



# Transform your business!

Collaboration • Creativity • Customer value

[www.logy.fi/en/logyconference](http://www.logy.fi/en/logyconference)



Leading seminar for logistics & purchasing professionals in Northern Europe

## Welcome! The event of the year for logistics & procurement professionals is here.

LOGY Conference is the most important event of the year for logistics and procurement professionals in Northern Europe. In 2017 the event is organized for the 32nd time and the theme of the event in 2017 is Transform your business!

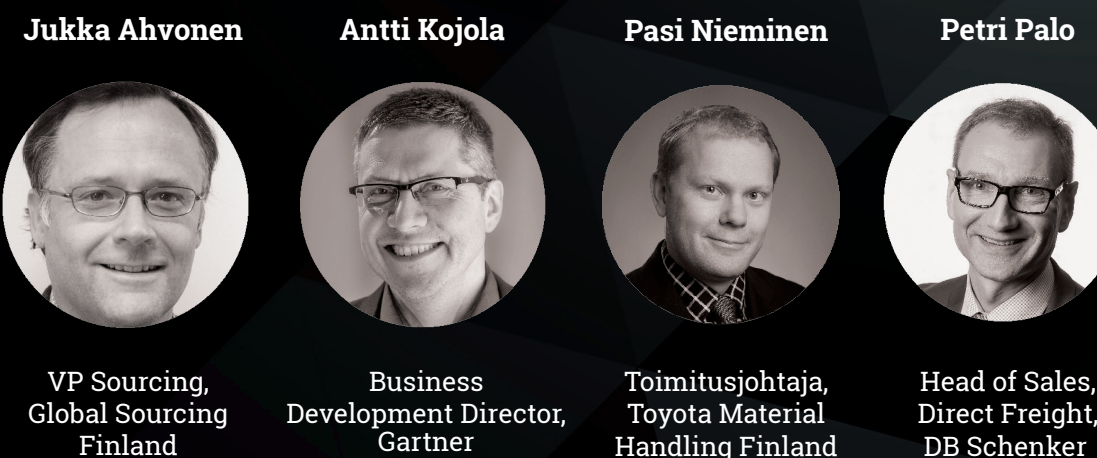
LOGY Conference is organized annually by the Finnish Association of Purchasing and Logistics (LOGY). The seminar is a popular and anticipated international event that has a lot to offer to all actors involved in management of business, SCM, sourcing, intralogistics and material handling, transport and logistics.

The first part of the seminar on February 9th is held in Finlandia Hall (Helsinki), where you can up-date your knowledge on competitiveness and innovative service solutions, supply chain management, supplier risk management and the development of logistics services in a changing business environment as well as on entrepreneurship and future supply chains. The second part of the seminar, February 9th and 10th, includes a cruise to Tallinn, Estonia, on M/S Silja Europa. Our seminar events Meeting Forum, Contact Forum & seminar presentations offer a unique possibility to meet people and network in more informal environment. During this one day cruise you can meet with several useful contacts in a short time - colleagues, competitors, clients and furthermore new contacts!

Chairpersons of LOGY Conference 2017:  
**Peter Nyman & Taru Lindeman**



Afternoon parallel sessions' chairpersons:



Finlandia Hall, Mannerheimintie 13e, 00100 Helsinki

Get your tickets now and transform your business!

**The full seminar program 9.-10.2.2017**  
795 eur per person (+VAT) + cruise  
package

**Only Part 1 at Finlandia Hall 9.2.2017**  
695 eur per person (+ VAT)

**Only Part 2 at M/S Silja Europa**  
390 eur per person (+VAT) + cruise  
package

**Cruise package**  
Single cabin: 260 euros / person  
Double cabin: 215 euros / person

LOGYs members will get 50 euros discount of the seminar's normal price  
(not from the cruise package).  
Member discount is valid until 2.2.2017.

**Registration & more information:**  
[www.logy.fi/en/logyconference](http://www.logy.fi/en/logyconference)

Meet our partners:





# LOGY Conference 2017 is more international than ever - Transform your business!

PART 1: Finlandia Hall, Helsinki 9.2.

PART 2: M/S Silja Europa 9.-10.2.

Afternoon parallel sessions

Finlandia Hall **FIN/ENG**

9.00-9.10

**Olli-Pekka Juhantila**  
Board Chairman,  
LOGY ry


9.10-9.40

**Anne Berner**  
Minister of  
Transport and  
Communications,  
Finland

9.40-10.10

**Jochen Thewes**  
CEO,  
DB Schenker

10.10-10.50


**Mary C. Long**  
Board Chairman,  
Council of Supply Chain  
Management  
Professionals (CSCMP)


10.50-11.20 Coffee break


Finlandia Hall **FIN/ENG**

11.20-12.20

**PANEL DISCUSSION:  
Structural changes and  
transformation  
in services**

**Taavi Heikkilä**  
CEO, SOK &  
Board Chairman,  
Finnish Commerce  
Federation

**Pia-Noora Kauppi**  
CEO, The Federation of  
Finnish Financial  
Services


**Heikki Malinen**  
CEO, Posti

**Mika Vehviläinen**  
CEO, Cargotec

12.20-13.30 Lunch

**LOGISTICS SERVICES**  
Finlandia Hall **FIN/ENG**

13.30-13.35

**Opening  
Petri Palo**  
LOGY Transportation Forum


13.35-14.15

**Demystifying trends:  
delivering insight  
today – creating  
value tomorrow**

**Markus Kückelhaus**  
Vice President,  
Innovation & Trend  
Research,  
DHL Customer Solutions  
& Innovation

14.15-14.55

**Building new  
partnerships -  
establishing  
long term  
collaboration with  
win-win potential**

**Meinderdjan Botman**  
CCO, DSV Solutions A/S

14.55-15.30

**Creating added value with  
customer focus in the  
service sector's structural  
change**  
**Pekka Laitinen**  
CEO, Varova


