

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

# **5<sup>th</sup> Industrial Service Business Day**

**April 24, 2008. Hotel Holiday Inn,  
Messuaukio 1 (Messukeskus), Helsinki**

The most recent views on profit creation in service business will be presented by leading international companies and research scientists at the 5th Industrial Service Business Day by BestServ Forum. This year the presentations will emphasize two themes in particular:

- Understanding the customer in service business
- Transformation and especially managing the transformation into a service company

BestServ Forum is a network for knowledge sharing and learning between companies, researchers and consultants, who are interested in 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.

5th 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**     **Developing sales leadership: Managing the revolution from providing technology to providing solutions and service**  
Professor Kaj Storbacka, Business Universiteit Nyenrode. Founder, Vectia Ltd.
- 10:00-10:30**   **Fresh Food - from products to consumer and customer orientated solutions**  
Merja Leino, Director, Convenience Food & Poultry Business Unit. Group Vice President, Quality and Safety, Atria Group Ltd.
- 10:30-11:00**   **Coffee Break \***
- 11:00-11:45**   **Facts and figures in service – a German perspective**  
Dr. Volker Stich, Management Director, FIR - Forschungsinstituts für Rationalisierung, Germany
- 11:45-13:00**   **Lunch \***
- 13:00-13:45**   **Implementing service strategy: Building global service business through acquisitions. Case: Wärtsilä**  
Thorleif Holm, Regional Sales Director, Wärtsilä Corporation.
- 13:45-14:15**   **Customer experience & service design innovation**  
Tuomo Ketola, Ego Beta, Service Design & Business Development
- 14:15-14:45**   **Coffee Break\***
- 14:45-15:30**   **Moving towards service opportunities in environmental observations - Case: Vaisala**  
Scott Sternberg, Division Director, Vaisala Services
- 15:30-15:45**   **Summary and Final Discussion**  
Kim Kaijasilta , Chairman, BestServ Forum. Business Development Manager, Vaisala Oyj
- 15:45-17:00**   **Buffet and Poster Session \***

**\* During the all the breaks:**

Several ongoing research projects concerning service business have a stand (project representative and poster) in the lounge. Seminar participants have the opportunity to discuss approaches, research questions and results of these projects with the project representatives.

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## VENUE

Hotel Holiday Inn, Messuaukio 1  
(Messukeskus), Helsinki

[www.finnexpo.fi](http://www.finnexpo.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.

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## REGISTRATION:

[www.teknologiateollisuus.fi/seminaarit](http://www.teknologiateollisuus.fi/seminaarit)

- 5th Industrial Service Business Day
- Ilmoittautumislomake

## MORE INFORMATION

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or <http://www.bestserv.fi/events.html>