

International Conference

Value Management Practice 2016

Secure Progress – Progress Securely

April 26 – 27, 2016, The Rilano Hotel Munich

LISTEN TO PAPERS ON TOPICS LIKE

- » Value Analysis/Value Engineering as innovation driver
 - » Value Management, Value Analysis/Value Engineering and Industry 4.0
 - » Successful application of methods and tools
 - » International case studies from the industry and services
 - » The human factor – momentum of relationships
 - » Areas of application of Value Analysis/Value Engineering
- + Presentation of the VDI Value Management Award

Conference Chairman

- » **Dr.-Ing. Marc Pauwels VDI**
Krehl & Partner GmbH & Co. KG, Karlsruhe
Chairman of the Value Management Competence Center

+ Company Visits

- » **Knorr-Bremse and MAN Truck & Bus**
April 28, 2016

+ Workshops

- » **FAST – a support of innovation in theory and practice**
(Workshop Language: English)
- » **Consistent Product Management – Toolbox of Value Management**
(Workshop Language: German)
April 25, 2016

» Hosting Organisation



» Supporting Organizations



» Sponsor



TUESDAY

APRIL 26, 2016

09:00 Registration

10:00 Opening and Welcome

Dr.-Ing. Marc Pauwels, President, Krehl & Partner GmbH & Co. KG, Karlsruhe

10:15 Welcome and introduction of the hosting company Knorr-Bremse

Wolfgang Krinner, Member of the Executive Board, Knorr-Bremse Systeme für Nutzfahrzeuge GmbH, Munich

Moderation: Prof. Dipl.-Ing. (FH) Erich Sigel

10:30 Value Analysis/Value Engineering – Innovation, "Emergency operation" or "Emergency shutdown"

- Results and conclusions of value analysis projects
- The Value Analysis as a driver for innovation
- Involvement and acceptance – The Value Analysis in corporate operations
- Sustainable decisions based on results of a Value Analysis
- How to get Performance on the road?

Dipl. Ing. (FH) Rainer Stockinger, Referent Benchmarking & Cost Innovation and Lars Schaab, Director Benchmarking & Cost Innovation, Robert Bosch GmbH, Stuttgart

11:00 Expanded VE Experiences for Automotive Manufacturers

- Design concept
- Further development possibilities of a VE project
- The optimal combination of value
- Avoid unnecessary investment
- Creative VE solutions

Istvan Tarjani, CVS, PVM, TVM, Managing Director, FOKUSZ-2 Ltd., Budapest, Hungary

11:30 Value Engineering as technological thinking process for the planning and renovation of the Parliament House in Vienna

- Value Engineering as natural and logical thinking process
- What potential has the core idea of functions and functional logic
- Structured thinking for the planning service for the Parliament in Vienna
- A won bidding procedure for the planning of the renovation of the Parliament building.

Dipl.-Ing. Walter Hufnagel, Senior Consultant and Dipl.-Ing. Ortried Friedreich, Geschäftsführer/Senior Consultant, AXIS Ingenieurleistungen ZT GmbH, Vienna, Austria

12:00 Summarizing discussion with the speakers of the section

12:30 Lunch

Moderation: Dipl.-Wirt.-Ing. Jörg Marchthaler

13:30 Value Management, Value Analysis and Industry 4.0 – symbiosis or isolated worlds?

- Are there new levels of efficiency enhancements?
- How to master even more complex systems?
- Paradigm shifts as an entry point for new technologies?
- Which are the new challenges creative tools have to meet?
- Can a VA/VM support a holistic industrial revolution?

Dipl. Ing (FH) Christian Herfert, Director Business Development, Grenzbach Maschinenbau GmbH, Asbach-Bäumenheim

14:00 Value Engineering to Advance Lean Management

- VE complements Lean
- VE is a first step to Lean
- Lean is a Value Enhancing Method

Drew Algase, V.P. Global Affairs, SAVE International, Plymouth, Michigan, USA

14:30 Supporting measuring technology for value analysis

- Value analytical optimization for manufacturing facilities
- Targeted use of metrology to improve results
- Advanced identification of potentials
- Quantitative and objective evaluation of potentials

Dipl.-Ing. Frank Kübler, Head of Ressourceneffiziente Produktion, Fraunhofer IPA e.V., Bayreuth

15:00 Coffee Break

15:30 New efficient VE Workshop for the Service Industry – Its Application and Success

- Quick and efficient workshop
- VE Workshop with evaluation sheets
- Application in Dentistry
- Critical factors for success

