



LOGY

11.-12.2.2016

CONFERENCE

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

PART 1 FEBRUARY 11, 2016 FINLANDIA HALL

▪ KEY TRENDS AND BEST PRACTICES IN SUPPLY NETWORKS

PART 2 FEBRUARY 11-12, 2016 M/S BALTIC QUEEN

▪ GET TOGETHER FORUM ▪ COACHING FORUM ▪ CONTACT FORUM

**“WHEN TIME IS LIMITED LOGY CONFERENCE OFFERS
EXCELLENT NETWORKING, POSSIBILITIES AND
NEW CONTACTS.”**

LOGY

LOGY CONFERENCE 2016

PART 1 FEBRUARY 11, 2016 FINLANDIA HALL

KEY TRENDS AND BEST PRACTICES IN SUPPLY NETWORKS

MORNING

Finlandia Hall • Chair persons: Taru Lindeman and Peter Nyman • translation fin-eng-fin

- 08.00** Registration and morning coffee
- 09.00** **Opening of the conference** (FIN)
Markku Henttinen, CEO, Finnish Association of Purchasing and Logistics LOGY
- 09.10** **KEYNOTE Economic perspectives** (FIN)
Erkki Liikanen, Governor, Bank of Finland
- 09.40** **KEYNOTE Supply Chain Megatrends - Past, present and future**
Theodore P. Stank, Bruce Chair of Excellence, Global Supply Chain Institute, University of Tennessee
- 10.20** **KEYNOTE Future digital environments - information security and risks**
Harri Koponen, Managing Director, SSH Communications Security
- 11.00** Coffee break

- 11.30** **PANEL DISCUSSION**
How digitalization affects businesses and supply chains? (FIN)
- **Kati Hagros**, SVP, Development and Digital Executive, KONE
 - **Tuomo Haukkovaara**, CEO, IBM Finland
 - **Paula Laine**, Strategy Director, Sitra
 - **Anni Ronkainen**, Chief Digital Officer, Kesko
- 12.30** Lunch

“I WOULD RECOMMEND LOGY CONFERENCE TO ALL OF THOSE DECISION MAKERS WHO WANT TO FOLLOW THE UPDATES IN THE FIELD OF LOGISTICS AND SUPPLY CHAIN MANAGEMENT.”



Markku Henttinen is the Managing Director of Finnish Association of Purchasing and Logistics (LOGY). He has diverse experience from different managerial positions in logistics. His previous employers include John Nurminen, Inex Partners, Kitiolinja-Scansped, Schenker, Indoor Group and Transpoint.



Erkki Liikanen has been Governor of the Bank of Finland since 2004. He is a former EU Commissioner, Ambassador and Minister of Finance and one of the longest serving members of the Governing Council of the European Central Bank. Mr. Liikanen is also Chairman of the ECB Audit Committee and Governor of the International Monetary Fund for Finland. In the early 1990's, Mr. Liikanen was head of the Finnish Mission to the European Union. Before commencing his international career, he was Minister of Finance for Finland.



Dr. **Theodore P. Stank** has performed consulting and executive education services for over 50 organizations (including Dell, Kellogg's, IBM, Siemens, Sony, Walgreens, Walmart). He serves as Chairman of the Board of Directors of the Council of Supply Chain Management Professionals. He has received numerous awards for his research and teaching, and was named a Logistics Rainmaker by DC Velocity magazine.



Harri Koponen is CEO of SSH Communications Security. Prior to joining the company, Harri was CEO of NPTV and prior to that COO of Rovio Entertainment, creating the global merchandising and licensing business of their Angry Birds brand. He has been President and CEO of three major telecommunications companies, Sonera, Wataniya, and Tele2. He has also lived in the United States serving as Managing Director of Sony Ericsson (North and Central America) and Head of Ericsson Consumer Products Division for North America.

PANEL DISCUSSION



Kati Hagros is responsible for digitalization development at KONE. Previously, she worked as CIO of KONE and in various management positions in logistics, strategy, quality and IT at Nokia. Hagros is also Chairman of the Board at Foundation for Aalto University of Science and Technology and a member of the Board of Directors of Nixu Oyj and aTalent Recruiting.



Tuomo Haukkovaara is General Manager of IBM Finland. He has a long career at IBM covering multiple responsibilities from customer representative to managing significant business units both nationally and internationally. Prior to his current role, he was responsible for Global Technology Services at IBM Finland. Tuomo is also Chairman of the board of AmCham.



