



KONGSBERG



HYDRO



Lean Product Development

Seminar & Project Meeting



“On The Fast Track to Success”

To register please send an e-mail to aud.olsen@ntnu.no or phone +47 73 59 18 79, include the following information:

- Your name
- Title/Position
- Company
- Address
- E-Mail
- Phone number
- Days attending

Radisson Hotel Reservation: ☎ +47 69 39 30 00, refer to «LPD Seminar» for special price offering within October 1st.

Seminar Prices

- 1 Day seminar, including refreshments, lunch and dinner - NOK 3.500,- inc VAT, payable in advance to account: 7694.05.00288 with reference to project number 58009100 and your name/company. Due date October 10th.
- LPD Project Partners – Two persons free of charge.

Number of seats is limited, and reservations will be taken continuously until seats are filled up.



Radisson SAS Hotel Fredrikstad
October 19-20th

LPD Seminar

Monday, October 19

(Public)

- 09:00 Coffee
- 09:30 Welcome
- 09:45 Keynote: *Lean product development of high value added products*, Bård Eker, BEID
- 10:45 *LPD project overview*, Terje Rølvåg, NTNU
- 11:00 *LPD assessment tool and implementation model*, Torgeir Welo, NTNU
- 11:30 Coffee
- 11:45 Keynote: *Lean product development from a Japanese perspective*, Takayuki Shimizu and Tobias Fälthammer, JMAC
- 12:30 Lunch
- 13:30 Keynote: *The principles of product development flow: An introduction*, Don Reinertsen
- 14:30 Coffee
- 14:45 Workshop: *Establishing an economic framework*, Don Reinertsen
- 16:30 Visit to Hydrolift
- 18:15 End of formal schedule
- 19:00 Dinner

LPD Meeting

Tuesday, October 20

(Open for LPD project partners only)

- 09:00 Presentation of new partners
- 09:30 Seminar reflections
- 10:00 LPD Results
Scoping and workshop
Status PhDs Dissimination
Activities Publications
- 11:30 Project consortium agreement
- 12:00 Lunch
- 13:00 Workshop 1 with Don Reinertsen
Why queues matter and what to do about them
- 14:45 Coffee
- 15:00 Workshop 2 with Donald Reinertsen
The critical role of batch size
- 16:30 Coffee
- 16:45 Workshop 3 with Don Reinertsen
Implementing work in progress (WIP) constraints
- 18:00 End of formal schedule
- 19:00 Dinner

Keynote Speakers



Donald (Don) Reinertsen

Don is a world-renowned expert in Lean Product Development. He has made many contributions to improving product development management and cycle time reduction, starting from the early 1980s when he was with McKinsey & Co. Don has authored and coauthored several articles and books, including the classics *Developing Products in Half the Time*, *Managing the Design Factory* and, recently, *The Principles of Product Development Flow - 2nd Generation Lean Product Development*. The engineering concepts of queuing theory, feedback theory, the application of information theory to manage product development management, cost of delay models, economic tradeoff rules, etc. are among the topics covered in depth in his publications. Don currently heads a management consulting practice, Reinertsen & Associates in California, USA.



Bård Eker

Bård is known as one of the most successful entrepreneurs in Scandinavia. He has founded several successful companies, delivering high-end products and design services in a competitive market place. Projectiondesign has received several excellence awards for lean production and advanced projectors. Focusing on design, performance and quality, in combination with marketing and branding, Hydrolift has become one of the top brands in its market segment. Bård is also a major owner of Koenigsegg and a board member of Koenigsegg Group. The latter has frequently been exposed in media in connection with the buy-out of SAAB from GM. As one of the industrial partners in the LPD project, Bård is a strong promoter of Lean practices, and he will share some experiences from his lean journeys along with some future visions.



Takayuki Shimizu

Takayuki is a senior consultant & technical adviser at Japan Management Association Consultants (JMAC), Scandinavia. He has 25 years experience as RD&E consultant, including 7 years in Italy. Takayuki is a specialist in production cost reduction, product development-process innovation, and product and technology planning.



Tobias Fälthammer

Tobias is a graduate from Chalmers Tekniska Högskola, Dept. for Product and Process Development, with a M.Sc. degree on lean product development implementation in Swedish companies. Tobias' first job assignment was working in our LPD project before joining JMAC Scandinavia in 2008. He has since then been working in JMAC Scandinavia doing LPD consultant work with clients located in various countries.