

What our participants say:

Willem Vos

*Topcon Europe Positioning B.V.
Netherlands*

»At this conference you have access to a whole group of CI users who are a source of inspiration for everyday work ... I will certainly come again!«

Miek Verbeek

*Customer Marketeer, Carglass N.V.
Belgium*

»I liked the networking, getting to know academic people and meeting people who use CI on a day-to-day basis, as well as suppliers, so that is a big bonus.«

Joachim A. Pach

*Competitive Intelligence Director,
Myllykoski Sales GmbH, Germany*

»CI Conference: build and maintain contacts; learn about new topics and benchmark your processes against your peers. In short: The art of competitive intelligence!«

Evgeny Yushchuk

Professor of Urals State University of Economics, Russia

»ICI organized one of the best CI Conferences in the world. There was the perfect mix of the best practitioners and the best theorists from around the world, all of whom sincerely shared their experience with the attendees. This is a very animated and very useful conference for CI practitioners.«

Kai Goerlich

*Market and Trend Analyst, SAP
Deutschland AG & Co KG, Germany*

»If you want to learn about the potentials of CI, you should attend this conference! «



*Hotel Dolce
Bad Nauheim
June 5-8, 2018*

*Fees Conference:
€ 1190 (2 days)
€ 690 (1 day)*

www.competitive-intelligence.com



2018
International
Conference

Competitive & Market Intelligence

Bad Nauheim June 5-8

Advances in the Art and Science
of Competitive/Market Intelligence



Europe's leading Competitive and Market Intelligence
Conference

www.competitive-intelligence.com

»No enterprise is more likely to succeed than one concealed from the enemy until it is ripe for execution«.

Niccolo Macchiavelli

Learn from the best at the 10th International Competitive & Market Intelligence Conference

NICCOLÒ MACCHIAVELLI

What makes this conference unique?

War Game Challenge:

Compete in a life war game with peers and mentors.



3 tracks to choose from:

Compose your own conference by selecting your preferred topics.



Unconferencing session:

Participants decide what subjects will be discussed.



Proven ISO-29990 certified quality:

Enjoy a professionally managed event in a charming art deco venue.



9 high energy session formats:

In depth discussions, where learning and sharing becomes a passion.



Many social breaks:

Get more out of your conference by sparring with your colleagues in various networking settings.



Agenda Day 1 – June 06, 2018

07:30 – 08:30 Registration and Exhibition

08:30 – 09:00 Opening Remarks – Rainer Michaeli

09:05 – 09:45 Shu Wang
Philips Consumer Lifestyle
[Riding the Wave of Digital Intelligence](#)

09:45 – 10:15 Break: [‘Unconferencing’ Bulletin Board](#)

	Spiegelsaal	Bad Homburg	Sprudelhof
10:15-11:15	Erik Elgersma, Ph.D. FrieslandCampina Predictive Analytics for FMCG Business	George Axiotis Underwriters Laboratories Inc. Why Market and Competitive Intelligence Often Goes Overlooked and What We Can Do About it	t.b.d.
11:15 - 12:15	Daniel Wewerka Philips Healthcare How to Lock Out Competition in the Installed Base Business	Samira Rhoads BMJ Scenario Planning: The Future of Global Research	Fouad Benyoub CGI Smart CI: Influence Strategic Decisions
12:15 - 13:15	Lunch: Birds of a Feather		
13:15 - 14:15	Prof. Dr. Jan Oliver Schwarz Hochschule Fresenius, München Benchmarking the Future Preparedness of Multinational Corporations	Antony Ashok Tata Consulting Services The Art and Science of Story Telling in Competitive Intelligence	Philippe Borne French Patent and Trademark Office Martin Kracker, PhD European Patent Office Patent information: Use Case of Customer Profiling: European Patent Information as Linked Open Data
14:15 - 15:15	William Sampson Airbus Helicopters, Inc. The Ethical and Legal Boundaries of Competitive Intelligence from a European Point of View	Rainer Michaeli Institute for Competitive Intelligence How to Set Up and Establish a Highly Professional CI/MI Organization	Walter Robert Baudisch HPP Strategie- und Marketingberatung GmbH From Marketing Strategy to Market Intelligence – and Back
15:15 - 15:45	Break: Find your Peers		
15:45 - 17:00	Jonathan Gordon-Till Oxford Business Intelligence “Unconferencing” - event		
17:00 - 17:20	Meet the Exhibitors		
18:00 – 23:00	Social Event - Ritteressen in Ronnenburg Castle		

