

2008 European Competitive Intelligence Summit

October 20 - 22, 2008 • Rome Italy

Featured Topics

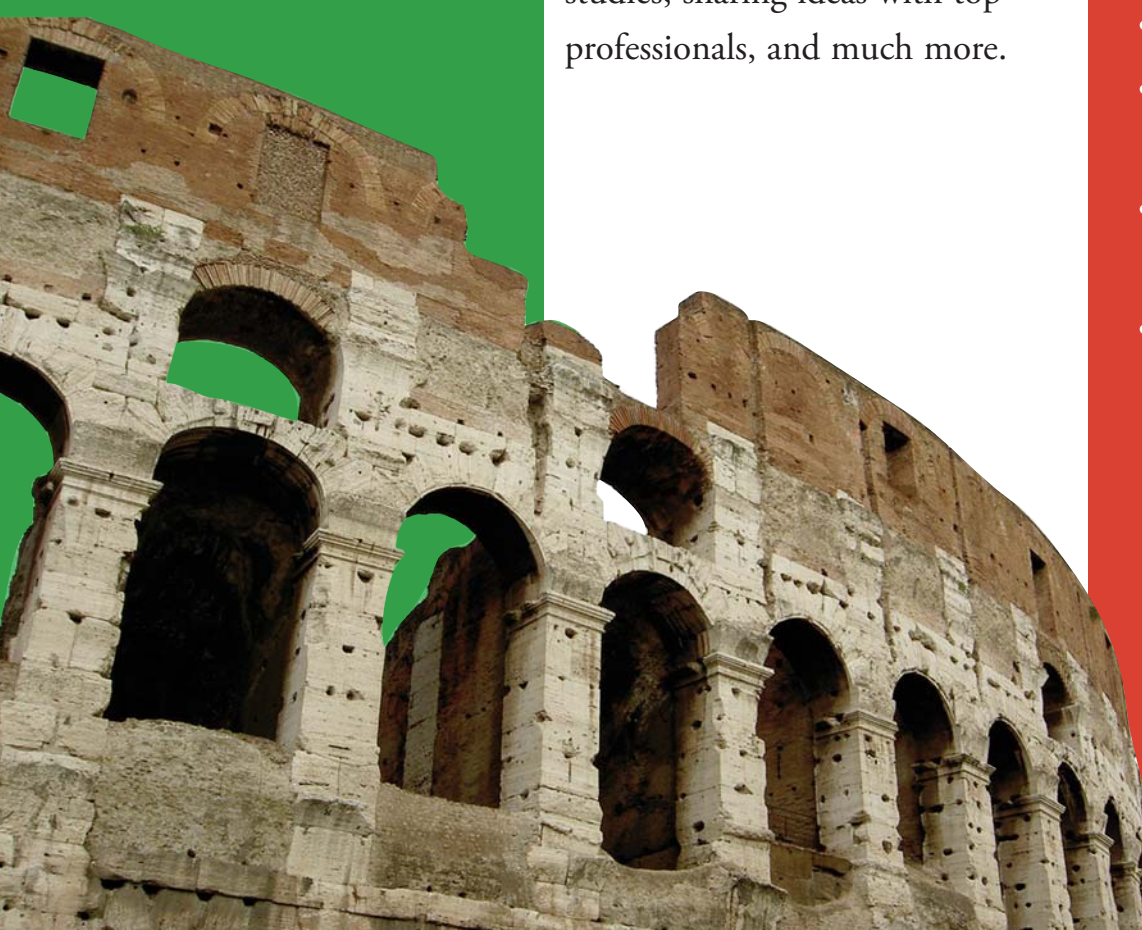
- **CI and Its Relationships with Different Functions Inside the Company**
- **CI Performed by a Single CI Practitioner**
- **CTI: Innovation and Intelligence**
- **Many Facets of Global CI**
- **New Analytical Tools and E-Platforms for the CI Practitioner**

The largest gathering of European intelligence professionals from business and industry. The 2008 European Competitive Intelligence Summit takes place in October in Rome, Italy. Join your colleagues for three days of rich content and networking opportunities. This Summit features the latest in competitive intelligence applications, business case studies, sharing ideas with top professionals, and much more.

Opportunities & Perks

- **Pre-conference workshops and core sessions on featured topics**
- **Two general sessions, each with a keynote speaker**
 - **Catia Bastioli, CEO Novamont, 2007 European Inventor of the Year**
 - **Fabio De'Longhi, CEO De'Longhi Spa**
- **Expert panels**
- **An exhibition with the latest products and services**
- **Great networking opportunities each day**
- **An Italian language track on topics related to the CI Industry**

**Registration
Brochure**



Full Schedule (subject to change)

Monday, 20 October

Pre-Summit Workshops (available for an additional fee)

