

## Keynotes



**Christina Sterenborg**

Head of Market & Competitive Intelligence  
Deutsche Telekom AG, Germany

Bridging the Gap Between Tools and People



**Henri Samier**

Professor  
l'ISTIA Innovation, Université d'Angers, France

The Development of "Intuition & Perceptive Insight" in the Process of CI & KM

## Register Now!

[www.conference.competitive-intelligence.com](http://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](mailto:info@competitive-intelligence.com)  
[www.competitive-intelligence.com](http://www.competitive-intelligence.com)



## Meet the Sponsors and Exhibitors\*



\*preliminary listing



## 6th International Competitive Intelligence Conference 2014

### ECIS – European Competitive Intelligence Symposium

*Competitive/Market Intelligence:  
Handcraft, Science and Art*

[www.conference.competitive-intelligence.com](http://www.conference.competitive-intelligence.com)

Dolce-Conference-Hotel  
Bad Nauheim, Germany

April 09-10, 2014

Pre and Post-Conference Workshops,  
April 8 and April 11, 2014



## 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

*"The ICI conference offered a good selection of different CI-related topics and a balanced mix of presentations and networking opportunities. The conference organization was excellent."*

Sylvia Geisler, Health & Nutrition, Evonik Degussa GmbH





## List of Speakers\*

**Marius Ackerman**  
ABIC  
Exploiting Business Opportunities  
in Key African Markets

**Oliver Bieh-Zimmerl**  
T-Systems Multimedia Solutions GmbH  
Limits and Synergies of  
Customers' Loyalty

**Franck Micholet**  
EADS France  
Business Intelligence my Way

**Shelly Freyn,  
Melonie Richey**  
Mercyhurst University  
Teaching Applied Interdisciplinary  
Methods in CI

**Daniel Spilsbury**  
Digimind  
Best Practices to Achieve Market  
Intelligence Success

**Stephan Frik**  
Rolls-Royce Power Systems AG  
**Alfred Fischer**  
samaxis GmbH  
Companywide Market and Customer Centric  
Approach in Competitor Information

**Sabine Hehner**  
Lufthansa Cargo AG  
How to Forecast Competitors'  
Action in the Most Effective Way

**Stephan Moers**  
Stephan Moers Sicherheitsberatung e.K.  
3 Ways to deal with Know-How Leakage

**Eliana Benjumeda,  
Mario Esteban-Martinez**  
Infoline Insight & Foresight  
The Art and Science of  
Competitive Intelligence

**Dr. Joachim Buck**  
Siemens AG, Healthcare Sector  
"Seeing is believing" - Competitive  
Intelligence in Healthcare IT

**Pascal Lauria**  
Cogia GmbH  
Why Social Media Monitoring  
is a "Must-Have" for  
Competitive Intelligence

**Dr. Gualtiero Fantoni**  
University of Pisa  
**Silvia Fossati**  
Strategie & Innovazione

Technology Intelligence and  
Human Centred Solutions

**Tetiana Momot**  
Odessa I.I. Mechnikov National University  
Stakeholders-oriented Corporate Security  
and Strategic Intelligence System

**Steven Gutke**  
TraskBritt  
Understanding the Rights  
and Information of Competitors  
from Patent Searching

**Nir Kaminer**  
T-Systems International GmbH  
People Aspect of  
Competitive Intelligence

**Christopher Murphy**  
Ravensbourne Consulting Ltd.  
'Trust Me – I'm an Expert' –  
Reliable Wisdom or Unsound Spin?

**Markus Ott**  
Festo AG & Co. KG  
Bringing Competitive  
Intelligence to Life

**Dr. Klaus Solberg Soilen**  
Halmstad University  
The Value of Trade Show Intelligence

**Ulrich Stahl**  
KSB AG  
Chances and Limitations of  
Comprehensive KPI Analysis

**Alexander Stumpfegger**  
CID Consulting GmbH  
Gain Competitive Advantage by  
Increasing Knowledge Productivity  
+  
Building Competitive Intelligence  
Dashboards & Services

**Mike Alderton**  
AMI Software  
Developing a Market Intelligence portal  
from differing sources of information  
- some international customers experiences

**Edwin Vlems**  
MCB Nederland B.V.  
Turning Big Data into Natural Language

**Arthur Weiss**  
Aware  
The Impact of Communication Style  
and Culture on Effective CI

**Axel Nösner**  
KnowledgeAgent GmbH  
The Prominent Role of Structuring  
Information within Market  
Intelligence Solutions

**Prof. Dr. Francisco Paletta**  
Fundação Armando Alvares Penteado  
Brazil – Evolutions in CI and some  
Aspects of the Current Scenario

**Henri Samier**  
l'ISTIA Innovation, Université d'Angers  
The Development of  
"Intuition & Perceptive Insight"  
in the Process of CI & KM

**Christina Sterenberg**  
Deutsche Telekom AG  
Keynote: Bridging the Gap  
Between Tools and People

**Kathy Surry**  
Smiths Medical  
From Support Function to  
Trusted Advisor in 3 Years

**Prof. Dr. Ralf Wagner**  
University of Kassel  
Sharpening Your View on  
Competitor's Moves and Turns

## Pre and Post-Conference Workshops

- April 8th, 2014 Exploring Possible Futures –  
Techniques for Forward-looking CI (HD)
- April 8th, 2014 KPIs for CI: Managing Corporate Transformation  
in the Digital Age (HD)
- April 8th, 2014 Competitive Intelligence and Social Media (HD)
- April 8th, 2014 Advanced Internet Intelligence (HD)
- April 11th, 2014 War Gaming Workshop on  
Professional Services Industry (FD)
- April 11th, 2014 A Pilgrimage into the Future: Applied Innovation  
Management for CI Professionals (FD)
- April 11th, 2014 Reaching your Decision Maker with  
Comprehensive CI Reporting (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

\*preliminary listing