

**Company Case Studies and
Research Insights into
World Class Service Business and
Best Practices**

6th Industrial Service Business Day

**April 21, 2009. Congress Centre Sibelius Hall,
Ankkurikatu 7, Lahti**

The most recent views in service business will be presented by leading international companies and research scientists at the 6th Industrial Service Business Day by BestServ Forum. This year the presentations will emphasize in the following themes in particular:

- Service Design and Design for Services
- Service Organisation and Management
- Service Business during Recession

BestServ Forum is a network for knowledge sharing and learning between companies, researchers and consultants, whose goal is to develop industrial service business. BestServ Forum aims to support profitable service business with its activities. The network was established by The Federation of Finnish Technology Industries. Today the BestServ Forum partners comprise of 30 company members and VTT - Technical Research Centre of Finland.

6th Industrial Service Business Day is organised by The Federation of Finnish Technology Industries.

PROGRAMME

- 8:30-9:00** **Registration and coffee ***
- 9:00-9:15** **Opening and objectives**
Kim Kaijasilta, Chairman, BestServ Forum. Business Development
Manager, Vaisala Oyj
- 9:15-10:00** **Branding in Service Business**
Timo Everi, Managing Director, Hasan & Partners Oy
- 10:00-10:30** **Lead and Organize Parts Business in a Global Company**
Tapani Tilus, Manager – Parts Business, Konecranes Oyj
- 10:30-11:00** **Coffee Break ***
- 11:00-11:45** **Design, Make and Serve: Seeing, Thinking & Doing the Whole**
Stephen Evans, Professor of Life-cycle Engineering, Head of Department,
Cranfield University UK
- 11:45-13:00** **Lunch ***
- 13:00-13:30** **Service Design for and with People**
Tuuli Mattelmäki, Senior Researcher, Taik / Service Factory
- 13:30-14:15** **Commercialising Services in Technical Wholesale Business**
Tuomo Väänänen, First Executive Vice President, Onninen Oy
- 14:15-14:45** **Coffee Break ***
- 14:45-15:30** **Global Economic Crisis – Implications for Finnish Industries and
Innovation**
Pekka Ylä-Anttila, Managing Director, Etlatiето Oy
- 15:30-16:00** **Panel Discussion**
Presenters
- 16:00-17:00** **Buffet***

*** During the breaks:**

The seminar participants have an opportunity to discuss about ongoing service business research projects. Selected projects and Tekes' Serve programme have a stand and poster at the lounge area. The project representatives will also present gladly their research questions, approaches and results of their projects.

VENUE

Congress Centre Sibelius Hall,
Ankkurikatu 7, Lahti
www.sibeliustalo.fi

PARTICIPATION FEE:

350 EUR (+VAT 22 %) including attendance, meal and refreshments according to the program and conference materials. Payment will be invoiced.

No-shows and if participation is cancelled on the conference day, participation fee will be charged in full.

REGISTRATION AND MORE INFORMATION

Click:

www.teknologiateollisuus.fi/fi/uutishuone/tapahtumat/2009-4/isbd-industrial-service-business-day-2009

More information also through:

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