7:30 am – 17:00 pm Summit Registration

8:30 am – 16:30 pm Workshops

12:00 pm – 13:00 pm Lunch for Workshop Attendees

16:30 pm – 17:30 pm Reception

Tuesday, 21 October

Main Summit

7:30 am – 16:45 pm Registration/Exhibits

8:30 am – 10:00 am General Session

10:00 am – 10:30 am Break

10:30 am – 11:15 am Sessions

11:15 am – 11:30 am Break

11:30 am – 12:15 pm Sessions

12:15 pm – 13:30 pm Lunch

13:30 pm – 14:15 pm Sessions

14:15 pm – 14:30 pm Break

14:30 pm – 15:15 pm Sessions

15:15 pm – 15:30 pm Break

15:30 pm – 16:45 pm Session

16:45 pm – 17:45 pm Reception

Wednesday, 22 October

Main Summit

7:30 am – 17:30 pm Registration/Exhibits

8:30 am – 10:00 am General Session

10:00 am – 10:30 am Break

10:30 am – 11:15 am Sessions

11:15 am – 11:30 am Break

11:30 am – 12:15 pm Sessions

12:15 pm – 13:30 pm Lunch

13:30 pm – 14:15 am Sessions

14:15 pm – 14:30 pm Break

14:30 pm – 15:15 pm Sessions

15:15 pm – 15:45 pm Break

15:45 pm – 16:30 pm Sessions

16:30 pm – 17:30 pm Closing Reception

Delegates Receive:

- Access to six pre-conference workshops with introductory to advanced topics (additional fee)
- 30+ core sessions on topics
- An intelligence exhibition with the latest products and services
- Networking opportunities include breaks, lunches, and receptions

General Sessions

Catia Bastioli

Catia Bastioli sits on various prestigious committees and associations such as ERRMA (European Renewable Resources & Materials Association), ECCP (European Climate Change Program), she is a member of the Board Directory of PlasticsEurope and AGRINNOVA (Center of Competence on Agro-food Innovation). She was recently elected President of Assoscai, Italy's Association for the Environmental Sustainability and Competitiveness of Enterprises. Since 2004 she has been a lecturer in the Faculty of Pharmacy/Biotechnology, at the "Amedeo Avogadro" University of Eastern Piedmont. Author of more than 100 papers on various scientific and industrial subjects published in International Journals, she has also contributed to international reports dealing with renewable materials on behalf of leading institutional organizations.

She is the author of the "Handbook of Biodegradable Polymers" published by Rapra Technology Limited in 2005. Ms Bastioli is the inventor of more than 70 patents and patent applications in the sectors of synthetic and natural polymers. Catia Bastioli has won numerous international awards for her discoveries in the field of starch-based biodegradable materials; one of them, on April 18. She was nominated for the "European Inventor of the Year 2007" for her patents filed in the years 1992-2001.

Fabio De' Longhi

Fabio De' Longhi was born in Treviso in 1967 and holds a degree in Business and Economics from the Bocconi University of Milan. He joined the company, founded by his father Giuseppe De' Longhi, as assistant to the marketing director of the United Kingdom Branch until the early 1990's, when he entered the Export Department at the company headquarters in Italy. He worked for some years in the United States as Marketing and Sales Director and went back to the headquarters in 1999 as Sales Director and Vice President of the De' Longhi Group. In 2005 he became the Chief Executive Officer of the De' Longhi Group.

De' Longhi Group is leader in household appliances with two business units, De' Longhi Household and De' Longhi Professional, operating in four product segments: Air Conditioning, Heating, Cooking and Small Domestic Appliances. Brands are De' Longhi, Kenwood and Climaveneta. Manufacturing sites are located in Italy, China and Russia, and the Group exports in over 80 countries. De' Longhi Group revenues in 2007 were 1.500 million Euro, with no. 7.000 employees worldwide. The De' Longhi Group has been listed on the Milan Stock Exchange since 2001.

Monday, October 20 8:30-16:30

Advanced Sales Intelligence

Claudia Clayton, Managing Director, ViewPoint
Ellen Naylor, CEO, Business Intelligence Source

This workshop will help organizations understand why support of sales intelligence is critical to success, the positive impact it can have on the organization's sales results if brought to an advanced level, and how to effectively capture CI from Sales throughout the Sales process.

Participants will learn how to gain senior management buy-in, key requirements for gaining cooperation from the sales force and how to set up workable collection processes. Attendees will learn how to develop plans for motivating managers across the organization to appreciate the value of a Sales Intelligence program.

2. We will also focus on how CI and other managers can create "Psychological Income" by working with Sales to "give back" information that assists them in order to engage them in the process and build high motivation levels.
3. We will provide tips to help attendees train Sales on how to collect market intelligence more effectively and to protect key corporate intelligence, including elicitation role play exercises.

Monday, October 20 8:30-12:00

Seeing and Noticing: Enhancing Awareness in the Practice of CI

Dr. Michael Neugarten, Business Intelligence Manager, Israel Aerospace Industries

Looking at different aspects of human vision and blindness, and regarding vision as active and not simply a passive receptive process, can help us better understand how to make sense of our external business environment. By looking differently at our business environment, we may sometimes, like Sherlock Holmes, see that which others do not. Indeed both entrepreneurship and CI are about awareness of business opportunities (or threats) that others do not notice. As Proust wrote: "the only true voyage of discovery ... would be not to visit strange lands, but to possess other eyes".

Parallels are drawn between how we or organizations see, and how we or organizations are blind – whether optically, or metaphorically. Using visual examples, analogies and metaphors, and CI- and KM-related examples, this workshop shows how individual CI practitioners and their organizations can enhance their focused and peripheral vision to notice better.

