

**Cimi.CON Evolution 2013** is only a few months away, and we've been busy behind the scenes building a fantastic conference agenda for our attendees.

**Cimi.CON Evolution 2013** provides a unique opportunity for your organization to connect face-to-face with the industry's most influential corporate process excellence and manufacturing decision makers and vendors.

Taking place from the **20<sup>th</sup> to the 21<sup>st</sup> of June 2013** in the heart of Berlin / Germany, **we.CONECT** is inviting Managing Directors and leading Managers to the 2<sup>nd</sup> annual **Cimi.CON Evolution** conference in Berlin.

The **Cimi.CON Evolution 2013** has now become one **of the leading conferences** for strategic approaches and challenges to the management of competitive and market intelligence and would be the perfect opportunity for you to **share** experiences and discuss about the current **challenges**, brand new **approaches** and **future trends**.

- **Registration for [Cimi.CON Evolution 2013](#) is Now Open! Take Advantage of Our Early Bird Summer Discount & Save €250 on Current Pricing!!**
- **Team Discount: Register as part of a team of 2 or more and you save another €100 per person. That's a possible savings of €350 on the current pricing for a Conference Pass!**

#### [MAIN UPCOMING TOPICS TO DISCUSS IN 2013](#)

##### **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 & long-term HR development: Strategic talent acquisition, effective messaging, branding and team building

##### **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

##### **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

##### **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 **90 industry participants** from over **70 companies** attended the **Cimi.CON Evolution 2013** to discuss cutting-edge topics in the field of competitive and market intelligence.
- An exclusive format offering **26 extraordinary sessions: 15 Case Studies, 5 World Cafés, 4 Challenge your Peers Round Tables**, a wonderful **Evening reception** and one surprising **Icebreaker Session** the evening before the start of the conference.

- Leading Business Partners like **CID GmbH, Comintelli, Strategy Resource Partners, Esmerk, d&a Visual Insights and Global Intelligence Alliance** showcased **innovative** and **pioneering** solutions for decision makers in the field of competitive and market intelligence.
  - *"Multi-perspective and interactively run in an efficient and positive atmosphere organized by young but professional people."*  
Ulf Hermansson, Sandvik Machining Solutions AB
  - *"Great opportunity to share professional knowledge & techniques and benefit from each other's experiences."*  
Sebastian Lazar, Bayerngas GmbH
  - *"Overall, very good experience. Round tables were excellent!! Thank you for a great event! P.S: Networking was great aswell!"* David Ahrens, SAP

#### QUANTIFY OF THE Cimi.CON EVOLUTION 2012

- **70 Companies** based in Germany, France, Denmark, Finland, Switzerland, the UK, Spain, USA, Israel, etc.
- A vast majority (71%) of companies larger than 10 000 employees, such as **Air France KLM, Allianz Deutschland AG, Sanofi-Aventis, Thales Group**, etc.
- The main industries/companies represented at the Cimi.CON Evolution were:
 

▪ Aerospace/Automotive/Defense 20%	▪ Machinery/Equipment 9%
▪ Technology 14%	▪ Construction Industry 5%
▪ Chemical/Petrochemical 12%	▪ Utilities 5%
▪ Pharmaceutical/Biotechnology/Medical Device 12%	▪ Software/IT/Services 5%
▪ Electrical/Electronics Industry 9%	▪ Other Industries 9%
- **90** participants consisting of:
  - **16%** Board Members/Managing Directors
  - **32%** Leader/Head of/Director
  - **52%** Manager/Senior Manager

#### TOP STORIES 2012

*Short summaries of our best-rated speakers' presentations from the Cimi.CON Evolution 2012 conference:*

**Daniel Cho, Director of Market Intelligence at Philips Healthcare - Patient Care & Clinical Informatics, Germany**, presented on "How to create a collaborative, connective and integrated competitive intelligence culture in a global & diversified company". Competitive Intelligence faces different challenges: first one CI model doesn't fit every market, second CI is a difficult subject to interest people in and third remaining focused is complicated in such a competitive market. To create a successful Competitive Intelligence culture, a few commonalities must exist: a common purpose and belief, no one is a stranger, no one is stupid, no one is excluded to make a comment and sharing is key. Mr. Cho believes that if those commonalities exist throughout a community, then you can think of creating a Clan which shares values (WHYs), behaviors (HOWs) and directions (WHATs). This clan will then operate as a golden triangle, activating the culture and creating a winning combination.

**David Ahrens, VP, Competitive & Market Intelligence, Business Analytics, Technology & Mobility at SAP America Inc., USA**, focused on "Building High Impact Competitive Intelligence Programs to Support Strategy – The Reorganisation of SAP's CI-Structure". Mr. Ahrens began his presentation by describing the evolution of Competitive and Market Intelligence at SAP. The 2 Units that were CI and MI were merged to create one CMI Team and its support system, such as trusted advisors, standardized templates and deliverables and so on. The next step was then to implement best practices, i.e. a strong brand and clear vision: "Compete Better, Win in more Markets." Mr. Ahrens concluded his presentation by bringing up a few key points on how to create an efficient and effective CMI Team: "Align with Executive Team and Corporate Strategy, Build CMI Brand, Implement Shared Services to Standardize Communications, Move from Tactical to Strategic – Reactive to Proactive, Focus – Pilot – then Reach & Scale."

**Dr. Reinhardt Schink, Head of Market Analysis and Strategy at Allianz Deutschland AG, Germany** focused on "Challenges, future & limits of Market Intelligence – Holistic View on Developing Decision Making Support in

fast changing markets and complex consumer mindsets". He began explaining how increasingly important it is to understand your customers and what shapes their needs in the future. Dr. Schink then clarified how to identify and deal with structural interruptions, by developing tools for a deterministic environment and understanding that scenario planning is not an exact science. In the future Market Intelligence is expected to be seen and understood as a holistic process and help find new ways to lead to Growth and Innovation.

**We are looking forward to welcome you at the Cimi.CON Evolution from the 20<sup>th</sup> to the 21<sup>st</sup> of June 2013 in Berlin.**

Visit the conference homepage at <http://cimicon2013.we-conect.com> 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/>

With new tracks and workshops the conversations at Cimi.CON Evolution 2013 are expanding into all facets of competitive and market intelligence.

I'm excited about the event we have in store for you, and hope to see you in June in Berlin!

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