



CiMi.CON EVOLUTION 2013

6TH – 7TH JUNE 2013 | BERLIN, GERMANY

we.CONECT
GLOBAL LEADERS

PUSH YOUR
BUSINESS



More than 15 Case Studies
Icebreaker Session
Challenge your Peers
World Café Session

CiMi.CON Europe 2013

Competitive & Market intelligent industries
6th – 7th of June 2013, Berlin, Germany
<http://cimicon2013.we-conect.com/en/>

"Professionalism of your organization and all the special sessions you organized in order to generate discussion between attendees and get to know each other was remarkable."

Philippe Heim, TOTAL Refining & Chemicals Belgium

we.CONECT is bringing together, for the second time, an international audience of Managing Directors and leading Managers from the management of competitive and market intelligence to Berlin, to network, share knowledge and be made aware of the strategic approaches and challenges within the field of CMI.

In 2012, more than 100 key decision-makers used the CiMi.CON Evolution 2012 conference to discuss about the current challenges, brand new approaches, and future trends in the field of competitive and market intelligence. The CiMi.CON Evolution has therefore become **one of the leading conferences of sophisticated and holistic methods & strategies, tools & systems and evolutionary processing of CMI.**

For a detailed **review**, please follow this link: <http://cimicon.we-conect.com/en/>

What's new in 2013?

- More than **24 extraordinary sessions** from cutting edge speakers from Europe & US.
- An exclusive format offering: **6 World Cafés, 6 Challenge your Peers Round Tables**, a wonderful **Evening reception** and **3 surprising Icebreaker Sessions** the evening before the start of the conference.
- More than 100 senior-level executives in the field of processing CMI
- Leading Business Partners like **CID & Digimind**

Companies like L'Air Liquide, Vattenfall, Dassault Systems, Mattel, BASF, Saudi Aramco and Shell will discuss the latest solutions, challenges and insights from different Industries.

Register online now for the CiMi.CON Evolution 2013 at:

<http://cimicon2013.we-conect.com/en/preview/register/>

MAIN UPCOMING TOPICS TO DISCUSS IN 2013

1. Strategies

- Mastering the CI challenge in competing against newly emerging global competitors / forecasting newly emerging markets and economies
- Technology foresight, disruptive technologies & open innovation in a global competitive environment: Why indirect competitors matter more than you think and how you can find, measure and monitor them
- CI & longterm HR development: Strategic talent acquisition, effective messaging, branding and team building

2. Methods

- Scenario tracking – bringing scenarios to life!
- Aggregating primary intelligence, secondary research & MI framework
- Counter intelligence – defensive strategies for competitive intelligence attacks
- Knowledge management process: Leveraging corporate BI assets for CI tools & systems
- Using war games to anticipate a competitor's next move



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3. Processing

- M&A – competitive intelligence for mergers and acquisitions
- Use of HUMINT resources in conjunction with other sources to obtain accuracy in CIS / Asian markets and successful triangulation of data for final results
- Advanced methodology and application, organizational models & processes embedded in a comprehensive CMI-model
- Human vulnerability – protection of information by awareness

4. Tools & Systems

- Connecting CMI to BI, social media, cloud, intranet and integrate them into the right IT Systems & Platforms to avoid data and information overload
- How CI-tools help cope with data overload
- Analysis and linking of fragmented data and information already existing in the company
- Application of CI-Supporting tools to create a collaborative CI-Network

Follow this link to download the complete agenda for the CiMi.CON Evolution 2013: <http://cimicon2013.we-conect.com/en/preview/agenda/agenda-pdf/>

REVIEW 2012

- More than **100 participants** from **over 70 companies** discussed about future challenges, latest approaches and future progresses in the field of evolutionary processing of CMI.
- **24 extraordinary sessions** from companies from **Germany, Finland, Israel, UK, Russia, France, Denmark, The Netherlands, Sweden, Spain** and the **United States**
- The participants **rated** this conference a **2,0** (evaluated by 83% of the participants)
- **5 World Cafés, 4 Challenge your Peers Round Tables**, a wonderful **Day 1 Dinner** and 2 eventful **Icebreaker Sessions** the eve before the start of the conference
- The **business partners such as CID GmbH, Comintelli, Strategy Resource Partners, Esmerk, d&a Visual Insights, Global Intelligence Alliance** presented cutting-edge product-solutions, management strategies and outstanding technologies.

With new tracks and workshops, the conversations at **CiMi.CON Evolution 2013** is expanding into all facets of the **competitive intelligence** field.

Visit the conference homepage at <http://cimicon2013.we-conect.com/en/> to find more details about the conference.

The **CiMi.CON Evolution 2013** online registration is now opened for the price of 2.499 Euro + VAT.

Follow this link to complete your registration: <http://cimicon2013.we-conect.com/en/preview/register/>

Team Registration Discount - Bring the Team: Gain a Much Richer Experience of the Event!

Teams that attend a we.CONECT Event together can not only access all the sessions to maximize their learning, but also have the benefit of a team meeting with a speaker, business partner or other teams, who can facilitate a discussion or advise them on strategic initiatives and key projects. For these reasons, organizations often hold off-site team meetings at we.CONECT events, and incorporate we.CONECT events as part of their training programs.

Register as part of a team of 2 or more and save for each additional participant up to 50%. That's a possible savings of 1.249,50 Euro on the current pricing for a Conference Pass. Please find [here further information regarding our Team Discount](#).

We are looking forward to welcome you at the CiMi.CON Evolution 2013 from the 6th to 7th of June 2013 in Berlin.

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