



MANUFACTURING  
PERFORMANCE  
DAYS

# Harnessing the Ecosystem Economy



MPD 2019 will offer views of top class invited speakers from leading industry and academia on latest trends and achievements in industry digitalization, business leadership and the future of work in the era of **Ecosystem Economy -the next frontier of industry**.

More than 800 participants are expected to attend this executive and visionary MPD 2019 industrial summit. MPD will bring together the top of digital & manufacturing industries, researchers as well as technology and service providers from all around the world to meet and exchange views in Tampere, Finland.

*-Tomas Hedenborg, MPD 2019 General Chair, President of ORGALIME*



# What is MPD?

MPD is an executive and visionary summit for digital & manufacturing industries, technology & service providers, and leading academics worldwide. This highly appreciated event will bring together internationally recognised experts and academia to discuss and represent industrial best practices and operational excellence, novel business concepts as well as scientific and technological breakthroughs in the field. Participation is free to the delegates who are invited by the partners.

MPD has a history of six earlier events organized in Tampere since 2007. The feedback given to the MPD summits has always been highly positive, participants and partners emphasizing and appreciating e.g. the international nature, high level of interest and topicality of the event for the day's industry, as well as e.g. the organizational arrangements.

The previous MPD 2017 draw under the theme 'Towards Outcome Economy' record-breaking levels of interest and involvement, making the summit a key event to discover essentials for business success in the new digital era, challenging industry's thinking and deepening their understanding of the digital industrial revolution. In total 760 high profile professionals from 22 countries representing front line industry and academia worldwide participated in the MPD 2017. More than 70% of the participants were from companies. As to the profile of the audience, 40% of participants were Presidents, CEOs, Vice Presidents or directors, 25% Managers, 15% Professors or Doctors level and 20% other professionals (engineers, experts, etc).





# Key Takeaways

The MPD 2019 will guide the participants through *digitalization, business leadership* and *the future of work* to the business landscape of **Ecosystem Economy**. The emergence of ecosystems marks a shift in the landscape as new alliances are forged, sector boundaries blur, and long-standing strengths count for less. It also marks a shift in how business leaders manage relationships within an ecosystem. The table below opens the discussion topics of the MPD 2019.

## 1 ECOSYSTEM ECONOMY

- Change from supply chains to supply ecosystems
- New business models and value creation chains
- How to capitalize the ecosystem economy?
- New managerial and leadership skills and capabilities to operate ecosystems
- New partnerships, relationships and alliances
- Dissolving of borders and sector boundaries
- Emergence of new business ecosystems

## 2 INDUSTRY DIGITALISATION

- Reinventing business through IoT and digital disruption
- Fueling growth and business impact through data monetization
- Improving process agility and customer service with digitalization
- Cybersecurity in a networked world
- AI and AR/VR applications and highlights in industry
- Real-time hyperconnected business of the future

## 3 BUSINESS LEADERSHIP AND COMPANY CULTURE

- Improving leadership across an organization
- Culture and leadership for the digital ecosystem economy
- Business transformation can't be achieved with technology alone
- How to create a high-performing culture?
- Agile organization -a paradigm shift for leaders
- Corporate social responsibility

## 4 FUTURE OF WORK

- Improving work productivity with automation and digital tools
- Automation and digital tools for aging workers
- Reinventing and redesigning work
- How to create meaningful work in the automation age?
- Management of the change of jobs
- Retraining and reskilling for the future jobs
- Jobs and skills of generation Z and beyond

# MPIDEA Competition



The MPD 2019 will include the climax of the Industry's pioneering and influential idea competition **MPIDEA**. MPIDEA was first organised alongside MPD 2017 with great success. Minister of Labor Jari Lindström handed out the Main Prize to the Winner as the Chair of the prestigious Jury. The highlights of **MPIDEA 2019** will be revealed during the fall but one thing is certain: The competition will be even more ambitious and interesting to the public. Watch out for news!