Paula Laine Strategy Director for Sitra. She is responsible for strategy, research activities and foresight. System thinking and strategical perspective have traveled with Paula through her career – the first ten years in the telecoms sector and then at Sitra tackling societal challenges.



Anni Ronkainen is Kesko's Chief Digital Officer, responsible for business development, the digital business environment and marketing. She is also a member of the Group Management Board. Anni previously worked as Google's Country Manager in Finland and Industry Head with responsibility for large-scale customers at Google. She has also been CEO of the McCann Helsinki Group advertising agency and Business Group Director of Satama Finland Oy.

AFTERNOON PARALLEL SESSIONS - TRENDS AND BEST PRACTICES

Finlandia Hall and Helsinki Hall • translation fin-eng-fin

SUPPLY CHAIN MANAGEMENT

Finlandia Hall
Chair: Antti Kojola,
LOGY SCM forum chair

LOGISTICS SERVICES

Helsinki Hall
Chair: Pekka Aaltonen,
CEO, Logistiikkayritysten Liitto

SOURCING

Veranda 1
Chair: Sari Hakkarainen,
LOGY Sourcing forum chair

INTRALOGISTICS AND MATERIAL HANDLING

Veranda 2
Chair: Pasi Nieminen,
LOGY Intralogistics chair

13.40 **Cross-functional collaboration – tools for identifying and mitigating supply chain risks (FIN)**
Nina Anttila, Chief Supply Chain Officer, Reima

14.10 **Demand Supply Balancing in Practice – Konecranes Case study (FIN)**
Toni Sirviö, Director, Head of planning, Konecranes

14.40 **ICT-TRACK Next-Generation Technology and Innovations in Supply Chain Planning (FIN)**
Tommi Ylinen, VP Products, RELEX Solutions

15.10 **Demand-based supply chain optimization using IOT – Enevo Case study (FIN)**
Pirkka Palomäki, COO & CTO, Enevo

Purchasing of logistics services in practice (FIN)
Jussi Juhola, Head of Logistics, Nokian Tyres

ICT-TRACK How do new technologies improve logistics services? (FIN)
Aku Hoppo, CEO & Co-founder, Proventuri

Key trends in global freight forwarding and innovation in logistics
Kim Pedersen, EVP, Geodis Freight Forwarding

New demands for consumer-driven logistics setup
Arne B. Andersson, eCommerce Adviser, PostNord

ICT-TRACK Creating procurement value in the era of big data
Sammeli Sammalkorpi, Co-founder, Sievo

Procurement 2020 – trends in procurement – where are we heading
Søren Vammen, CEO, DILF

How sourcing is driving true business value – case Ericsson
Simona Pavelescu, Head of Sourcing Services, Ericsson

The future of procurement – the progress from art to science
Stéphane Morel, Head of Procurement Capabilities Development, Novartis

A Warehousing Time Travel – from the 1990's to 2030
Christian Prasse, Responsible for Strategic Development, Fraunhofer Institute for Material Flow and Logistics (IML)

Modern warehousing and efficient intralogistics solutions – case Stockmann
Elina Laine, Program Manager, Stockmann & **Ole Madsen**, Director, SSI Schäfer Nordic

Automation building an efficient cargo terminal – Finnair Cargo Case study (FIN)
Janne Tarvainen, VP Head of Cargo & **Ari Soinola**, Director Cargo Excellence, Finnair Cargo

ICT-TRACK Intelligence to processes of intralogistics and material handling (FIN)
Janne Viinikkala, CEO, Leanware



Nina Anttila is a supply chain management professional who currently works as Chief Supply Chain Officer for Reima. Her previous working history has involved a variety of management positions in sales and supply chain management (Konecranes, Nokia, MediNeuvo, Alcatel). Prior to joining Reima, Nina was responsible for development of supply chain management at Konecranes.



Toni Sirviö Director, Head of Planning for Konecranes, has been working with the company since 2005. Prior to this, he worked at Tellabs. In his current role, Toni is responsible for operational functions of Demand-Supply Balancing process and business development.



Tommi Ylinen, MSc. (Tech), joined RELEX from Helsinki University of Technology and has since launched RELEX's operations in the UK and is now VP of Product. Prior to his work at RELEX, Tommi worked as a Development Manager with Kesko Food where he played a key role in developing and implementing processes for forecasting and automated replenishment.



