise in the consumer industry. Since 2012. Pütz has been responsible for global field sales and marketing activities.
- **Rene Falch Olesen** is leading the commercial development and sales activities of the DSV Group. Since 2007 he was the managing director of the DSV Road operations in United Kingdom until he joined Executive Management Committee as Chief Commercial Officer in 2013.
- **Kari-Pekka Laaksonen** has been the CEO for Containerships Ltd Oy since January 2012. Previously he worked for 11 years as the Marketing and Logistics Director for Nokian Tyres and before that he held different development and managerial positions in the oil and paper industries for ten years.
AFTERNOON COMMON SESSION

Finlandia Hall
Chair: Taru Lindeman

15.00 Coffee break

ENTREPRENEURSHIP AND FUTURE SUPPLY CHAINS

15.30 Entrepreneurship and international growth – “Where there’s a will there’s a way!” (FIN)
Jarkko Veijalainen, 3 Step IT Group Oy

16.00 KEYNOTE Future supply chains – Convergence of the digital & physical worlds (ENG)
John Phillips, PepsiCo

17.00 The end of Part 1 of the Seminar

17.15 Transport from the Finlandia Hall to the Länsisatama port

Simo Honkanen is Senior Vice President responsible for sustainability and security issues for Neste Oil. Prior to that he was responsible for international stakeholder relations and marketing in the renewable fuels division in Neste.

Matti Kalervo is Vice President of Corporate Responsibility for Kesko. He is responsible for managing corporate social responsibility and product safety. Before joining Kesko he worked in the food and packaging material industries in quality, environment and IT functions.

Merja Leino works for Atria as the Director responsible for quality and sustainability and she is also the Director of the Poultry Business. She has worked for Atria since 1996 in several positions as a specialist and as a director for different business units. She has a Ph.D. in Food Chemistry.

Supply Chain Specialist Pekka Lettijeff served as the Chief Supply Chain Officer at Konecranes Plc Finland until Sept 1st, 2013. He possesses 28 years of experience in global supply chain and procurement functions from executive positions he had with Saab Automobile, General Motors and Nokia Siemens Networks.

Jarkko Veijalainen is the Chairman of the Board and founding partner of 3 Step IT. Mr. Veijalainen worked as the managing director of 3 Step IT from 1997 to 2005. Currently he is helping several other growth companies to expand their businesses.

John Phillips is Senior Vice President, Customer Supply Chain and Global Go-to-Market for PepsiCo. He has been with PepsiCo for over 26 years and has worked in a number of different sales and field operations roles since joining the company as a route salesperson.

...WHEN YOU HAVE TIME FOR ONLY ONE SEMINAR PER YEAR.

SAVE THE DATE AND REGISTER FOR THE LEADING MEETING PLACE FOR LOGISTICS AND PURCHASING PROFESSIONALS IN NORTHERN EUROPE!
THURSDAY 6TH OF FEBRUARY
18.30  Departure of m/s Silja Europa
19.00  GET TOGETHER FORUM  Ocean Club, deck 8
21.00  Dinner, Buffet Europa, deck 8

FRIDAY 7TH OF FEBRUARY
8.00   Breakfast, Buffet Europa, deck 8
8.30   Passengers can go ashore in Tallinn (Terminal D)
10.00–11.45 COACHING FORUM – Leadership Coaching
        Theatre Europa, deck 6

    KEYNOTE  Competitiveness, innovations and management in crisis – Where to find the keys to success?
    Alf Rehn, Åbo Akademi
12.00   Lunch, Buffet Europa, deck 8
12.30   Departure of m/s Silja Europa from Tallinn
13.15–16.00 CONTACT FORUM  – Get to know latest logistics-related products and services and meet decision-makers (FIN ONLY)
        Conference Centre, deck 12

    ROUNDTABLE DISCUSSIONS  (FIN ONLY)
    VIP Lounge, deck 12
13.45–14.30 Cost efficiency from the intelligence available
        Karri Rantasila, VTT
14.45–15.30 Changes in the global value chains
        Mika Uusitalo, PwC
16.00   Arrival of m/s Silja Europa in Helsinki

KEYNOTE
Alf Rehn is Professor of Organizations and Management in Åbo Academy. In the British Times magazine Alf Rehn is mentioned as one of the “stars of the future”. Thinkers 50-page has listed him in their group of “Future business thinkers”. In the Nordic countries Alf Rehn is known as the “rascal” of the academic world.

CONTACT FORUM is compact exhibition event where companies present their services.

An excellent opportunity to learn about the latest logistics-related products and services and to see old colleagues and meet new ones – to network.
Prices for Logistics Seminar

The whole seminar 6-7th February, 2014
750 euros / person (+ VAT) + cruise package
The seminar fee includes the seminar and the meals

Only part 1 at Finlandia Hall, 6th February, 2014
650 euros / person (+ VAT)
The seminar fee includes the seminar and the meals

Only part 2 on m/s Silja Europa, 6-7th February, 2014
390 euros / person (+ VAT) + cruise package

The members of Finnish Association of Purchasing and Logistics (LOGY) will receive discount of 50 euros from the normal price of the whole seminar (cruise package will be added to the price).

Cruise package
Single cabin: 260 euros / person
Double cabin: 215 euros / person
The cruise package includes accommodation in A-class cabins and the meals: dinner, breakfast and buffet-lunch

Invoicing
The registration fee will be invoiced in advance. Cancellation fee is 120 euros / person (+VAT). If we receive the cancellation 8 days or less before the event the whole price will be invoiced. You can transfer the right to participate for an other person.

Registrations
www.logistiikkaseminaari.fi

More information:
Project Manager, Lotte Manninen
The Finnish Association of Purchasing and Logistics
lotte.manninen@logy.fi
+358 40 7178242

Registrations by January 31st, 2014