## Experiences and Statements

"MPD 2015 offered an excellent opportunity to learn on the latest industry developments and possibilities that the new solutions will bring." – *Risto Käkälä, CEO, Avant Tecno Oy*

"I really enjoyed my participation in the MPD 2017 which offered a nice combination of interesting executive and expert presentations and practical product and service demonstrations." – *Dr. Tomoichi Sato, Chief Strategic Analyst, JGC Corporation, Japan*

"I was very impressed on the high level contents and quality of the MPD 2017 summit, where my keynote discussed Redistribution of the World in Times of Digital Darwinism". – *Karl-Heinz Land, Digital Darwinist and Evangelist, neuland GmbH & Co.KG, Germany*

"The MPD 2017 summit tackled interestingly manufacturers' actual challenges in the middle of technological, social and strongly customer focused digital industrial revolution." – *Dr. Thomas Lezama, Director, Research & Technology Development, Volvo Group, Trucks Operations, Ab Volvo, Sweden*

# Programme

MPD 2019 | PRELIMINARY PROGRAMME STRUCTURE

## TUESDAY JUNE 4<sup>TH</sup>, 2019

16:00-19:00	Possibility for pre-summit partner seminars
19:30-21:00	Tampere City's Reception

## WEDNESDAY JUNE 5<sup>TH</sup>, 2019

08:30-11:30	Possibility for Pre-summit Partner Seminars and Technical Visits	
09:00-11:30	VIP Executive Roundtable (by invitation only), Site visits, Partners' pre-summit meetings and events	
11:30-13:00	Welcome Lunch	
13:00-14:30	<b>Opening Plenary: Towards Business Ecosystems</b> (Welcome Addresses, Industry Keynote, Moderated Panel discussion)	
14:30-15:15	Coffee Break, Expo and 1-to-1 Meetings	
15:15-17:15	<b>Session: Data Monetization</b> (Industry Keynotes, Debate & Panel)	<b>Session: Operation in Ecosystems</b> (Industry Keynotes, Debate & Panel)
17:20-18:40	<b>Plenary: Leading the Transformation</b> (Industry Keynote) <b>MPIDEA Award Ceremony</b>	
19:00-22:00	<b>MPD 2019 Banquette</b> (incl. Expo and 1-to-1 Meetings)	

## THURSDAY JUNE 6<sup>TH</sup>, 2019

09:00-10:15	<b>Plenary: Work Revolution</b> (Keynote and Moderated Panel discussion)	
10:20-11:00	Coffee Break, Expo and 1-to-1 Meetings	
11:00-13:00	<b>Session: Work in the Age of Disruption</b> (Industry Keynote, Debates & Panel)	<b>Session: Decoding Leadership</b> (Industry Keynote, Debates & Panel)
13:00-14:30	Lunch, Expo and 1-to-1 Meetings	
14:30-17:00	<b>Closing Plenary: Capitalizing the Ecosystem Economy</b> (Industry Keynotes, Moderated Panel discussion and Closing)	
17:00-20:00	Possibility for Partner Seminars	

## FRIDAY JUNE 7<sup>TH</sup>, 2019

09:00-12:00	Possibility for Partner Seminars and Technical Visits
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# Venue

## MPD 2019 HAS A NEW VENUE

MPD 2019 will be held in a new location - **Tähtiareena!** The new bigger venue emphasizes on bringing together front-line business executives, industrial manufacturers, technology and service providers, and academia from all over the world to discuss and exchange opinions and experiences in industrial best practices, novel business concepts and operational excellence, as well as scientific and technological advances and breakthroughs in the field. The new venue raises the networking to a whole new level.

## Partnerships

The new venue offers new possibilities for the partners. The exhibition area is in the center of the event. The new venue raises the networking to a whole new level and gives the partners greater visibility than ever before.

**For partnership possibilities and ensuring your business benefits, please contact:**

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