- become more aware of how we see both as individuals and as organizations
- understand types of individual and organizational blindness and how to overcome them
- learn to stand back and de-focus and utilize individual and organizational peripheral vision

From Market Research to Competitive Intelligence: How to Increase Relationships Between the Two Disciplines and Improve Cooperation Between Functions

Carla Vavassori, Consultant, Strategie & Innovazione
Workshop is conducted in Italian.

Competitive Intelligence (CI) is often confused with, or viewed to have overlapping elements with Market Research. The two disciplines have surely many synergies, but they are not equal: Market Research often focuses on ONE category of players on the market (generally, customers) and on specific information needs, CI provides a complete picture of the competitive environment, including competitors, customers and market. Moreover, Market Research is focused on the past and present, while CI is strictly oriented to the future. Furthermore, Market Research aim is to "measure", while CI scope is "understanding and predict". By analyzing the differences between the two disciplines, you'll discover how these two functions can work together: working in CI, you'll recognize that Market Research is an important information source for your work.

Monday, October 20 13:00-16:30

Patent Research and Analysis to Understand Your Competitive Scenario: Using Technical Information to Supporting Strategic Decision Making

Silvia Fossati, Consultant, Masternet

Workshop is conducted in Italian.

Case study: Patents are the most valuable and comprehensive source of the technological information and thus are very crucial for the industries: detailed mining of patent literature is proven to be useful to Competitive Intelligence. Patent searching and analysis is done based on the objective. Traditionally, patent information searches are done, as a part of the drafting a patent drafting, before patent filing or during patent litigation. In our highly competitive business environment patents are an important source of technological intelligence that companies can use to gain strategic advantage and are considered as one of the major sources of technological and competitive information. Patent awareness is a critical skill for business managers, engineers, researchers, inventors, consultants.

Search methodologies will be shared and case histories will be shown and discussed with the participants.

Competitive Intelligence European Summit

Pre-summit workshops (additional fee)

Monday, October 20 13:00-16:30

CI to Enhance Value Proposition Analysis

Erik Glitman, Managing Director, Fletcher/CSI

This session will discuss the development of a value proposition analysis tool set which can be used to directly increase sales through stronger alignment between the value proposition presented to customers and the actual value needs of those customers. This tool set will build on Win/Loss analysis to construct a true customer value assessment. That assessment can then be matched to company capabilities and product characteristics in a way that is more closely aligned with customer requirements. Session participants will use Win/Loss analysis to create the customer value requirements and the competitor's value proposition. At the conclusion of the session, participants will have a basic knowledge on how to use the value proposition analysis tool set to determine a competitor's market positioning and to develop counters to those positioning. Since every customer has slightly different value requirements, the session will discuss the five essential values needed to win in competitive environments and the one value that can lose a sale. The five essential values: Table, Bid, Winning, Differentiation, and Excess will be described and examples of each provided. In addition, detractive values, the ones that can lose a sale, will be discussed. Samples of each value, and the impact it had on the sale, drawn from real world sales efforts, will be used to illustrate the role of each value in the end outcome.

Interviewing and Elicitation Techniques to Improve Your Company's CI Collection

Ellen Naylor, CEO, Business Intelligence Source

Many CI professionals and other company employees are uncomfortable conducting primary intelligence collection. By the end of this workshop you will become more confident about collecting intelligence since we will teach the process and motivation behind sharing as well as give attendees ample opportunity to role play using these techniques. Participants will be taught very methodically how to use interviewing skills to collect CI. For training purposes, we will only use questions for the interviewing portion of this training. During the elicitation training portion, we will use only conversational techniques to collect information. In reality, a CI professional mixes both approaches in collection: questions and conversation. Attendees will be introduced to the process and motivation to encourage others to share intelligence whether through interviews or elicitation.

Tuesday, October 21 8:45-9:45

Opening Address by SCIP President Joe Goldberg

Tuesday, October 21 10:30-11:15

Case Study in Organizational Issues

Track: CI and Its Relationships with Different Functions Inside the Company

Lexi Airey, Head of Market Intelligence and Complaints Analysis, Post Office Ltd

Gary Sheen, Market Intelligence Manager, Post Office Ltd

Case study: How Post Office Ltd built from scratch a competitive and market intelligence team that has continued to grow in size over the last four years despite organizational down-sizing. Post Office Ltd is one of the largest retail networks in Europe.

- How and why the function has grown: gaining executive buy-in
- How the team is embedded in processes throughout the business
- What were the things that went wrong and how success is measured

Successful Internal Networking for Improving Your CI Performance

Track: CI Performed by a Single CI Practitioner

Adrian Alvarez, Founding Partner, Midas Consulting

The presentation will outline which practices have been very effective in internal networking with examples of the most effective ones from successful Latin American companies. These experiences should be useful for CI practitioners from countries, such as Spain, Portugal, Italy and Greece, where personal relationships and internal networking are key to the success of any CI department.

