

Industrial Services are of emerging importance in today's business. New business models are needed to support customer value creation. All in all, companies face a wide range of challenges as Industrial Services evolve.

**The most recent views on profit creation for companies will be presented by leading international companies and research scientists at the**

# 2nd Industrial Service Business Day

**May 12, 2005** Hotel Rantasipi,  
Hyvinkää Sveitsi, Finland



BestServ Forum was established by Technology Industries of Finland to build up a knowledge-sharing network of companies, researchers and consultants with a special interest in industrial service business. Currently BestServ Forum's active partners comprise 30 companies, Technology Industries of Finland, the National Technology Agency (Tekes), and the Technical Research Centre of Finland (VTT). The second Industrial Service Business Day is organized by BestServ Forum and TechVilla.

**Technology  
Industries**  
of Finland

**BestServ**

**TECHVILLA**



# Program

<b>8:30</b>	Registration & coffee
<b>9:00–9:10</b>	<b>Introduction</b> Chairman, BestServ Forum Hannu Tuominen, Director, Vaisala Oyj
<b>9:10–10:30</b>	<b>Value Configuration Approach to Business Models</b> Øystein Fjeldstad, Professor, BI – The Norwegian School of Management
<b>10:30–10:50</b>	Break
<b>10:50–11:30</b>	<b>Our path to Performance Partnership</b> Ilkka Tykkyläinen, Senior Vice President, ABB Oy, Service
<b>11:30–12:10</b>	<b>From Scheduled to Condition Based Maintenance</b> Christer Kantola, VP Maintenance Services, Wärtsilä Oyj
<b>12:10–13:10</b>	Lunch
<b>13:10–13:50</b>	<b>Service and Innovations at DNV</b> Per Eskeland, Det Norske Veritas
<b>13:50–14:30</b>	<b>KCI Konecranes' Strategic Service Development from Past to Present</b> Nelli Paasikivi, Development Director, Konecranes Service Oy
<b>14:30–15:00</b>	Break
<b>15:00–16:00</b>	<b>Business Model Transition from Manufacturing into Knowledge Oriented Service Business</b> Christian Grönroos, Professor, Swedish School of Economics and Business Administration
<b>16:00–16:20</b>	<b>Testing of Industrial Services</b> Heikki Rekola, Rekola Design Oy
<b>16:20–16:30</b>	<b>BestServ Forum Information</b>
<b>16:30–16:45</b>	<b>Closing remarks</b>
<b>16:45–18:00</b>	Buffet

## 2nd Industrial Service Business Day

May 12, 2005 Hotel Rantasipi, Hyvinkää Sveitsi, Finland



### Conference Time and Venue

Thursday, May 12, 2005  
Hotel Rantasipi, Hyvinkää, Finland  
<http://www.rantasipi.fi> (Sveitsi)  
(Accommodation; ask for conference rate (95 EUR/night))

### Registration

at the latest May 4, 2005 at <http://www.techvilla.fi>  
or using the registration form (send by telefax or e-mail)

### Conference Fee

250 EUR (+VAT 22%) including attendance, meals and refreshments according to the program, conference materials and new book "Opas teollisuusyrityksille palvelujen testaukseen" (in Finnish with English summary: "Testing of Industrial services").  
Payment will be invoiced.  
Cancellation policy: After May 4, 100 EUR (+VAT 22%) will be charged.

Conference language will be English

### For further conference information, please contact:

Jorma Helin, tel. +358-50-306 6015  
[jorma.helin@techvilla.fi](mailto:jorma.helin@techvilla.fi)  
Petri Kalliokoski, tel. +358-40-526 7122  
[petri.kalliokoski@vtt.fi](mailto:petri.kalliokoski@vtt.fi)

## REGISTRATION FORM

### 2nd Industrial Service Business Day

May 12, 2005

- Telefax: 358-19-871 2205
- Internet: <http://www.techvilla.fi>
- E-mail: [petra.behm@techvilla.fi](mailto:petra.behm@techvilla.fi)
- Tel. +358-40-724 5390

Name/Title \_\_\_\_\_

Company/Organisation \_\_\_\_\_

Address (also for invoicing) \_\_\_\_\_

E-mail \_\_\_\_\_ @ \_\_\_\_\_