Pirkka Palomäki is COO & CTO at Enevo. Prior to joining Enevo, he worked at F-Secure Corporation in several executive management positions including roles as head of strategy, CTO and Interim CEO. Earlier in his career, he was with Telecom Finland (currently TeliaSonera) in business development and product marketing roles.



Jussi Juhola has been working for Nokian Tyres Plc since 2003 in various procurement, supply chain and logistics positions. Currently, as Head of Logistics, he has global responsibility for logistics operations including customer service and order-to-deliver processes within the company.



Aku Hoppo is the driving force behind Proventuri. He is an enthusiastic entrepreneur with a track record of 15+ years in international business development, product management, management and sales. Before joining Proventuri, Aku worked at Itella in the role of VP of eCommerce. Aku holds a bachelor's degree in Finance and also an MBA from Henley Business School.



Kim Pedersen is EVP of Geodis Freight Forwarding. He has been with Geodis Group since 2007. His previous positions include Chief Marketing Officer, member of the Board of Geodis Wilson, Deputy Chief Marketing Officer, Vice President and Regional Vice President for the Nordic Region. Before joining Geodis he was Managing Director of TNT Freight Management.



Arne B. Andersson works as spokesman and senior advisor at PostNord, and he is a frequent lecturer and advisor to Nordic eCommerce and retail companies. He has long been a key part of eCommerce development since the very beginning in the middle of the 1990s.



Sammeli Sammalkorpi is a software entrepreneur and procurement enthusiast. Sammeli is co-founder of Sievo, a company that helps its clients take control of all their procurement information. In his role at Sievo, Sammeli has spent the last 15 years working with companies such as Carlsberg, Schindler and ISS to identify, capture and communicate procurement value.



Søren Vammen is CEO of Kairos Commodities and DILF – The Danish Purchasing & Logistics Forum and holds an MSc in Organizational Behavior and Psychology. Søren has worked on development of supply management and HRD within the supply management area for nearly two decades and has been heavily involved in procurement transformation programs for a number of global companies.

AFTERNOON JOINT SESSION

Finlandia Hall • Chair person: Taru Lindeman • translation fin-eng-fin

- 15.40 Coffee break
- 16.00 **The announcement of the winners of the Logistician / Sourcing professional and the Sourcing / Logistics Company or Project of the year 2015 and the awards ceremony (FIN)**
Markku Henttinen, CEO, LOGY ry
- 16.15 **KEYNOTE Finland's success is in its own hands**
Bruce J. Oreck, Executive in Residence, Aalto University, the former United States Ambassador to Finland (2009-2015)
- 17.00 LOGY Conference first part ends
- 17.15 Transport from Finlandia Hall to Länsisatama Port



Simona Pavelescu (MSc Computer Science, EMBA) is one of the senior Sourcing executives at Ericsson, a member of the Ericsson Sourcing Board, and Head of Sourcing Services. After 6.5 years in the IT consultancy field, she joined Ericsson in 2007. She was nominated for the Ericsson Global Services Hero Award for her activity. Simona has built a new center of excellence in Sourcing from scratch and formed a true services culture with these activities.



Stéphane Morel is Head of Capabilities Development in Procurement at Novartis. He has 20 years of experience in Procurement in several local & global management roles within the Retail, Automotive and Healthcare sectors. At Faurecia and Novartis, he was in charge of changing & improving the Procurement function through organizational optimization. He is a mentor, a teacher at several universities and business schools, a blogger and an author.



Christian Prasse has been working for Fraunhofer Institute for Material Flow and Logistics (IML) for the last 15 years. He is responsible for strategic development covering the fields of Material Flow and Transport System (facility logistics) Planning, Total Production Management (TPM) and Computer Vision (research focus). Christian is also a member of the EfficiencyCluster LogisticsRuhr Management responsible for Innovation and Transfer.



Elina Laine is the program manager at Stockmann's Distribution Centre program. Once the Centre goes live, she will return to her position as Stockmann Retail Finland's logistics manager – a position she has held since 2009.



Ole Madsen is responsible for SSI Schäfer in 16 countries covering the Northern and Eastern Europe region. SSI Schäfer is one of the world's leading suppliers of Intralogistics solutions for warehouses and distribution centers. Ole has been in the business for 20 years.



In his role as Vice President, Head of Cargo, **Janne Tarvainen** is responsible for Finnair Cargo. He is an airline industry professional with wide competencies and more than 20 years of experience in various management and senior level positions within Finnair (e.g. Vice President, Aircraft Maintenance & Engineering and Head of Operations Control Center) prior to his current role.