- How to spot who must be in your network for your work to be successful
- How to use training as a key element of getting collaboration and how to successfully reward program for collaborating with the CI department
- How to use internal meetings for getting and successfully spreading CI

Tuesday, October 21 10:30-11:15

Patent and Innovation Global Survey

Track: CTI: Innovation and Intelligence

Stephen Trotter, IP Consultant, Thomson Reuters - Scientific

Innovation is truly global and the competitive landscape is experiencing change - no longer is it sufficient to monitor competition in traditional markets such as Europe, US, and Japan because there are many emerging competitors appearing from further afield including China, India, South Korea, and Taiwan.

- Gain insight into global patenting trends, providing greater awareness of young IP nations maturing quickly
- Learn techniques to help identify, monitor and lead your competitors
- Take away real examples of competitive intelligence issues and solutions facing organizations in today's global playground

The Why and How To of Competitive Intelligence in China

Track: Many Facets of Global CI

Laura Mitchelson, Strategic Director, Amber-China

The session is split into two parts: Part One offers a comprehensive introduction to the impact of China intelligence on the world of global business. Using three different case studies, the presentation will focus on bringing to life the need for business intelligence in China. Each project showcases a different set of circumstances and challenges faced by U.S. and European companies.

- The session will provide a balanced, on-the-ground examination of the practical issues that face CI professionals in China.
- We'll also look at the realities of carrying out market and competitive intelligence in China, with particular focus on information availability and reliability.
- Practical means of overcoming this lack of information and transparency will be analyzed, with respect to local cultural differences.

Tuesday, October 21 11:30-12:15

CI Activities Benchmark Among Peer Companies: Learn From Others

Track: CI and Its Relationships with Different Functions Inside the Company

Hans Hedin, Vice President Business Development, Global Intelligence Alliance

The Global Market Intelligence Survey 2008 was conducted to obtain a more focused picture on Market Intelligence operations with respect to two themes. First, the state of Market Intelligence operations in a number of industries and the differences between these were investigated. Second, differences in perception between Market Intelligence professionals and users of the operation were studied.

- Participants can benchmark their own activities with peer companies on a global level.
- Participants will learn the different perspectives of CI users (managers) and CI producers (CI Professionals).
- Participants will learn how to diagnose their present intelligence development status according to the five phase development scale "From Firefighters to Futurists".

Setting Up and Maintaining a CI Department

Track: CI Performed by a Single CI Practitioner

Kurt Kobel, Manager Competitive Intelligence, Phonak Hearing Systems

This presentation takes you full circle from how to initiate the decision for a CI department for a small to mid-sized company to some of the tips and tricks on how to run it efficiently on a shoe-string budget. It starts by looking at the reasons for setting up a CI department both from a strategic and tactical side, by analyzing the company's market situation.

- Look at the reasons for setting up a CI Department
- Investigate how the business environment and internal situation influence the set-up of a particular CI Department and where to position it within the corporation
- Evaluate useful tools of key intelligence needs, determine sources of competitive intelligence information and learn which services could be outsourced

Tuesday, October 21 11:30-12:15

TRIZ for Better Competitiveness

Track: CTI: Innovation and Intelligence

Caterina Rizzi, Professor, University of Bergamo
David Conley, S11X Program Manager, Intel Corporation

The presentation will introduce basic concepts about TRIZ methodology. TRIZ underlying idea is that invention has logical rules and principles that lead from problem to solution i.e., there are common patterns (called Inventive Principles) in ways of solving problems that, extracted and coded, technologists and researchers can use to obtain the capability to solve problems creatively. The speaker will present the set of tools made available by TRIZ to guide the designer in solving a technological problem, such as Functional Analysis, Inventive Principles, Contradictions matrix, Ideal Final Result (IFR). Case studies will be also described to show the potential of this methodology.

Finding Information Before & After 1989, in the Romanian Business Environment

Track: Many Facets of Global CI

Mariana Hopartean, Program Manager, ELPRECO

Limited information was received through a rigid and centralized structure, which allocated the producing programs and the delivery schedules, without any major implication of the employee and this was the barrier to developing people, wishing to use their creativity and grow their businesses on a healthy base. All information was supervised by the Romanian Communist Party representatives who censored not only the external information, but also the internal information. • Learn about the past environment in business information

- Understand the actual way to find information in Romanian construction sector
- Find the actual difficulties in having the trustful information

Tuesday, October 21 14:00-14:45

Profiling Family-Owned Companies

Track: CI Performed by a Single CI Practitioner

Gloria Reyes, Director, Reyes Consulting

Family-owned companies pose one of the most difficult nuts to crack when looking at competitors. They often choose incorporation forms which require no disclosure of their financial activities or ownership structure; oftentimes, they avoid incorporation altogether. So how can we approach this “Black Box” and get enough information together to understand the inner workings of an entity? Each culture has its

own preferred forms of running a family-owned business. Tax laws, inheritance laws and disclosure requirements determine the form of business.

Focused Versus Unfocused Early Warnings

Track: New Analytical Tools and E-Platforms for the CI Practitioner

Alessandro Comai, Associate Professor, University of Pompeu Fabra
Joaquin Tena, Associate Professor, University of Pompeu Fabra

Global and technological firms are facing a new challenge consisting of detecting opportunities and threats from every single angle of the environment. If you are aware that potential issues may come soon and affect your environment, then you are prepared to utilize the unfocused Early Warning. This presentation will demonstrate how important it is to combine a focused and an unfocused early warning, and how to apply several techniques and tools. It also presents several tips and tricks for building a successful early warning system according to your organization style and culture. Some short case studies of companies will also be presented.