Kayo Uchida, Medical Consultant, Functional Approach Institute Co. Ltd., Tokyo, Japan

16:00 Panel Discussion: Human Dynamics

Moderation: Prof. Dipl.-Ing. (FH) Erich Sigel und Dipl.-Ing. Herbert Unger

"What for? A system approach to find purpose, reconcile value creation and human values"

Olaf de Hemmer Gudme, M.Sc., Consultant, Valeur(s) & Management, Marly-le-Roi, France

"Human Relation – The Backbone of Value Methodology"

Anil Kumar Mukhopadhyaya, B.Eng., Value Engineering Consultant, Jamshedpur, India

"Creativity – desired and yet avoided"

Dipl.-Ing. (FH) Susan Bremer, PVM, Geschäftsführende Gesellschafterin, KUPFER.ROT GbR, Moritzburg

17:00 End of conference day one

17:30 Departure of buses going to Knorr-Bremse

18:30 Presentation of the key note speaker from the top management of Knorr-Bremse

19:00 Award ceremony of the VDI Value Management Award presented by Dr.-Ing. Marc Pauwels and Knorr-Bremse

19:15 To conclude the first conference day the hosting company Knorr-Bremse invites you to join the get-together. Benefit from the relaxed atmosphere in order to expand your network in deepening talks with the speakers and other conference participants.

WEDNESDAY

APRIL 27, 2016

Moderation: Dipl.-Ing. Wilhelm Hahn

09:00 Casus of a value based removal of 200.000 m³ waste out of a nature reserve

- The history of 50 years neglectance – Did that offer value for money?
- How much is it worth?
- It only works with support of all political stakeholders
- Innovative contracting with value engineering – The innovation kitchen

Hein B.A. de Jong, BSc, MBA, Partner, Value FM, Nijmegen, Netherlands

09:30 Enhancing Value for the Guggenheim Abu Dhabi Museum via Function Inspired Change

- VM applied to Major Art Museum during Design
- Function Inspired Change
- Key elements of the VM study process
- Results – Ideas for Museum Improvement
- Ideas to “Foster Unique Visitor Experience”

Dr. Stephen J. Kirk, President, Kirk Value Planners, Goodyear, Arizona, USA

10:00 “Inversion” – Functional Analysis to enhance Business Value

- The effective method to address potential issues in production process
- The causes of any issue that one should address, not the phenomena caused by it
- Visualize and solve fundamental issues, as they are hidden behind the phenomena
- The cause-and-effect relationships of these issues, phenomena in a tree diagram
- Define functions to improve the benefits by “inversing” the meanings of any issues hidden at deeper levels
- How to define functions by “inversion”

Koji Saito, Company Representative, Consulting, Mind-J, Tokyo, Japan

10:30 Coffee Break

11:00 VA/VE based approach for efficient and customized use of application equipment

- To enhance the awareness of VA/VE and the VA/VE specialist within BASF
- Cost reduction for repairs and procurement of application equipment
- Enhancement of employee know-how and expertise in dealing with sensitive and high-quality equipment
- Creating a greater transparency for management and employees through a new structured platform
- Interdisciplinary team beyond national borders in 5 European BASF sites

Michael Döring, Process Optimizer, BASF Coatings GmbH, Würzburg

11:30 Increasing Value to the customer by using alternate material in SUV Engine

- Advantages of alternate material (Plastic Air intake manifold)
- Information phase – Idea Generation phase, Creativity phase of the alternate material in SUV engine
- Evaluation phase – Development phase, Presentation phase of the alternate material in SUV engine
- Business case for the alternate material in SUV engine
- Implementation phase – Follow up, Audit phase of alternate material in SUV engine

Panneerchelvam Arjunraj, M.Eng., MBA, Senior Engineer, Mahindra and Mahindra Ltd., Chengalpattu, Tamil Nadu, India

12:00 Cultural Value: How to integrate the “intangible” side of Value in VA

- Types of tangible (use and economic) and intangible (cultural and perception) value
- Differentiating attributes and functions in a product
- Determining the tangible and the intangible value dimensions of attributes and functions
- Redesigning the value function analysis process
- Using tangible and intangible value in innovation

Manuel Fernandes, MBA, CEO, Gestao Total Group, Samora Correia, Portugal

12:30 Lunch

Moderation: Jürg M. Ammann

13:30 Systematic Value Evaluation – Always a step ahead of competitors

- Stress test for new product concepts and ideas before market Launch
- Examine market opportunities
- Recognition and concretion of optimization potential in product design
- Avoidance of misinvestment
- Development of chains of arguments in sales

