

## Pärnu Supply Chain Conference 2020: Risk(s) everywhere

### Schedule

Pärnu Concert Hall

### Thursday, 1 October

09:00–10:00 Registration and morning coffee

10:00–10:10 **Opening remarks**

Marko Rillo Strategy consultant, mentor, advisor at Lego Serious Play, conference day manager

**10:10–11:45 1. SESSION: The World and Asia**

**10.10–11.00 Global risks 2020 and the coronary crisis**

Dr Gerold Knight, Group Chief Risk Officer at Coca-Cola HBC AG

**11.00–11.45 Discussion: The role of Asia in the global supply chain – what kinds of risks do we have to take into account and are we doing so?**

Jaanus Murakas Epiim, Member of the Management Board

Liisi Karindi China Expert, Asian Research Centre in Estonia

Kalev Stoicescu Research fellow at the International Centre for Defence and Security (ICDS)

Ardo Reinsalu CEO of Stigo, a company that manufactures electric scooters in China

Moderated by Marko Rillo Strategy consultant, mentor, advisor at Lego Serious Play

Asia as the global factory is no longer a cheap place to manufacture. How big of a threat is Asia today – what should the world consider? Can China be counted on? What are the security threats, climate risks and use of child labour? What is the role of Asia in future supply chains and what risks should be considered here?

11:45–12:15 Coffee break & networking

**12:15–13:45 2. SESSION: How to survive in a faraway place?**

**12:15–12:45 Global outlook: Risks in logistics chains and how to increase resilience**

Anders Zornig Zobbe Head of Supply Chain Operations in the Baltics at Carlsberg Group

Presentation focuses on three main aspects:

- a) moving from south to north: people and prices;
- b) Asia vs Western Europe – thinking and working culture;
- c) automation of administrative processes.

**12.45–13.15 Harsh day-to-day life in the automotive industry: how to evaluate a new supplier to mitigate the risks before they reach serial production?**

Kädly Pöld Global Commodity Manager at Stoneridge

Switching suppliers is not easy when it comes to Stoneridge's international business – agreements are sometimes concluded for decades. This means that one must be particularly careful when choosing new

suppliers right from the start, and mistakes are not permitted. Each mistake may prove to be very expensive. How does the company evaluate new suppliers in order to ensure that risks are mitigated for each supplier before serial production is reached? What does the company consider to be “red flags” for new suppliers? In her presentation, Kädly also talks briefly about her principles in dealing with suppliers.

**13.15–13.45 Risks of non-compliance with product regulations are growing: what should be the action plan?**

Andra Gross Supply Chain Expert, Founder of Supply Tank

13:45–14:45 Lunch

**14:45–16:00 3. SESSION: What happened?**

**14.45–15.15 The story of Omniva: Moving to a new logistics centre during peak season**

Andre Veskimeister Head of the  
Parcel Business at Omniva

The end of 2018 was difficult for Omniva – the company moved to a new logistics centre just before Christmas, which inevitably led to problems, meaning that there were risks that materialised. In the presentation, we hear what risks the company took into account, which ones materialised and which did not. What did this experience teach the company? What changes did the company make because of it and what tools did it add for the future?

**15.15–15.35 The experience of Stera: two stories of risk**

Veiko Vaher Managing Director of Stera Estonia

In a dynamic environment, a successful subcontractor must quickly adapt to changing circumstances and demands. Adapting brings both new opportunities and risks. In the presentation, we hear how adapting has helped the company significantly value its role in the supply chain and grow its business. Veiko also talks about the materialisation of risks related to adaptation.

**15.35–16.00 Story of Enefit Green: biomass supply difficulties as a realized risk - how to secure the supply chain?**

Innar Kaasik Enefit Green, Member of the Management Board

16:00–16:20 Coffee Break and Networking

**16:20–17:50 Workshops (parallel session)**

**1) Workshop “What is the level of purchasing and procurement management in your company?”**

Hannes Laaser Head of procurement of Glamox SPL Division

**2) Workshop “What is the level of transport and logistics maturity assessment in your company?”**

Maria Timofejeva ABB Transport Sourcing and Carrier Management, Nordics at ABB

**3) Workshop: “Technology innovation and entrepreneurial spirit; Design thinking as the secret sauce”**

Peter Barkman EVP International expansion & CMO at digital transformation company Solita

In the work-shop we will go through some common pit-falls when applying design thinking in the innovation process. We will also discuss creating the entrepreneurial mindset into organizations and why it is often quite difficult. Both topics will be explored through practical hands on commentary from real cases. Be prepared to discuss and challenge the speaker!