- The importance of combining a focused and an unfocused early warning
- How to apply several techniques and tools

Expert Talks

Join facilitated CI Expert Talks held throughout the conference where interactive panel discussions with CI experts engage the audience. Expert talks provide you with an opportunity to exchange experiences with colleagues and to address CI issues not covered in-depth during the session presentations! Be prepared to contribute actively and passionately – or simply enjoy the high caliber exchange of CI best practices.

Tuesday, October 21, 14:00 - 15:30

Interactive CTI Panel: CTI and Its Internal Clients: Opportunity for Impact

Dr. Richard Chizzonite, Boehringer Ingelheim Pharmaceuticals Inc.; Dr. Hans Joachim Fuchs, Chinabrand Consulting; Dr. Tim Schlange, Ciba Specialty Chemicals, Inc.; Dr. Giorgia Sgalari, Pirelli Tyre, and Professor Caterina Rizzi, University of Bergamo.

The moderator is Hans Hedin of Global Intelligence Alliance.

Tuesday, October 21 14:45-15:30

Optimizing the One Man Show

Track: CI Performed by a Single CI Practitioner

Arent Van 't Spijker, Chief Executive Officer, Astragy

The presentation will introduce the problem that many small CI practitioners are faced with: the difficulty to collect and structure the volumes of information that enter their office. Although many "low end" office tools and applications are available, they are forced to spend much time on the processing of data in and between applications. Additionally, management of output is equally time consuming. The problem is explained through the practical case of one Astragy customer: The "before scenario". Next, the situation of the customer is analyzed to see what the needs were, where the bottlenecks were, and what the options were to solve them. It will become clear that the solution was created not so much by providing "more features" but by providing the necessary structure that allowed the analyst to create a higher quality output to the organization.

- Understand the challenges in managing volumes of information with limited time
- Provide structure for higher quality output to organization
- Learn how to quickly increase Return on Intelligence
- Highlight approaches to CI above, associated methodologies and technology tools using real life case studies of projects handled in India

E-platforms in Emerging Economies

Track: New Analytical Tools and E-Platforms for the CI Practitioner

Ashish Sonal, CEO, Orkash Services Pvt Ltd

A major characteristic of emerging market economies, from a CI point of view, is a general lack of reliable sources of information, cultural complexities, and changing socio-economic dynamics. While experiencing high growth, a large number of business sectors in these economies are either immature or yet evolving. On one side these issues tend to create major challenges in finding information, interpretation and validation, and on the other, business decisions of competitor are often based on as diverse inputs as rumors to questionable influence on policy and political decision-making.

- Provide information on intelligence and risk management solutions to international and local corporations
- Showcase an interdisciplinary approach to CI for emerging markets

Tuesday, October 21 16:00-16:45

Getting a Seat at the Table

Track: CI and Its Relationships with Different Functions Inside the Company

Laura Conejos, Senior Manager Competitive Intelligence Global Brands H&BC, Sara Lee International

While Creating a Competitive Intelligence Unit in a company is as great opportunity that one can have, "Getting a seat at the Table" is the achievement that proves that the job is being done, appreciated and relevant for the company. But when the environment is that of a company with non-competitive intelligence culture, gaining this seat at the table feels more than an achievement. It feels like the recognition of having oriented the culture of the company towards a new culture with a competitive sensitivity and mindset.

- Learn, from a colleague, the experience of how to get this seat at the table in a non-competitive intelligence culture environment: from creating the unit to getting the seat at the table
- Learn how to help integrate and align objectives of the other members of the table from a position that has influence but not the authority. How to stay in the seat with the right voice
- Help understand that there is not only one table...CI needs to know how many tables are relevant and get a seat in all of them!

CI and Innovation in China

Track: CTI: Innovation and Intelligence

Dr. Hans Joachim Fuchs, Owner and General Manager, Chinabrand Consulting

Who knows that the Chinese giant Haier is currently developing a dishwasher, using ultrasound to clean the dishes? There is no doubt: Chinese Champions like Haier, TCL, Lenovo or Brilliance are conquering the Western markets. Both big state owned and private Chinese enterprises are increasingly active in high level outbound M&A, they build up high-tech factories and install R&D centers at home and in overseas. But the Chinese do not only expand quantitatively, they perform also a remarkable innovation offensive. Today's China is rather a global R&D and design center than a workshop of the world. China's top companies offer wireless LCD-TVs as well as supercomputers and automotive hybrid technology.

