

# Seminar: Global Sourcing 02.11.2010, Trondheim

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Ever-increasing global competition challenges the ability of Norwegian industry to adapt to markets, technology and new forms of organization. **Global Sourcing** is one of the strategies that might help Norwegian industry to stay **competitive and successful** in the future.

Still, how do firms deal with an increasingly international supplier base? Which opportunities are there? How to overcome challenges and difficulties? **In the seminar, real life experiences from firms are combined with results on international scientific research.**

NTNU's Globalization Program, IGLO MP 2020 and the SMARTLOG Network invite you to attend this **free seminar** on current pressing issues related to international business. The latest research and insight on the challenges and opportunities of Global Sourcing will be presented by international and national academics as well as representatives from leading Norwegian companies.



## Seminar: Global Sourcing

We are proud to announce that we have contributions from **two international academic experts**: Prof. Finn Wynstra (Rotterdam School of Management, Erasmus University, The Netherlands) and Dr. Lutz Preuss (Royal Holloway, University of London, UK). In addition, PhD Candidate Christofer Skaar will be presenting **research from NTNU.**

**Leading Norwegian companies** are participating as well. **Reinertsen** (International Procurement Manager Thomas Kristiansen), **Telenor** (CPO Telenor Nordic Olav Storli Ulvund), and **Ulstein** (Head of Accelerated Business Development Per Ivar Roald) will share their practical experiences related to challenges and opportunities of global sourcing, and also participate in the panel discussion.

The practical relevance of the presented research and challenges and opportunities of global sourcing will be discussed in plenary.

Welcome to a free, inspiring and informative seminar and networking event!

### Key information:

Time:	2 <sup>nd</sup> of November 2010: 08.30-16.00
Place:	<b>Lerkendal Stadium, Entrance 9, 3<sup>rd</sup> floor</b> (signs will guide you from the entrance to the seminar room)
Funding partners:	NTNU Globalization Program, IGLO MP 2020, The Norwegian Research Council, SMARTLOG
Price:	Free of charge. Lunch will be served.
Contact person:	Ina Elisabeth Holdø, <a href="mailto:holdo@stud.ntnu.no">holdo@stud.ntnu.no</a> , +47 99030272
Web:	<a href="http://www.smartlog.no">www.smartlog.no</a>

**08.30 – 09.00 Coffee and registration**

**09.00 – 10.00 Welcome and Presentations**

<b>Prof. Indra de Soya</b> Professor of Political Science Director Globalization Research Program	Welcome
<b>Prof. Luitzen de Boer</b> Professor of Logistics Management at NTNU	Introduction to Global Sourcing
<b>Prof. Finn Wynstra</b> Professor of Purchasing and Supply Management at Erasmus University Rotterdam	Early supplier involvement in relation to global supplier relations

**10.15-11.15 Presentations**

<b>Dr. Lutz Preuss</b> Senior Lecturer in European and International Business Policy at Royal Holloway University of London	CSR in the Management of Global Supply Chains
<b>Christofer Skaar</b> PhD Candidate, IØT, NTNU	CSR in the Maritime Industry: a life cycle approach

**11.30-12.00 Presentations**

<b>Thomas Kristiansen</b> International Procurement Manager at Reinertsen	International Purchasing at Reinertsen
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**12.00-13.00 Lunch**

**13.00-14.00 Presentations**

<b>Olav Storli Ulvund</b> Chief Procurement Officer at Telenor Nordic	Global sourcing at Telenor
<b>Per Ivar Roald</b> Head of Accelerated Business Development at Ulstein International AS	Global sourcing at Ulstein

**14.15-15.30 Panel Debate**

<b>Debate Chair: PhD Torbjørn Netland, NTNU</b>  <b>Industrial Panel:</b> <ul style="list-style-type: none"><li>- Reinertsen   Thomas Kristiansen</li><li>- Telenor   Olav Storli Ulvund</li><li>- Ulstein   Per Ivar Roald</li></ul> <b>Academic Panel:</b> <ul style="list-style-type: none"><li>- Finn Wynstra, Lutz Preuss, Christofer Skaar</li></ul>	Representatives of leading Norwegian multinationals discuss opportunities and challenges related to global sourcing with the academic panel. Questions from audience are welcomed.
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**15.30-16.00 Wrap-up and Closing**

