

Keynotes



Dr. Reinhardt Schink

Head of Market Analysis and Strategy
Allianz Deutschland AG, Germany

Market Intelligence: Challenges, Future and Limitations -
Developments Beyond Tools-Driven Approaches



PhD. Richard Papik

Professor
Charles University Prague

Open Source Scientific Information:
a Gold Mine for CI Professionals

Register Now!

www.conference.competitive-intelligence.com

Institute for Competitive Intelligence
Korngasse 9, 35510 Butzbach, Germany

Tel. +49 6033 971377
Fax +49 6033 971376

info@competitive-intelligence.com
www.competitive-intelligence.com



Meet the Sponsors and Exhibitors



5th International Competitive Intelligence Conference 2013

All-in Competitive Intelligence for Practitioners!

www.conference.competitive-intelligence.com

Hotel Diplomat, Prague

Czech Republic

April 16th-17th, 2013

Pre and Post-Conference Workshops,

April 15th and 18th



Europe's Leading CI Event

- + best practices + fascinating insights
- + latest developments + inspiring keynotes
- + exciting expert talks + CI marketplace
- + real business cases + career opportunities
- + exchanging of ideas
- + best-in-class workshops and presentations
- + 97% recommendation rate from last year

„... the perfect mix of the best practitioners and the best theorists from around the world!“

Prof. Evgeny Yushchuk, Urals State University

„The wealth of information available in Europe is so enriching, ... it's like discovering a piece of gold“

Judy Ashworth, Grünenthal

„Excellent speakers from industries and governmental institutions. A well-designed conference, good networking opportunities.“

Sanket Bhatia, Swissmetal Industries



Complementary Networking Events

April 16th

17:30 to 18:50: Guided Tour - Prague Old Town

Visit one of the oldest parts of Prague and the mixture of different architectural styles!

The Old Town is the center of Prague and one of the oldest settlements in Prague. Your guide will take you through the old medieval streets with cobbled stones. You will admire the history of the Old Town Square with the famous astronomical clock, beautiful churches and many historical houses with their amazing gothic cellars.

Meeting Point: Conference Hotel



18:45 to 22:00: Exclusive Evening River Cruise

Enjoy the exclusive cruise on the river Vltava through the historical heart of Prague. The perfect networking opportunity including dinner and live music.

Meeting Point: Čech Bridge



Agenda Day 1 - April 16th, 2013

Time	Room Cracow I	Room Cracow II
07:30 - 08:30	Registration and Exhibition Open	
08:30 - 08:45	Opening	
08:45 - 09:30	Dr. Reinhardt Schink Head of Market Analysis and Strategy Allianz Deutschland AG, Germany Keynote: Market Intelligence: Challenges, Future and Limitations - Developments Beyond Tools-Driven Approaches	
09:30 - 09:50	Break	
09:50 - 10:50	Dr. Gerd Krampe CI and Internal Power Games	Alexander Stumpfegger CID Consulting GmbH The Quest for Information – intelligently & faster: Efficient Information Retrieval in Competitive Intelligence
10:50 - 11:50	Dr. Deonie Botha Tenova Mining & Minerals Developing and Implementing a Competitive Intelligence Strategy for the Natural Resources and Engineering Industries	Arileg Regina Pabón Angel Biblioteca EPM Implementation of Competitive Intelligence in Empresas Públicas de Medellín
11:50 - 12:50	Lunch	
12:50 - 13:50	Ariane Jaimet Ernst&Young From Grape to Wine – Creating a Robust Deliverable and Relationship at the Same Time	Orlaith Finnegan Digimind How to Exploit Social Media Monitoring for Competitive Intelligence
13:50 - 14:50	Nir Kaminer T-Systems International GmbH Winning Deals in the IT Services Industry	Expert Talks: CI software: Which Tools Should I Use?
14:50 - 15:10	Break	
15:10 - 16:10	Dr. Christian Fulda Baker Hughes Technology Development Trend Identification by Patent Monitoring	Dr. Richard Allen Siegel Cipher Systems Europe Creating Knowledge from Information: Best Practices in Competitive Intelligence Software Design and Implementation
16:10 - 17:00	Krishna Deshmukh Pinnacle Infrastructure International Pvt. Ltd. Winning Bids – Where Lies the Intelligence?	Renaud Garat Questel

Agenda Day 2 - April 17th, 2013

Time	Room Cracow I	Room Cracow II
07:30 - 08:30	Registration and Exhibition Open	
08:30 - 08:45	Opening	
08:45 - 09:30	PhD. Richard Papik Charles University Prague Keynote: Open Source Scientific Information: a Gold Mine for CI Professionals	
09:30 - 10:00	Break	
10:00 - 11:00	Wolfgang Dinzen Nassau Assekuranzkontor GmbH How to Handle the Kidnap and Ransom Risk in the Corporate World	Axel Nösner KnowledgeAgent GmbH Transforming Information (Over)flow into Actionable Intelligence
11:00 - 12:00	Johannes Deltl Acrasio GmbH Arndt Ronge Johnson Controls Automotive Benchmarking – a Powerful Intelligence Tool at Johnson Controls	Alexander Stumpfegger CID Consulting GmbH Supporting Processes Efficiently with a Strong Toolset Building Competitive Intelligence Dashboards & Services
12:00 - 13:00	Lunch	
13:00 - 14:00	David Jewell Eastman Chemical War Game 101 – OR – One Approach to a Valuable CI Tool	Kimmo Valtonen M-Brain Media-Based Competitive Intelligence: Alerts, Dashboards and Analysis
14:00 - 15:00	Geary W. Sikich Logical Management Systems, Corp. Black Swans, Shapeshifters and Flexibility	Expert Talks: Corporate CI Units - In Search of Excellence
15:00 - 15:30	Break	
15:30 - 16:30	Leonel Cezar Rodrigues University Nove de Julho Competitive Intelligence System in a Multifunctional Third Generation Research Park	
16:30 - 17:30	Hezi Leder formerly Head of Intelligence, Israel Police The Human Intelligence in a Collection Plan	Zuzana Orlichova Vodafone Application of Competitive Intelligence Tools in Telecommunications Industry

Pre and Post-Conference Workshops

- April 15th, 2013 Competitive Technical Intelligence (FD)
- April 15th, 2013 China: Meeting the Intellectual Property Challenge (HD)
- April 15th, 2013 A Practical Guide to Digital Strategy & Social Media for Competitive Intelligence (HD)
- April 15th, 2013 Must-Have Tools and the Real Searching (HD)
- April 15th, 2013 Advanced Internet Intelligence (HD)
- April 18th, 2013 Design and Operation of an In-House CI Center (FD)
- April 18th, 2013 Understanding and Utilising Personality Building Blocks for Competitive Advantage (FD)
- April 18th, 2013 Validating Strategy Utilizing Failure Point Exercise Methodology (HD)

FD: full day workshop; HD: half day workshop

Registration Fees

Conference (2 days)	Fees
Regular	€ 950
Students (i.e. undergraduates/no professional qualifications)	€ 550
ICI Alumni	€ 850
Day pass	
Regular	€ 550
Students	€ 300
ICI Alumni	€ 500
Workshops	
Pre/Post-Conference Workshops (half day)	€ 400
Pre/Post-Conference Workshops (full day)	€ 690