Workshop is held in English, without pre-registration

**4) Workshop: “Finding new opportunities from the crisis through experimentation”**

Marko Rillo Strategy consultant, mentor, advisor at Lego Serious Play, conference moderator

**20:00–24:00 Dinner and Networking at the restaurant NOOT (place has changed)**

Buffet dinner. The party mood is maintained by the band [The Millenials](#) & [Mariliis Jõgeva](#), and Siim Koppel.

## Friday, 2 October

08:45–09:15 Gathering and morning coffee

**09:15–11:00 4. SESSION: Risk management plan**

09:15–09:20 **Introduction to the day**

**9.20–10.00 SWOT is not enough – how to map risks and what will happen after the mapping?**

Viljar Alnek Senior Manager of Internal Audit and Risk Consulting at KPMG Baltics

All risks should be considered in a company. Every last one! In this presentation, we will make a simple plan that will help map risks. We will also talk about what happens once risks become clear – who should continue to deal with this information so that the plan is realised and risk management is sustainable.

**10.00–10.30 The story of Ensto Ensek: Several major changes in the supply chain in one year**

Kaarel Suuk CEO of Ensto Ensek and Young Manager of the Year 2020

2019 was a year of change for Ensto Ensek – the company underwent major and significant restructuring in the supply chain to support its strategy, which involved the relocation of production units within the company and to partners in Europe and Asia, as well as warehousing, the planning process and much more. How did they manage to change so much in one year, what risks were seen in the change and what was the role of people, communication, organisational culture and values?

**10.30–11.00 The story of Huppa: managing people in times of change – how to mitigate risks?**

Marika-My Laid CEO of Huppa

Huppa, a manufacturer and wholesaler of children's and adult outerwear, is undergoing a period of change and is clearly focused on growth. Change and growth are always about people – the company now needs a lot of extra power. In the presentation, we will talk about the changes Huppa is planning

and what the risks are. First and foremost, the presentation focuses on people. How to manage people at a time when changes are underway? How does managing people help mitigate risks?

11:10–11:30 Coffee break & networking

**11:30–13:15 5. SESSION: Supply chain managers must be ready for anything**

11.30–12.00 **Cyber attacks – a threat that is widely talked about but little known**

Kalev Pihl Board Management Board Member at SK ID Solutions

Supply chain management is not possible without information technology and information technology is not possible without the associated risks. What are the risks of information technology in supply chains and how to accept or mitigate them?

12.00–12.30 **Digitise or die**

TBC

A company that does not digitise risks with its future. Without digital development, Balti Logistika would be also at risk. In his presentation, Magnus points out an “alarm clock” that opened his eyes and showed him the way. Since then, Balti Logistika has invested in digitising. What is the path to the digitalisation of the company and what solutions have been reached today?

**12.30–13.15 Supply chain managers debate: supply chain managers must be ready for anything – but are they?**

Andres Sampka Chief production officer

Rein Roosmäe Supply chain manager of Logistika Pluss

Marika-My Laid CEO of Huppa

Moderated by Marko Rillo Strategy consultant, mentor, advisor at Lego Serious Play

13:15–14:00 Lunch

**14:00–15:40 6. SESSION: How do people take risks?**

14.00–14.30 **How to reach an employee or what is the psychosocial risk and how to analyse it?**

Kristi Jõeorg Founder and CEO of Riskianalüüs OÜ

The mental health of an employee is also a matter of interest to the employer, since the well-being of an employee is also reflected in the company's business results. But why is mental health important anyway? How to reach the employee and establish a relationship of trust? What is the psychosocial risk and how to analyse it? In her presentation, Kristi gives some simple techniques for this.

14.30–15.00 **How to build the mental endurance of your team as its leader?**

Kristjan Rotenberg Experienced head of operation and supply chain expert

The presentation is based on recent studies of the mental and physical working environment in Estonia. Kristjan talks about the conclusions we can draw from the results of these studies. He also provides some simple tools that will help the manager build the mental endurance of his team, thereby enhancing the team's efficiency and performance.

15.00–15:30 **Invisible risks**

Jakob Rosin Chairman of the Management Board of the Estonian Federation of the Blind, start-up entrepreneur, and radio broadcaster at Vikerraadio

The life of a visually impaired person consists of risks on a daily basis. Is the traffic light equipped with sound working? Is the crossing without a traffic light the right one? Is the taxi driver taking me to the right place? What is written on the paper that I signed?

15:30–15:40 Summary of the conference