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FINAL PROJECT SEMINAR

RACE4SCALE FINAL PROJECT SEMINAR

RACE4SCALE-project Development of the Multidisciplinary Educational, Business and RDI Opportunities for the Finnish-Russian Automotive and Motorsport Ecosystem.

We kindly invite you to participate the Final Project Seminar of Race4Scale Project in **24.11.2022** at **10:15 – 13:00**.

Seminar takes place in the **campus of Kaakkois-Suomen ammattikorkeakoulu** in **Pääskysentie 1, 48220 Kotka. Room B4005, 3rd floor.**

It is also possible to attend the seminar via Zoom.

[Attend the seminar via Zoom by clicking here!](#)

Meeting ID: 818 3076 0844

More information about the Race4Scale project can be found on the project website.

[Click here to view the project website!](#)

LOCATION

Kotka, online studies

PLACE OF THE EVENT

Pääskysentie 1, 48220 Kotka

EVENT STARTS

24.11.2022
10:15

EVENT ENDS

24.11.2022
13:00

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SCHEDULE:

10:15	Opening of seminar <i>Jarmo Kujanpää / Project Manager</i>
10:20 – 11:00	The needs and drivers for transport transformation <i>Heikki Liimatainen / Professor, Tampere University</i> Current transport system causes negative environmental and social impacts and governments have set targets to remove these impacts by 2050. The needs and drivers for the transport transformation are discussed in the presentations, including digitalization, electrification and automation and the changes in behavior and decision making.
11:00 – 11:40	Future logistics – Trends, challenges, and opportunities <i>Erika Kallionpää / University Instructor, Tampere University</i> As we know, logistics has faced many challenges and distractions during last years. The interesting question is that what is shaping the future logistics. In this presentation, the main future trends and targets affecting logistics are examined. The skills that logistics professionals will need in future will be discussed as well.
11:40 – 11:50	BREAK
11:50 – 12:30	Technology Forecasting for Automotive Industry: Dichotomy of Voice of the Customer and Voice of the Product <i>Nikhil Phadnis / M.Sc., Doctoral Student in Innovation Management, Lappeenranta University of Technology</i> This topic will explore the approach of the VOP (Voice of the Product), a counter-intuitive approach to VOC (Voice of the Customer), that is used to discover the latent needs of the customer, resulting in better technology forecasts and reducing the risk of failed innovations for long-term innovation projects.
12:30 – 13:00	Project overview <i>Jarmo Kujanpää / Project Manager</i> <i>Tuija Arola / Development Director</i> <i>Mikhail Nemilientsev / RDI-specialist</i> <i>Jan Kettula / RDI-specialist</i>
13:00	Closing

SPEAKERS

HEIKKI LIIMATAINEN

Professor, Transport and logistics
Faculty of Built Environment / [Civil Engineering](#)

Tampere University

Heikki Liimatainen is a leading scientist in the field of sustainable transport in Finland. He leads Transport Research Centre Verne at Tampere University. He has also been awarded for his merits in science communications in mass media.

ERIKA KALLIONPÄÄ

University Instructor
Faculty of Built Environment / [Civil Engineering](#)

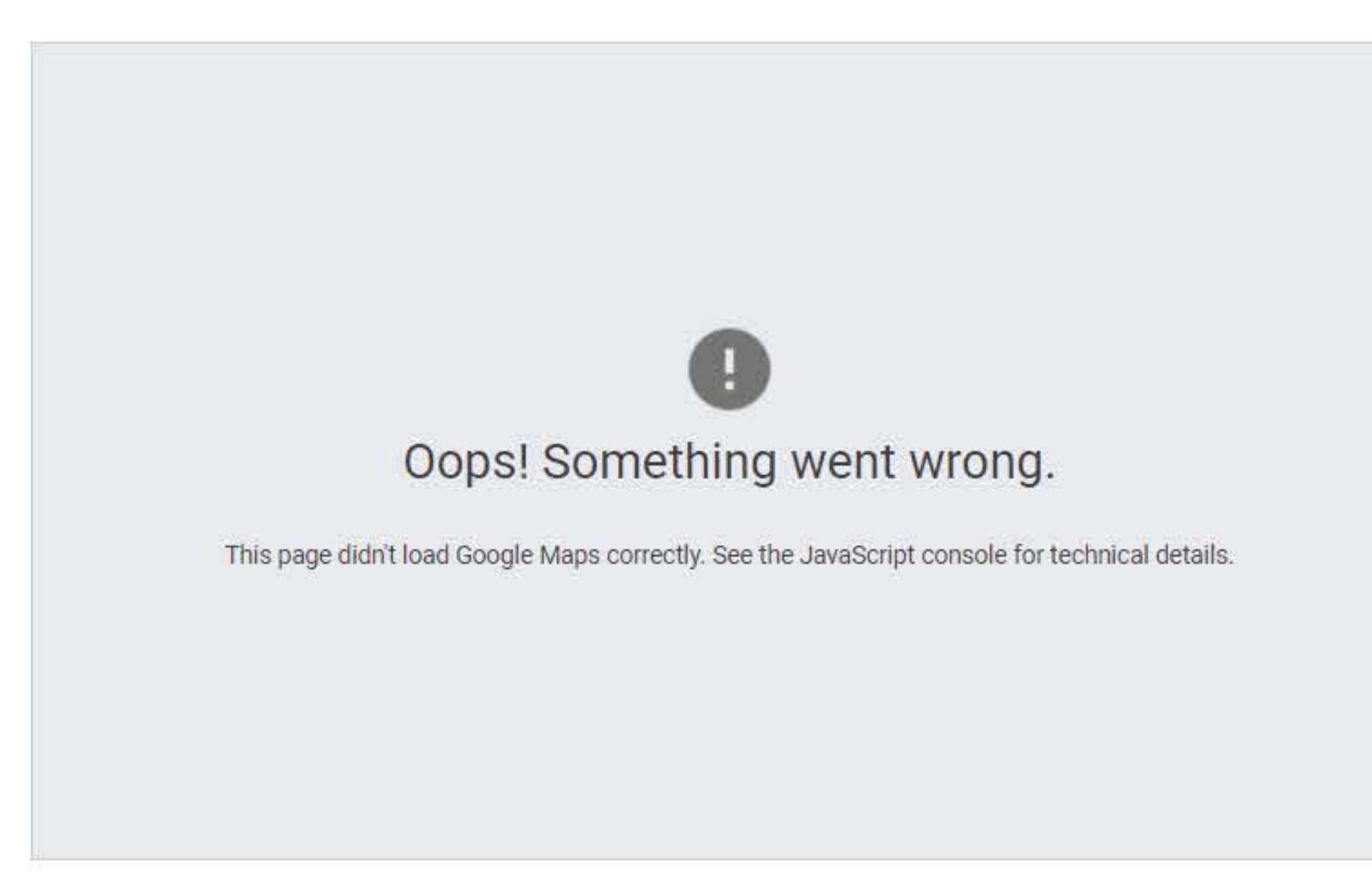
Tampere University

Erika Kallionpää has experience in several research projects related to transportation, logistics and supply chain management. Her research interests focus particularly on the environmental performance of supply chains, sustainability of logistics and customer value creation in supply chains.

NIKHIL PHADNIS

M.Sc., Doctoral student in Innovation Management
Lappeenranta University of Technology

Nikhil Phadnis is a doctoral student in innovation management and consultant for fortune 1000 companies specializing in TRIZ methods in multiple domains for ex. energy, automobile, consumer products and Lifesciences and chemicals. He has experience in new product development, new process development, adjacent market identification and technology forecasting in different industries.



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Tunne huomien – All for the future.