- Explain the global CI approach of the Chinese top brand HAIER
- Deliver cases for Chinese CI activities and competitive strategies both in China and the West
- Illustrate CI possibilities for European companies in China

Tuesday, October 21 16:00-16:45

European Commission Funding for Intelligence and Security: The Text Mining Case, New Analytical Tools and E-Platforms for the CI Practitioner,

Track: New Analytical Tools and E-Platforms for the CI Practitioner

Alessandro Zanasi, ESIRF (European Security Research and Innovation Forum) Public and private security, after 9/11, is facing new threats for which new arms, and new intelligence, are necessary. The interest to text mining technology has been boosted in the last years for its capability of detecting information regarding the new security threats: industrial and economic espionage, financial crimes, terrorism, organized crime, trafficking, smuggling, proliferation of weapons of mass destruction. This capability pushed the European Commission to rank text mining as a primary technology to be funded through its new specific funding line dedicated to security and intelligence technologies, endowed of several billion Euros and started in 2007. Typical text mining users are intelligence analysts, in business, political or military fields. Real cases will be presented regarding intelligence for industries and government as well as highlights of EC funding to security and intelligence technologies.

- Learn how to profit from European Commission funding to develop innovative intelligence solutions
- Learn how text mining-based intelligence solutions are helping private and public organizations in their intelligence efforts

CI in India: Perspective of Local Practitioners

Track: Many Facets of Global CI

Arun Jethmalani, Managing Director, ValueNotes Database Pvt Ltd

Given India's rapid growth and integration with the global economy, the growing interest in India is resulting in new opportunities for CI practitioners. Indian companies exploring overseas opportunities: a) Course will highlight the dramatic rise in global aspirations of Indian companies, and analyze the resulting opportunities for CI professionals, b) Based on a survey of large companies, will analyze current attitudes towards CI, awareness and decision-making, c) Suggest how best to work with Indian clients - use examples that will showcase common pitfalls and mistakes. Foreign companies exploring opportunities in Indian markets: Cover cultural and ethical Issues--Show how working in India is different, using real life examples. Information Availability: Work with an analysis/mapping on availability of data on Indian industries and companies, and learn how to tackle information gaps.

- Highlight the dramatic rise in global aspirations of Indian companies, and analyze the resulting opportunities for CI professionals
- Show how best to work with Indian clients - illustrate with examples showcasing common pitfalls and mistakes.

Tuesday, October 21 16:00-17:45

TRIZ: Better Competitiveness Through Systematic Innovation

Track: Italian Language Track

**Gaetano Cascini, Professor, University of Firenze
Caterina Rizzi, Professor, University of Bergamo**

Session will be conducted in Italian.

Even talented people with deep expertise in their fields of activity waste time and money in never-ending trials and errors. TRIZ, the theory for Systematic Innovation, teaches how to make the solution of an inventive problem a "routinary task".

- Gain awareness of TRIZ tools and techniques
- Appreciate strategic and operational application of TRIZ
- Be introduced to the way TRIZ is adopted by worldwide companies and SMEs
- Get references to dramatically improve your inventive skills

Tuesday, October 21 17:00-17:45

Management Reporting as a Catalyst to Bring Market Intelligence to Executives Level

Track: CI and Its Relationships with Different Functions Inside the Company

Luc Rooms, Director of Market Analysis & Management Reporting, Belgacom

Start to show how my team is structured and in particular show how we combine both management reporting and market intelligence (and the relationship with business intelligence and market research teams within the company). Management reporting allows us to continuously remain in contact with top management and to relate our own business performance with what's happening on the market and to give our opinion on the topics. Constant link with top management forces us to focus on hot topics, investigate relevant questions and measure and follow-up key performance indicators.

- Show power of management reporting to deliver market intelligence messages
- Understand how this relates to other key functions in the company (strategy, marketing, finance)
- Show the power of a virtual committee to feel the pulse (and needs) of key stakeholders

Tuesday, October 21 17:00-17:45

Impact and Practice of CTI from the Client's Perspective

Track: CTI: Innovation and Intelligence

Richard Chizzonite, Executive Director, R&D Licensing, Cardiovascular and Immunology, Boehringer Ingelheim Pharmaceuticals Inc.

In today's biotech and pharmaceutical industry, licensing plays a key role in augmenting a company's drug discovery and development pipeline with novel therapeutics and novel ideas. During the process of identifying, evaluating and recommending licensing opportunities that have the potential to complement the current therapeutic pipeline or to open a new therapeutic principle or disease area for a pharma company, CTI plays a crucial role in all steps of the process.

- Learn how a small CTI group makes significant contributions to a large pharma company's licensing process
- Learn what tools and resources CTI managers employ to provide up to date information on licensing opportunities and the competitive environment related to the opportunities
- Learn what deliverables are required from the CTI group and how these deliverables contribute to a final Go or No Go recommendation to execute a deal

CI in Russia

Track: Many Facets of Global CI

Evgeny Yushchuk, Associate Professor, The Higher School of Economics at Ural Branch of Russian Academy of Sciences

As time goes by more and more European and international CI practitioners will be facing the need to approach the Russian business scene from a professional angle without really knowing how to go about it. We will discuss some of the following issues which come to mind:

- How does the traditional Russian social culture affect its business practices?
- What is the legacy of the security and intelligence practices so dominant in the times of the Soviet Union in the current Russian business environment?
- To what extent is CI, as practiced in European and international business communities, apparent in the current Russian economy?

