

Breakfast round table and networking event

Create and Capture Added Value!

Successful value management in sales and pricing

Clarion Hotel Helsinki Airport, Helsinki, October 3, 2017

Dear Sir or Madam,

You are hereby cordially invited to the upcoming breakfast seminar and networking event hosted by Simon-Kucher & Partners.

Nordic manufacturing companies have always excelled in creating sophisticated products and maintaining strong customer relationships. Global competitive pressure is commoditizing more and more markets, however, and procurement departments are becoming increasingly skilled at putting the emphasis on price during negotiations. To stay competitive, Nordic companies need to build out their ability to create value and capture a fair share of this value. Companies that either fail at creating or capturing value will not have the resources to invest in the R&D and innovation necessary to compete in the future.

Join our industry experts as they share best-practices, approaches and project examples from the most successful companies.

What the event is about:

The Helsinki round table and networking event is a breakfast seminar hosted at the Clarion Hotel Helsinki Airport. During the event we offer you the opportunity to kick-start your day by attending two seminars and a round table discussion hosted by Simon-Kucher & Partner's Nordic experts within the manufacturing industry. A buffet breakfast service will be available during the event.

Why attend?

- Receive valuable insights into industry best practices
- Gain hands-on advice on how companies in the manufacturing industry can create and get paid for the value they create
- Take the opportunity to discuss your topics of interest with industry experts
- Enhance your competitiveness in today's market

Speakers**Andree Radloff**

Senior Director
Simon-Kucher & Partners

**Tommy Arvinell**

Director
Simon-Kucher & Partners

Simon-Kucher & Partners

Simon-Kucher & Partners is a global consulting firm with 1,000 professionals in 34 offices worldwide focusing on TopLine Power®. Founded in 1985, the company has more than 30 years of experience providing strategy and marketing consulting and is regarded as the world's leading pricing advisor. To find out more, go to www.simon-kucher.com

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Agenda

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08:00–08:20 a.m.	Registration and breakfast/welcome coffee
08:20–08:30 a.m.	Welcome and introduction
08:30–09:30 a.m.	Round 1: Create value Andree Radloff <ul style="list-style-type: none">▪ Align R&D and product design with value creation opportunities▪ Monetize your investments in innovation▪ Shape your value proposition around your core offering▪ Price your products according to willingness to pay
	Round 2: Capture value Tommy Arvinell <ul style="list-style-type: none">▪ Counter aggressive price competition▪ Make more money from value added services, information and software▪ Equip sales to sell on value, not on price
09:30–10:00 a.m.	Round table discussion
10:00–10:30 a.m.	Networking

Further reading:

Companies invest substantial amounts in designing and building products. Yet many struggle to monetize them. Billions of dollars are spent and lost every year because more than 70 percent of innovations fail to meet their financial goals – or fail entirely.

#1 Amazon New Release on product design

www.monetizinginnovation.com



10k copies of
**Monetizing
Innovation**
sold

Registration

Please register by **September 18th, 2017**.

To register, please go to <http://www.simon-kucher.com/en/events/Helsinki-Breakfast-Event>. Participation is free of charge, but spaces are limited and issued on a first come, first served basis. If you have any questions, please contact Kaisa Kenneroe at the Stockholm office at +46 812 151 362.

Venue

Clarion Hotel Helsinki Airport, Tietotie 5, 01530, Vantaa, Tel. +358 10 8503810, www.choice.fi