**SUPPLY CHAIN MANAGEMENT**  
Helsinki Hall **ENG**

13.30-13.35

**Opening  
Antti Kojola**  
LOGY Supply Chain Management  
Forum

13.35-14.15

**Supply chains facing digital  
transformation**

**Teemu Ruska**  
Senior Partner and  
Managing Director,  
The Boston Consulting  
Group Nordic AB

14.15-14.55

**Building competitive  
and sustainable  
supply chain for  
global consumer  
goods company**

**Tiina Nieminen**  
VP, Logistics,  
Fiskars Corporation

14.55-15.30

**AGCO Smart Logistics**  
**Michael Buelow**  
Manager Transportation  
and Logistics, EAME,  
AGCO International  
GmbH


**INTRALOGISTICS**  
Veranda 2

13.30-13.35 **ENG**

**Opening  
Pasi Nieminen**  
LOGY Intralogistics Forum

13.35-14.15 **ENG**

**Packaging optimization –  
overlooked opportunity  
for supply chain  
efficiency and  
sustainability**

**Jack Ampuja**  
President, Supply Chain  
Optimizers & Executive in  
Residence, Niagara  
University

14.15-14.55 **FIN**

**Comprehensive development  
in intralogistics- case Altia**

**Pekka Molarius**  
Logistics Development  
Manager, Altia

14.55-15.30 **ENG**

**ŠKODA-AUTO  
Logistics -  
innovative & global**  
**Tomáš Rais**  
Head of Department  
Logistics Planning  
and System Support,  
ŠKODA-AUTO


**SOURCING**  
Veranda 1 **ENG**

13.30-13.35

**Opening  
Jukka Ahvonen**  
LOGY Sourcing Forum

13.35-14.15

**Managing complex  
value chains by global  
purchasing teams**

**Horst Wiedmann**  
Senior Vice President,  
Head of Strategic  
Materials  
Management &  
Central Services  
ZF-Group,  
ZF Friedrichshafen AG

14.15-14.55

**The European market:  
sourcing chances  
and possibilities  
for medium  
sized companies**

**Mark Borgwardt**  
Head of Purchasing,  
Bühler Technologies  
GmbH

14.55-15.30

**Turbo-boost your  
procurement –  
a case-study of  
procurement outsourcing  
at Thames Water**  
**Ian Bolger**  
Principal, Efficio

From Finlandia Hall to the waves of Baltic Sea!

Finlandia Hall **FIN/ENG**


15.30-16.00 Coffee break

16.00-16.15

The Logistician / Sourcing  
professional and  
the Sourcing /  
Logistics Company or  
Project of the year

16.15-17.00

**KEYNOTE:  
Strategic innovations &  
the denial reaction to  
creative ideas**

**Henkka Hyppönen**  
Creative Director &  
Founder, +1 Agency

17.15

Transportation from  
Finlandia Hall to  
Silja Europa

9.2. 18.30-20.00

Ocean Club, deck 8

**Meeting Forum**

After M/S Silja Europa departs  
from the harbour, we will gather  
to Ocean Club for **Meeting  
Forum**: here you meet your  
colleagues and meet new  
contacts!  
Relaxed networking  
continues during **dinner**.

9.2. 20.30 >

Buffet Restaurant, deck 8

**Dinner**

10.2. 7.00-9.30

Buffet-ravintola, kansi 8

**Breakfast**

10.2. 11.00-14.15

Meeting Section, deck 12

**Contact Forum**

Enjoy breakfast and head to the  
conference deck where the seminar  
program continues with **presen-  
tations** and **Contact Forum**, which  
offers excellent opportunities to  
getting to know our partners and  
networking with other participants.

14.15

Buffet Restaurant, deck 8

**Lunch**

16.00

**Back to Helsinki**

10.2. 9.30-16.00

9.30-10.00  
Theater, deck 6  
**Second Day Opening**

10.00-11.15 **FIN**

Theater, deck 6

**KEYNOTE -  
Outstanding customer  
experience**

**Belinda Gerdt &  
Kari Korkiakoski**  
CEO, Futurelab

12.00-12.45 **ENG**

Meeting Section, deck 12  
(auditorio)


**Globalization strategy of  
a hidden champion and  
its impact on their supply chains**

**Johannes Stemmer**  
Head of Corporate Strategy,  
BEUMER Group GmbH & Co. KG

13.00-13.45 **ENG**

Meeting Section, deck 12  
(auditorio)

**Partnering for procurement**

**Jack Ampuja**  
President, Supply Chain  
Optimizers & Executive in  
Residence, Niagara University

FIN/ENG: Translation fin-eng-fin