



90<sup>th</sup> Chapter Meeting  
of AFSMI German Chapter e.V.

in Co-operation with AFSMI Netherlands  
and the European Chapters of CFSMI

**Symposium “Service Business Innovation”**

Océ-Technologies B.V.  
St. Urbanusweg 43  
5914 CA Venlo, NL

March 16 – 17, 2016

# Agenda

**Wednesday, March 16, 2016**

**Océ–Technologies B.V., St. Urbanusweg 43, 5914 CA Venlo, NL**

- 13:00 – 15:00 CFSMI/CERT Center for Education, Research and Transfer,  
Meeting of Working Committee (Room 2R238)
- 15:30 – 16:00 Registration for International AFSMI Conference
- 16:00 – 16:15 **Dr. Martin Faust**  
*President AFSMI German Chapter e.V.*  
Welcome, 90<sup>th</sup> Chapter Meeting AFSMI GC e.V.
- 16:15 – 16:30 **Rien Steenbeek**  
*Director Service & Support WFPS, Océ-Technologies B.V.*  
Introduction to Océ
- 16:30 – 16:45 **Senen Pajaro Novoa**  
*President CFSMI*  
CFSMI Award Ceremony 2016
- 16:45 – 17:30 **Presentation of Prize Winner CFSMI Award 2016**
- 17:30 – 19:00 Visit at Océ Museum – Innovative by Nature

**Brasserie Valuas, Sint Urbanusweg 11, 5914 CA Venlo, NL**

- 19:00 – 22:00 Dinner Event of AFSMI Chapters and CFSMI, Networking

Thursday, March 17, 2016

**Océ-Technologies B.V., St. Urbanusweg 43, 5914 CA Venlo, NL**

- 08:30 – 09:00           Arrival and Registration
- 09:00 – 09:30           **Rien Steenbeek**  
*Director Service & Support WFPS, Océ-Technologies B.V.*  
Welcome, Introduction Innovation @Océ-Technologies B.V.
- 09:30 – 10:15           **Prof. Tim Baines**  
*Director Aston Center for Servitization Research & Practice*  
Made to Serve: How Manufacturers Can Compete Through Servitization and Advanced Services
- 10:15 – 10:30           Break, Networking
- 10:30 – 11:15           **Ulrich Pfeiffer**  
*CTO and Presales Director, Hewlett Packard Enterprise Software EMEA*  
Smart Service Business Innovation in Action: Windpark Management by HPE
- 11.15 – 12:00           **Dr. Florian Beil**  
*Head of Technical Sales and Mobilization, Siemens AG, Plant Data Services*  
Harness the industrial Internet of Things with the ecosystem of MindSphere – Siemens Cloud for Industry
- 12:00 – 12:30           Lunchbreak, Networking
- 12:30 – 13:15           **Gerard Smit**  
*Chief Technology Officer (CTO) of IBM Benelux*  
Business Innovation Challenges and IBM
- 13:15 – 14:00           **Paul Wouters**  
*Vice President Service & Support, Océ-Technologies B.V.*  
Predictive Maintenance based on remote service and real time data
- 14:00 – 14:30           Break, Networking
- 14:30 – 15:15           **Dr. Andreas Wagner**  
*Leadership Coach*  
Innovation by Unlocking People's natural Capabilities for Leadership
- 15:15 – 17:15           **Eric de Goeijen**  
*Director Professional Services, Océ-Technologies B.V.*  
Drive new markets and business at Customer Experience Center  
Tour through Applications, Solutions, Products, and Technologies
- 17:15 – 17:30           Wrap-up - Host and AFSMI
- 17:30 – 18:00           Networking, Snack, Goodbye

Agenda - AFSMI Symposium