Dipl.-Betriebsw. (FH) Katja Mayer, MBA, Managing Partner, KM Networks GmbH, Hofheim and Dipl.-Geogr. Clemens Sommer, Managing Partner, creative analytic 3000 GmbH, Frankfurt

14:00 VA/VE based development of a machine generation in the field of textile machines – importance of methodical approaches also in implementation stages of value-management projects

- Target cost-oriented development of a new machine generation
- Systematic protection of future competitiveness
- VA/VE as expedient method for target-cost achievement
- Use of VA/VE and value management elements in implementation stages
- Team work and systematic application of methods as well in the implementation phase

Dipl.-Ing. (FH) Rainer Mestermann, Director, MAHLO GmbH & Co. KG, Saal an der Donau, Dipl.-Ing. Sebastian Meindl, President and Dipl.-Ing. (FH) Carsten Hohmuth, Senior Consultant, Krehl & Partner GmbH & Co. KG, Karlsruhe

14:30 Creating customer oriented products

- Methodology to create customer oriented products
- The importance of collecting the VOC-Voice of customer to create value
- VA/VE as a tool to generate ideas
- Case study – Company Fluidra
- Improved methodology to create customer oriented products

Benjamín Lorente Alonso, MBA, Managing Partner, Value Management Consulting, Valencia, Spain

15:00 Coffee Break

WEDNESDAY APRIL 27, 2016

15:30 Value Engineering a new process at the MAN Truck & Bus AG

- Target, roles and organization of Value Engineering at MAN
- New processes and approaches
- Tools for Value Engineering
- Review of 1,5 years of Value Engineering at MAN
- Successful projects and real-life case studies

Dipl.-Ing. (FH) Christopher Duwe, Value Engineer, Chassis for trucks and busses, **Dipl.-Ing. Radu Binder**, Head Value Engineering and **Dipl.-Ing. Jürgen Schmitt**, Value Engineer Powertrain, MAN Truck & Bus AG, Munich and Nuremberg

16:00 Panel Discussion: Application areas

Moderation: Dipl.-Ing. Wilhelm Hahn und Peter Monitor

“A New Technic Applicable to the Assessment of IT Governance “

Chikara Sekita, Senior Manager, Earnest Business Partners Co., Ltd., Tokyo, Japan

“Design-to-Value development of skills and implementation“

Dr.-Ing. Stephan Mohr, Master Expert and **Dr.-Ing. Wolfgang Günthner**, Senior Expert, McKinsey & Company, Inc., Munich and London

„Development of an online platform for an international logistics dispatcher with VM and Service design“

Dr. Dipl.-Ing. Manfred Ninaus, Director, Valuemanager Ninaus, Graz, Austria

17:00 Summary and Closing words

17:15 End of the Conference

PROGRAM COMMITTEE

Jürg M. Ammann VDI, ammann project management, Karlsruhe

Dipl.-Ing. Wilhelm Hahn VDI, TMG Consultants GmbH, Stuttgart

Prof. Dr.-Ing. Rainer Lohe, Universität Siegen, Siegen

Dipl.-Wirt.-Ing. Jörg Marchthaler, Value Coaching Marchthaler, Blankenheim

Peter Monitor, Krehl & Partner GmbH & Co. KG, Karlsruhe

Dr.-Ing. Marc Pauwels VDI, Krehl & Partner GmbH & Co. KG, Karlsruhe

Prof. Dipl.-Ing. (FH) Erich Sigel, Sigel Managementmethoden GmbH, Kirchheim unter Teck

Dipl.-Ing. Anna-Theresa Tüshaus MBA, Knorr-Bremse Systeme für Nutzfahrzeuge GmbH, Munich

Dipl.-Ing. Herbert Unger VDI, Bad Münders

Dipl.-Ing. Rainer Wiest VDI, Training- und Coaching-Center, Kichheim

ASSOCIATE PARTNER

Carmen Baena, MSc. in Industrial Engineering, Director of R&D, IAT, President of the EGB for VM Training & Certification, Seville, Spain

Djemil Chafai, Exigences Sarl, Consultant, French Value Management Association (AFAV) general secretary, Paris, France

Craig L. Squires, CVS, Managing Partner NWIS. net, The Woodlands, Texas, USA

Istvan Tarjani, CVS, PVM, TVM, Managing Director, FOKUSZ-2 Ltd., Budapest, Hungary

Hisaya Yokota, President and Chief Executive, Functional Approach Institute Co., Ltd. Tokyo, Japan

PROFESSIONAL SUPPORT

VDI Society for Production and Process Design (GPP)

THURSDAY APRIL 28, 2016

COMPANY VISITS

KNORR-BREMSE AND MAN TRUCK & BUS



KNORR-BREMSE



07:45 Departure The Rilano Hotel Munich

17:00 Arrival The Rilano Hotel Munich

Take advantage of participating in an exclusive company tour at MAN Truck & Bus and Knorr-Bremse.