## Academic Panel

 <p><b>Prof. Finn Wynstra</b> Erasmus University of Rotterdam</p>	<p>Finn Wynstra (1969) is Professor of Purchasing and Supply Management at Rotterdam School of Management, Erasmus University. Finn Wynstra obtained a Licentiate-degree from Uppsala University (Sweden) and a PhD degree from Technische Universiteit Eindhoven (Netherlands).</p> <p>Prof Wynstras research interests include the relation between purchasing and supply strategy and innovation and buyer-supplier relations in the area of business services. His research has been published in several renowned journals, and he is also the co-author of two books: <i>Buying Business Services</i> (2002) and <i>Developing Sourcing Capabilities</i> (2005).</p>
 <p><b>Dr. Lutz Preuss</b> Royal Holloway University of London</p>	<p>Dr Lutz Preuss is Senior Lecturer of European and International Business Policy and Director of the MSc in Sustainability and Management at the Royal Holloway University of London. At this university he is also involved in the research group Strategy and International Business and in the Centre for Research Into Sustainability.</p> <p>Dr. Preuss' research interests include corporate social responsibility, sustainability, business ethics and the intermeshing of national business systems and CSR. His research has been published in several renowned journals, and he is the author behind the book: <i>The Green Multiplier: A study of Environmental Protection and the Supply Chain</i> (2005). He has also contributed to four other books, namely: <i>Use of Code of Ethics in Business</i> (2008), <i>Remaking Management: Between Global and Local</i> (2008), <i>Greening the Supply Chain</i> (2006), and <i>Responsibility and Social Capital: The world of SMEs</i> (2004).</p>
 <p><b>Prof. Luitzen de Boer</b> NTNU</p>	<p>Luitzen de Boer is a professor of Purchasing and Logistics Management at NTNU. He obtained his Dr.ing degree from the University of Twente in the Netherlands.</p> <p>Prof de Boer's research focuses on how organizations design and manage their purchasing and logistics functions. Topics of special interest include the decision making processes around supplier selection and outsourcing, the use and role of ICT in purchasing and logistics, purchasing in the public sector and the role of CSR and sustainability in purchasing and logistics. His research has been published in several international journals.</p>
 <p><b>Christofer Skaar</b> PhD Candidate, NTNU IØT</p>	<p>Christofer Skaar is a PhD candidate at the Institute of Industrial Economics and Technology Management at NTNU.</p> <p>Christofer's research is concerned with methods and tools for CSR reporting in Global Value Chains. He has worked with several firms in various sectors, among which the furniture and maritime industry. Christofer has presented his research at various international conferences. His work has also been published in several international journals.</p>
 <p><b>Torbjørn Netland</b> PhD Candidate NTNU IØT Research Scientist SINTEF</p>	<p>Torbjørn Netland is a PhD Candidate at NTNU Dep. of Industrial Economics and Technology Management, and a Research Scientist at SINTEF Technology Management. In 2009 he was Research Manager for the Operations Management group in SINTEF, being responsible for 16 employees doing applied research- and development projects for Norwegian and international industry within operations management, supply chain management and logistics.</p> <p>Since 2007 he has presented research at 12 international conferences. Currently he is project manager for the 4 million € research project Ideal Factory (2008-2011) with Kongsberg Defence &amp; Aerospace and Volvo Aero Norway. His PhD topic spans issues within Operations Strategy, international manufacturing and company-specific Production Systems.</p>

# Industrial Panel



**Thomas Kristiansen**  
International Procurement  
Manager



Thomas Kristiansen has 5 years experience with domestic and international purchasing for Reinertsen AS and NCC Construction AS. His activities include project procurement, corporate agreements, establishing procedures for international purchasing with introductory sales to the organization, international cultural differences with factory visits and negotiations. Primarily Eastern Europe, Asia, and South/Western Europe.

REINERTSEN have projects within the market areas of oil & gas and manufacturing, construction and transport. They provide services throughout the value chain, from project development to construction, installation and operation. Reinertsen has more than 1800 employees in Norway, and a turnover of NOK 3 billion.



**Olav Storli Ulvund**  
Chief Procurement Officer at  
Telenor Nordic



Olav Storli Ulvund has his MSc in Computer Science and Technology from NTNU, and supplemental business management training from IMD Lausanne.

Mr. Ulvund started his career in Telenor in 2004, as a project director in the Telenor Nordic Operations, Strategy and Business Development. In 2007 he became Director of Technology & Change Management at Telenor Nordic Operations, and since 2009 he has been the Chief Procurement Officer at Telenor Nordic.

THE TELENOR GROUP is a leading provider of telecommunications services worldwide. The company has a strong footprint in Central Eastern Europe and Asia and a leading Nordic position in mobile, broadband and TV services. Revenues in 2009 amounted to NOK 107 billion. Telenor has more than 40 000 employees worldwide.



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THE ULSTEIN GROUP is a trendsetter in ship design, shipbuilding and solutions within systems & services to the marine industry. In 2009 the Ulstein Group had sales amounting to MNOK 521. Ulstein Group has about 800 employees in 9 countries. With plans to have a global presence of sales & services, Ulstein Group is committed to raising its global profile to the next level.

Per Ivar Roald, head of Accelerated Business Development will represent Ulstein International at the seminar.