Ari Soinala is Finnair's Director Cargo Excellence and he started his Finnair journey more than 20 years ago with Finnair Cargo. Ari's responsibility is to ensure that Finnair Cargo has the new cargo terminal and new IT system up and running by early 2017. Ari also looks after eFreight development at Finnair.



Janne Viinikala is CEO of Lenware. He has long and wide-ranging experience in renewals of both industry and logistics processes. His areas of expertise include Lean in internal logistics, warehouse automation, production flow and related information systems.



Bruce J. Oreck is the former United States Ambassador to Finland (2009-2015) and is currently an Executive in Residence at Aalto University. He is a founder of the Zero Carbon Initiative. He obtained his BA from The Johns Hopkins University, Juris Doctorate from Louisiana State University and Masters of Law from NYU. He practiced law for over 25 years and is the author of several books on taxation and has had a successful career as a speaker and lecturer.

PART 2 FEBRUARY 11-12, 2016 M/S BALTIC QUEEN



THURSDAY 11.2.

- 18.30 Departure of m/s Baltic Queen
- 18.30 **MEETING FORUM**, Conference Deck, Deck 5
- 21.00 Dinner, Buffet Tallink, Deck 7

FRIDAY 12.2.

- 08.00 Breakfast, Buffet Tallink, Deck 7
- 10.00 **COACHING FORUM**
Agile development and customer requirements
- how decision-making and management must change (FIN)
Tuomas Syrjänen, CEO, Futurice
Starlight Palace, Deck 6
- 11.15 **CONVERSATION FORUM:**
Management and business development
- experiences from practice
Starlight Palace, Deck 6
- 12.00 Lunch, Buffet Tallink, Deck 7
- 12.30 Ship departures from Tallinn
- 13.00 **CONTACT FORUM** – Business, innovations & networking
Conference Deck, Deck 5
- 16.00 Arrival back in Helsinki



Tuomas Syrjänen is one of the founders and CEO of Futurice since 2008. He is one of the lean management pioneers in Finland. He

is interested in themes of digitalisation and organizational development. Fakta-magazine has chosen Syrjänen as Executive of the Year in 2013. Syrjänen is a member of the Board of Directors Fira.

Futurice is an international high-growth company that builds innovative digital solutions to customers. Futurice has been awarded twice with the Great Place to Work -award in Europe.

PRICE AND REGISTRATION

Prices for LOGY Conference

The whole seminar 11.-12.2.2016

795 euro / person (+ VAT) + Cruise package

The seminar fee includes the seminar and the meals

Only part 1 at Finlandia Hall 11.2.2016

695 euro / person (+ VAT)

The seminar fee includes the seminar and the meals

Only part 2 at m/s Baltic Queen 11.-12.2.2016

390 euro / person (+ VAT) + Cruise package

The members of Finnish Association of Purchasing and Logistics (LOGY) will receive discount of 50 euro from the normal price of the whole seminar. (This discount is not valid in the Early Bird price of the 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 another person.

Registration

www.logyconference.fi

Lotte Manninen

The Finnish Association of Purchasing and Logistics

lotte.manninen@logy.fi

+358 40 7178242

Registrations by February 4th, 2016

LOGY CONFERENCE IS THE LEADING MEETING PLACE FOR LOGISTICS AND PURCHASING PROFESSIONALS IN NORTHERN EUROPE.

LOGY Conference is a popular and anticipated international event that has a lot to offer to all actors involved in SCM, purchasing, material handling, warehousing, transports and logistics.

LOGY Conference gathers together almost 1000 participants. It is one of the most important platforms, a place to up-date your information on current questions and to meet with other professionals and trendsetters of this field.

DID YOU KNOW...

- **THIS IS THE OLDEST PROFESSIONAL SEMINAR IN THIS FIELD**
- **SEMINAR IS ORGANIZED BY THE FINNISH ASSOCIATION OF PURCHASING AND LOGISTICS LOGY**
- **THERE HAS BEEN OVER 1000 PARTICIPANTS PER YEAR**
- **THE MOST INTERESTING SPEAKERS FROM THE FIELD**
- **TRENDS FROM SCM, PURCHASING, MATERIAL HANDLING, WAREHOUSING, TRANSPORTS AND LOGISTICS**

LOGY reserves the right for changes

LOGY

Nuijamiestentie 3 A, 00400 Helsinki, www.logy.fi