Tour Description

MAN Truck & Bus

09:00 – 11:30

Exclusive Tour Traction: On this tour you will learn the structure of an axle. You will see assembly of innovative MAN hypoid and planetary hub reduction axles, of drive-through axles and transfer cases. Automated guided vehicles optimize material and manufacturing flow. You are informed about case and gear production, tempering and varnishing.

Shuttle to Knorr-Bremse

Knorr-Bremse

12:15 – 16:00

Lunch and unique opportunity to discuss with Value Management experts at site and getting into technical talks.

Exclusive Tour: Knorr-Bremse TCK3: The guided tour of the new testing and development center at the site Munich will give you insides of their core philosophy of a cross-divisional development center based on the Knorr-Bremse production principles (KPS). The goal is to implement a joint center with transparent communication structures in order to continuously improve development processes.

The number of tour places are limited. Secure your participation today. Decisions are made on the basis of the sequence of registration. The tour is only bookable in conjunction with the conference. **Please register separately for this guided tour (see application form). Competitors may get excluded from the tour! Please take this in consideration when applying.**

EXHIBITIONS/SPONSORING

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For information on exhibition options and individual sponsoring offers please contact:

Stella Amend-Büttner

Project Consultant Exhibitions & Sponsoring

Phone: +49 211 6214-390

Email: buettner@vdi.de

Workshop
MONDAY
APRIL 25, 2016



FAST – a support of innovation in theory and practice

09:00 – 17:00

WORKSHOP CHAIR

Craig L. Squires, CVS (Certified Value Specialist), who is globally recognized as an expert in FAST and who is a Past President of SAVE International and Managing Partner of NWIS.net.

WORKSHOP DESCRIPTION

The seminar will deliver a practical knowledge and capability for using Function Analysis System Technique (FAST) in workshops and will outline the differences and similarities with using Function Trees. The seminar includes team exercises to learn from practicing the application of the function modeling techniques. Learn why FAST is used by a large number of VE experts around the world and how it can be utilized to power innovative thinking.

WORKSHOP CONTENT

- History and Evolution of Function Modeling Techniques
- Benefits of FAST
- FAST Fundamentals & Rules
- Adding Dimensions to FAST Models
- Innovative Thinking & Levels of Abstraction
- Team Practice Exercises
- VA/VE specialists, PVM, ...

TARGET GROUP

VA/VE specialists, PVM, TVM, CVS, Users and interested people in techniques for function analysis

NOTE: WITHOUT SIMULTANEOUS TRANSLATION



UPCOMING EVENTS (LANGUAGE: GERMAN)

Qualifizierung zum Wertanalytiker VDI – VM 1

17. bis 19. Februar 2016, Frankfurt (08SE0010037)

09. bis 11. Mai 2016, Düsseldorf (08SE001038)

19. bis 21. September 2016, Frankfurt (08SE001039)

Qualifizierung zum Wertanalytiker VDI – VM 2

19. bis 21. April 2016, Mannheim (08SE002021)

14. bis 16. November 2016, Raunheim bei Frankfurt (08SE002022)

Qualifizierung zum Wertanalytiker VDI – VM 3

06. bis 08. Juni 2016, Karlsruhe (08SE005016)

12. bis 14. Dezember 2016, Frankfurt (08SE005017)

Erfinderische Problemlösung mit TRIZ

17. und 18. Februar 2016, Düsseldorf (08SE054001)

13. und 14. Juni 2016, Karlsruhe (08SE054002)

22. und 23. November 2016, Frankfurt (08SE054003)

Workshop
MONDAY
APRIL 25, 2016



Konsequentes Produktmanagement Toolbox der Wertorientierten Unternehmensführung

09:00 – 17:00

WORKSHOP LEITER

Peter Monitor, Krehl & Partner GmbH & Co. KG, Karlsruhe
Herr Monitor ist seit 2006 freiberuflicher Unternehmensberater mit den Schwerpunkten internationale Geschäftsentwicklung sowie Wertorientierte Unternehmensführung. Zuvor war er stellvertretender Geschäftsführer der Moeller GmbH in Bonn. Seine Kompetenzen liegen in der Strategieentwicklung, Unternehmenssteuerung auf TOP-Managementebene, Restrukturierung von Unternehmen, Einführung von Wertanalyse/Value Management sowie Wertorientierter Unternehmensführung.