Agenda Day 2 – June 07, 2018

8:00-08:30 Registration and Exhibition

08:30 – 08:45 Opening Remarks – Franck Mathot

08:45 - 09:30 Roland H. Heger, PhD, Professor
ESB Business School - Reutlingen University
[CI, MI and BI in the Digital Age](#)

9:30 - 10:00 Break: [Coffee & Connect](#)

	Spiegelsaal	Bad Homburg	Sprudelhof
10:00 - 11:00	Dr. Joachim Buck Siemens Healthcare GmbH Digital Health Services - Best Practice on Market Potential Analysis	Nils Look Georgsmarienhütte Holding GmbH Axel Nösner KnowledgeAgent GmbH Best Practices in Setting Up a Market Intelligence Portal	Lionel Shen, PhD Bureau SEP 2C, Ministry for the Economy and Finance Multilingual Semantics applied to Competitive and Market Intelligence
11:00 - 12:00	Erik Wong Beijing Institute of Science and Technology Information Institute How Competitive Intelligence supports Hi-tech Investment – A Chinese perspective	M. Morgan Bruna Strix Group SA Making business in Chad, an extremely demanding challenge	Ines Dhuit / Marina Flamand, PhD Plateforme Vialno - Université de Bordeaux Patent Indicators for the Valorisation of Innovative Inputs : A Case Study on Advance Materials
12:00 - 13:00	Lunch: Knowledge Action		
13:00 - 14:00	Dmytro Synko VEON, Eurasia Commercial and Planning Analytical HUB Building Competitive Intelligence in Telecom for 7 Markets	Arthur Weiss Aware Fake News, Alternative Facts, and Competitive Intelligence's Role in Sifting Out the Truth	Johannes van der Pol, PhD Plateforme Vialno - Université de Bordeaux A Topology of Collaboration Strategies
14:00 - 15:00	Alexandra Cristea Iveco Defence Vehicles S.p.A. Strategic Foresight in the Defence Industry: How to Create Today the Products of Tomorrow	t.b.d.	Kalle Nuortimo Sumitomo SHI FW Public Acceptance in Energy Industry Long Term R&D
15:00 - 15:30	Break: Meet the Experts		
15:30 - 16:30	Alexander Gangnus Chinabrand Consulting Deep Data - Gathering Intelligence in Difficult Markets through Field Investigation	Sandra Schlick FFHS Fernfachhochschule Case Challenge Presentation	Nima Pourkhodabakhsh Homa Ceram Co. Market Intelligence on Cloud Computing, is there a Unique Solution?
16:30 - 17:30	Final Panel Discussion		



Competitive & Market Intelligence

Bad Nauheim June 5-8

Advances in the Art and Science of Competitive/Market Intelligence



Pre- & Post-Conference Workshops – June 05 & 08, 2018

Date	Pre and Post-Conference Workshops	Lecturer	Time	Level
June 5th	Gathering Competitive Intelligence at an Industry Event is Easier Than You Think	Chad Eng	08:30 - 12:30	Intermediate
June 5th	Anything But Standard Google – Simple and Effective Competitive Intelligence Online Searching	Arthur Weiss	13:30 - 17:30	Beginner / Intermediate
June 5th	Face the Rapidly Changing Market Environment by Integrating Strategic Foresight into your Competitive Intelligence Function	Diana Wolf-Dolgner	08:30 - 17:30	Intermediate / Advanced
June 5th	Staying Competitive with Indicators	Randolph H. Pherson	08:30 - 17:30	All Levels
June 8th	OSINT at its Best: Web Intelligence Tools, Techniques, Tips and Tricks (including the Social Media and Mobile Arenas)	Amir Fleischman	08:30 - 17:30	All Levels
June 8th	Technological Forecasting for Science and Technology Intelligence - Predicting the Future History of Technology	Richard Mignogna, Ph.D., P.E	08:30 - 17:30	All Levels