Technology Showcase

Track: New Analytical Tools and E-Platforms for the CI Practitioner

**Yann Guilain, Associate, Services Director, Digimind
Anastasio Molano, EMEA Business Development Director, Denodo Technologies**

The Added Value of CI Dashboards within Competitive Decision-Making in Business

Yann Guilain

This presentation will demonstrate the added value of "CI Dashboards" within the competitive decision-making process in a business context. The concept of a "dashboard" is defined here as a "graphic management chart representing a certain portion of the company's reality." This leads us to reflect on the contribution made by real-time generated "charts" in describing the outer world, at a time when the environment is increasingly complex and technologies are advancing daily. First, we will explain how decision-making - by definition - requires the assistance of a dashboard. A historical overview will provide a visual illustration of how the first charts that could be termed "dashboards" managed to meet decisional needs. Then we will go on to explore the concept of CI decisions and show that "deciding knows." In order to know, we need to set in motion the so-called "3C process": collect / consolidate / comprehend. And this is the very process which is directly echoed by the chart's essential feature: its ability to summarize. The "Summary," as a concept, can be used to highlight a specific section of data, a trend during an event or, conversely, pinpoint the source of a rumor or the accident within routine operations.

The New Web and Its Potential to Advance the Value of Competitive Intelligence

Anastasio Molano

For the past few years, an Internet revolution has been brewing. New collaborative tools have emerged which allow users, throughout the world, to create and share all kinds of information. In the Web 2.0 blogs, forums and social networks there are thousands of remarks and opinions expressed about products and companies, published by the customers and users themselves. Especially for companies supplying consumer goods, financial services, or telecommunications, such information is of incalculable value for analyzing the market's acceptance of their products and services, their competitive position, and their image and corporate reputation. Nonetheless, it's difficult to take advantage of all this information, owing to its enormous variety in terms of access protocols, formats and structure levels. Technologies based on search engines for corporate use have been offering only a partial solution to this problem--they too have important limitations in terms of the information sources they integrate, and the query and analysis functions they perform.

Wednesday, October 22 10:30-11:15

Knowledge-Coach Beyond Competitive Intelligence Gathering

Track: CI Performed by a Single CI Practitioner

Sanjay Seth, Lecturer

In the era of Web 2.0, a CI consultant/practitioner can act as a Knowledge-Coach. CI professionals could learn new framework and then teach others how a system for converting information into knowledge, in various areas of life including business, profession, health, education etc., can be developed. By acting as a Knowledge-Coach, “information encounterers” could be helped to become “super-encounterers.”

- Learn why a CI consultant can act as “Knowledge-Coach” in the world of Web 2.0
- Introduction to a new model of a personal intelligence system (An ideal framework)
- Learn tools and techniques which can pro-actively help to convert information into knowledge, both effectively and efficiently

Implementation of Technological Competitive Analysis at Pirelli Tyre: Key Activities and Lessons Learned

Track: CTI: Innovation and Intelligence

Giorgia Sgalari, Competitive Analyst and Open Innovation Manager , Pirelli Tyre

The key activities and the main lessons learned during the development phase (the implementation started ex nihilo only 5 years ago) will be presented. Some technical aspects will be mentioned, as well as the methodologies used to increase the value added by the service as well as the company recognition. In the specific context of a medium-sized, strongly centralized company which roots its Competitive Advantage on the high technical content of its products, the CTI has revealed its usefulness even when performed with limited resources fully company integrated as testified by various indicators.

- Learn technical aspects and methodologies used to increase value added service and company recognition
- Learn how full company integration of CTI proves its usefulness
- Discuss CTI value to global companies facing new market challenges

IP to Strengthen Your Company's Competitiveness: Innovation and CI at Novamont

Track: Italian Language Track

Massimo Sponton, Intellectual Property and Legal Department, Novamont

Gian Tomaso Masala, Assistant Intellectual Property, Novamont

Session will be conducted in Italian

The innovation process and the role of the Intellectual Property Office at Novamont Spa is presented.

Novamont SpA is a worldwide leader in the market of biodegradable plastics made from renewable raw materials and, since its foundation, its research activity has led to more than 80 patent families as well as to many international awards, among which the EPO European Inventor of the Year 2007 recognition. Novamont's activity has led to the realization of Mater-Bi[®], a family of bioplastics which behave as traditional plastics but, unlike these, contributes to the reduction of environmental problems.

Competitor's activities and bioplastic sector trajectories are monitored together with the main trends of scientific research in this area. Two special internal committees have been created. One is devoted to the analysis of the main competitor's patent portfolios and activities and provides a documental update service to the different company's areas. The dissemination system is based on monthly updating meetings. During such meetings the participants outline the evolution of their own scientific and technical sectors. The second is focused on evaluation of the patentability of Novamont's research activities.

Link-Analysis as an Analytical Tool for Competitive Intelligence

Track: New Analytical Tools and E-Platforms for the CI Practitioner

Avner Barnea, Managing Director, A.B. Projects

Link Analysis is the process of building networks of interconnected objects through various relationships to discover patterns and trends. Its main task is to find and to link together information from various sources, and to adequately represent and estimate the relevance of this information. The visual output of link analysis facilitates better understanding of the hidden structure of investigating data and assists to quickly isolate patterns and additional investigation. A key issue in the Competitive Intelligence (CI) work is the high value of analysis based on links between diverse resources as well as tracing hidden relationships. The information has to be analyzed for context and create links between individual items. Creating links between these different contexts give an added value to the intelligence picture. The links between contexts maps may serve facilitating the research process by allowing good communication of knowledge.