THEMA UND ZIELSETZUNG

Die aktuelle Entwicklung in Industrie und Dienstleistung zeigt einen stärker werdenden Fokus auf Kundenorientierung und Ausrichtung auf neue Märkte. Hierbei hilft ein qualifizierter Produktmanager, der sowohl seine Produkte kennt als auch die hierfür interessanten Märkte identifiziert. Das Zusammenspiel zwischen Marktanalyse, Kundenorientierung und Produktgestaltung sichert ein dauerhaft wirtschaftliches Produktportfolio. Der Produktmanager benötigt die richtigen Methoden und eine strategische Ausrichtung. Nicht zuletzt um effizient zu planen und professionell zu steuern.

Dieses eintägige Seminar behandelt das Zusammenspiel zwischen dem Wertanalytiker/Value Manager und dem Produktmanagement. Erhalten Sie eine Orientierung über die Grundlagen und aktuellen Entwicklungen des Produktmanagements. Erfahren Sie, wie das Zusammenspiel zwischen der reinen Aufgabendefinition und der strategischen Bedeutung für das Unternehmen funktioniert. Diskutieren Sie mit unserem Experten und den Teilnehmern.

WORKSHOP INHALT

- Grundlagen Produktmanagement
- Methoden im Produktmanagement und dem Value Management
- Die Steuerung der Produktergebnisse über den Produktlebenszyklus
- Die Bedeutung der Produktergebnisrechnungen
- Moderation von Produkt-Marktstrategie (national und international)

ZIELGRUPPE

Geschäftsführer, Leiter aus Marketing, Produktmanagement, Controlling, R&D, Wertanalyse/Value-Management, Wertanalytiker, PVM, TVM

NOTE: WITHOUT SIMULTANEOUS TRANSLATION



International Conference
VALUE MANAGEMENT PRACTICE 2016



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Price p./P. plus VAT	PC	Conference "Value Management Practice 2016" April 26-27, 2016	Workshop "The FAST diagram" (08ST216001)	Workshop "Consequent Project Management" (08ST116001)	Package Price Conference + Workshop
Participation Fee	1/11	<input type="checkbox"/> EUR 1.190,-	<input type="checkbox"/> EUR 890,-	<input type="checkbox"/> EUR 890,-	<input type="checkbox"/> EUR 1.880,-
Participation Fee VDI-Members or SAVE / EGB-Members	2/12	<input type="checkbox"/> EUR 1.090,-	<input type="checkbox"/> EUR 840,-	<input type="checkbox"/> EUR 840,-	<input type="checkbox"/> EUR 1.730,-
Company Visit** MAN Truck & Bus + Knorr-Bremse		<input type="checkbox"/> EUR 129,-			
Membership number*					

* For price category (PC) 2 and 12 your membership number is required.

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Conference Venue / Accommodation:

The Rilano Hotel, Domagkstraße 26, 80807 Munich,
 Phone: +49 89 36001-9604, Email: sandra.klein@rilano.com,
www.rilano.com

A limited number of rooms are available at the event hotel under the keyword »VDI« up to March 12, 2016.

More Hotels close to the conference venue may be found via our HRS service www.vdi-wissensforum.de/hrs.



Exclusive Offer: As participant of this conference we offer you a free of charge VDI membership. (This offer applies only for new members)

INFORMATION:

The price includes:

Conference: Documentation, catering during the conference

and the evening event at the end of the first conference day

Company visit: Bus transfer, company visit and catering

Workshop: Documentation and catering

Conference attendance conditions and terms: By way of your registration you accept the conference attendance conditions and terms of VDI Wissensforum GmbH as binding. Any cancellation of your registration must be made in writing. We will charge you only an administrative fee of € 50.00 plus German VAT if you cancel your registration earlier than 14 days ahead of the conference date. Any cancellation that reaches us after this deadline will entail the conference attendance fee as stated in our invoice to be charged in full. The date of the post office stamp of your written cancellation will be the decisive criterion. In that case, we will gladly mail you the conference documents on request. Subject to agreement, you may name a substitute participant. Individual parts and sections of conferences and seminars cannot be booked. You will be informed without delay if an event has to be cancelled for unforeseeable reasons. In that instance, you will be entitled only to a refund of your conference attendance fee if already paid. We reserve the right to exchange speakers and/or change the program sequence in exceptional cases. In any case, the liability of VDI Wissensforum GmbH is restricted, exclusively to the conference attendance fee

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