

INVITATION: CONFERENCE

# MARITIME TECHNOLOGY AND BUSINESS DEVELOPMENT

This conference addresses a number of key challenges and opportunities for companies in the maritime industry, with a focus on innovation



CBS MARITIME



CBS COPENHAGEN BUSINESS SCHOOL  
HANDELSHØJSKOLEN

# Program Of The Day

8.30: Registration and Breakfast

9.00-9.10: Welcome and introduction by Henrik Sornn-Friese, Director of CBS Maritime

## *Session 1: Regulation and Innovation*

*What challenges arise when pursuing innovation based on future regulations? Innovation is driven by the push from regulatory bodies, on the one hand, and the pull from the market mechanisms, on the other. Rule driven innovation is however, associated with a number of specific uncertainties. This session will provide three presentations reflecting on this theme.*

9.10-9.35: Rule driven innovation in the maritime industry – the impact of environmental regulation, by Jeppe Skovbakke, Senior Marine Technical Officer, BIMCO

9.35-9.50: Environmental regulation as a driver for technology development, by Jenny Braat, CEO, Danish Maritime

9.50-10.15: The importance of regulation in product innovation – a company perspective, by Rasmus Folsø, CEO, DESMI Ocean Guard

10.15-10.25: Q & A, Henrik Sornn-Friese, Director of CBS Maritime

10.25-10.55: Coffee break

## *Session 2: Joint Innovation*

*How to facilitate joint innovation projects? Innovation is becoming an increasingly important competitive factor for companies in the maritime industry. For many actors, however, this type of innovation collaboration is also becoming increasingly challenging, as the maritime industry has been exposed to consolidation and globalization and the individual organizations have become more complex. The aim of this section is to discuss how to facilitate joint innovation projects in the maritime industry.*

10.55-11.20: Innovation in the maritime industry – challenges and opportunities from a research perspective, by Thomas Roslyng Olesen, Postdoc, CBS Maritime

11.20-11.45: Joint innovation in the maritime industry from a customer perspective, by Gregers Kudsk, Vice President, Mærsk Drilling

11.45-12.10: Development of PureSOx – experiences of joint innovation from a suppliers perspective, by Jens Peter Hansen, R&D Manager, Alfa Laval

12.10-12.20: Q & A, Henrik Sornn-Friese, Director of CBS Maritime

12.20-13.20: Lunch & coffee

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# Program Of The Day

## *Session 3: Innovation and Servitization*

*What does it take for marine suppliers to servitize and is there a market for long term service agreements in the maritime sector? In the past decade servitization has become a keyword for most companies in high wage countries when it comes to the ability to differentiate from the competitors. In this regard technology- and management innovation are key factors.*

13.20-13.45: Innovation and servitization in the maritime industry, by Juliana Hsuan, Professor, OM, CBS

13.45-14.10: IT solutions as a tool for providing services – 25 years of maritime service, by Troels Severinsen, CEO, Logimatic & Michael Paarup, CEO, Logimatic Solutions

14.10-14.35: Servitization, from product sales to service sales, by Anne Norup Larsen, Manager, MAN PrimeServ

14.35-15.00: Is there a market for long-term solution-based service agreements in the shipping industry? by Stig Holm, General Manager, Thome Ship Management

15.00-15.10: Q & A, Henrik Sornn-Friese, Director of CBS Maritime

15.10-15.15: Concluding remarks by Henrik Sornn-Friese, Director of CBS Maritime

15.15: Reception

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## BACKGROUND

The development of new products and services are key competitive factors for maritime equipment suppliers. However, key economic and political processes pertaining to globalization, growth and consolidation, new legislation, and increasingly complex organizations have made product and service innovation increasingly difficult.

This conference aims to facilitate innovation through knowledge sharing of best practices, and will examine how product and service innovation in the maritime supply industry can be strengthened despite the many challenges. The speakers are researchers on innovation, industry participants from various nodes in the global maritime supply chain, and representatives from different industry associations.

## DATE AND TIME

31. March 2016, 8.30am-15.15pm.

## VENUE

Kilen, Kilevej 14, 2000 Frederiksberg, room Ks 48.

## REGISTRATION

Please register with your name, email, position, and organization by 23 March 2016 via the [TINV webpage](#).

The conference is free of charge.

Please note that a no-show fee of 450 DKK will be added if you do not cancel at least 24 hours before the conference.

## WEBPAGE

Read more about the conference on the CBS Maritime [webpage](#).

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