

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

7th Industrial Service Business Day

April 27, 2010.

Tamperetalo, Yliopistonkatu 55, Tampere

The most recent views in service business will be presented by leading international companies and research scientists at the 7th Industrial Service Business Day by BestServ Forum. This year the presentations will emphasize in the following themes in particular:

- Service attitude - that is what counts.
- How to make the transformation happen?

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 over 20 company members and VTT - Technical Research Centre of Finland.

7th 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**
Juha Hulkkonen, Chairman, BestServ Forum. Business Development Executive, IBM Global Business Services.
- 9:15-10:00** **Post Industrial Manufacturing Goods and Services**
Stephen Fox, Senior Research Scientist, VTT
- 10:00-10:45** **Mindset and strategic approach to Service Businesses**
Taneli Tikka, Entrepreneur & professional board member, Wisdom Like Silence, Ltd.
- 10:45-11:15** **Coffee Break ***
- 11:15-11:45** **Managing transformation from product oriented organisation culture towards customer oriented culture**
Maaria Nuutinen, Project Manager of ServO –project.
- 11:45-13:00** **Lunch ***
- 13:00-13:45** **Managing and integrating customerships in a business takeover**
Lassi Määttä, CEO, Barona Solutions Oy
- 13:45-14:30** **Localized Service in a Global Way – Opportunity for Competence Management**
Tenhunen Päivi, Senior Project Manager, Service Development, KONE Oyj.
- 14:30-15:00** **Coffee Break ***
- 15:00-15:45** **Development of Economic Outlook: Finland in the Global Economy**
Jussi Mustonen, Director, Confederation of Finnish Industries – EK
- 15:45-16:30** **Panel Discussion - the transformation on how services are sourced**
Chairman and Presenters
- 16:30-17:00** **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 present gladly their research questions, approaches and results of their projects.

VENUE

Tamperetalo,
Yliopistonkatu 55, Tampere
www.tamperetalo.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:

<http://www.teknologiateollisuus.fi/fi/ uutishuone/ tapahtumat/2010-4/7th-industrial-service-business-day? ilmoittaudu>

MORE INFORMATION:

<http://www.teknologiateollisuus.fi/fi/ uutishuone/ tapahtumat/2010-4/7th-industrial-service-business-day>

More information also through:

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