Wednesday, October 22 10:30-11:15

CI Role in Analyzing Regulatory and Legal Impacts on Market Dynamics

Track: Track: CI and Its Relationships with Different Functions Inside the Company

Neil Mahoney CEO and President, GBMC

This presentation will review some major regulatory and legal acts that dramatically impacted the dynamics of the pharmaceutical industry on a regional and global basis. Through a review of government local and global agreements, the impact on industry dynamics regarding portfolio strategies, regional and global allocation of resources, and competitive reactions will be examined. This presentation will then reflect on the role that the competitive intelligence department played in defining these changes and how this input was included in portfolio planning to help optimize key product performances on a global basis.

- How to analyze government role in impacting markets
- How CI can incorporate impact into portfolio planning
- How CI can tie strategy dynamics to tactical planning

Wednesday, October 22 11:30-12:15

Patent Competitive Intelligence: A Case Application at Datalogic

Track: Italian Language Track

Beatrice Parenti, Intellectual Property Supervisor, Datalogic S.p.A

Giorgia Fregnan, Research Fellow Alma Mater Studiorum Department of Management, University of Bologna

Session will be conducted in Italian.

The analysis consists in two main sections: Technological Mapping and Benchmark Analysis. The Technological Mapping identifies similarity maps between companies that patent in technological areas in which Datalogic operates. These maps are generated using techniques of Social Network Analysis, and using UCINET software. The similarity measure between companies' patent portfolios indicates the "technological closeness" of Datalogic's competitors. This measure is retrieved starting from the patents of these companies and investigating the number and type of patents that they hold. The surveyed firms are not defined in advance, but are identified through a process of definition of technological area (Datalogic Landscape) in which to develop the analysis and their subsequent identification.

- Map the structure of the market from a technological-patent point of view
- Study the relationships between the different companies in terms of "similarities" of patenting activities and hence R & D efforts

Launching a Change Proof CI Function

Track: CI and Its Relationships with Different Functions Inside the Company

Nigel Aston, Head, Competitive Intelligence, Amadeus IT Group SA - Spain

The presentation will show, in case study form, how a CI function can support change management, in an organization (Amadeus) transiting from a leading IT niche supplier faced with limited growth potential and risk of substitution, to market leadership in a much broader context. Amadeus has been in both private and public hands, leaving the stock market in 2005 as a result of Europe's largest private equity acquisition.

The presentation will briefly cover essential company (principally history) and industry information for context purposes. We will then cover how and why a marketing intelligence function was introduced and how this matured into a clear CI function.

- Implement a CI function that meets the needs of a company rebranding itself
- Meet the needs of stakeholders of traditional business whilst contributing to growth of new business lines
- Use CI to contribute to new branding identity

Intelligence, Early Warning and Competitive Response Business System

Track: CI Performed by a Single CI Practitioner

Vasile Paun, Senior Partner, intellCompetitiv S.R.L.

Resulting from the E.U. integration, more and more Eastern companies are looking for new solutions to cope with growing competition. One of them is "Competitiveness through information." How you should be, as a player, in a highly competitive environment? If the managers want to pass from national league to the European league they have to be proactive, agile and persuasive players in their markets. In order to become a player, a company must build its capabilities on three pillars: C.I. framework of procedures and best practices; Information Technology support infrastructure; - Intelligence culture and values. The core of the C.I. capability is the specialized staff to perform timely and accurate competitive intelligence and early warning. In order to support the C.I. staff activities, the intelligence portal, became the backbone of information inflow and knowledge dissemination throughout the company.

- Find a vision and an integrating framework for different C.I. and Strategic planning concepts
- Learn about the necessary individual competencies and organizational capabilities in order to become a proactive, agile and persuasive player in the market
- Learn from a case study about a start-up C.I. staff in a Romanian company

Wednesday, October 22, 11:30-12:15

Marginalizing the Periphery: Backing Off and Defocusing in Competitive Intelligence

Track: CTI: Innovation and Intelligence

Michael Neugarten, Manager, Business Intelligence, Israel Aerospace Industries Ltd

Since Ansoff's work on strategic surprise by attending to weak signals, the focus has been to focus on what we focus on, which may lead to over-focusing, tunnel vision, and loss of context. A wider perspective is needed: some say it is time to focus on the periphery. But we must resist this temptation if we are to reap the benefits of peripheral vision. In vision as in CI, peripheral vision is better than foveal vision at sensing changes, fulfilling an early-warning role, directing attention to what may be shortly of critical significance. Organizational peripheral vision must stay defocused and marginal to better notice the mundane, despite the privileging of central and focused vision. Parallels of CI with vision show how to balance a small central focused area of vision with a larger but lower quality, peripheral field of regard, to help make sense of our external competitive environment.

- Learn that focusing too strongly is counter-productive
- Learn the importance of enhancing an awareness of the periphery
- Learn that the periphery can best be used by letting it remain unfocused

Early Warning For Big Changes

Track: New Analytical Tools and E-Platforms for the CI Practitioner

Christian Bjerser, Business Development Manager, Comintell

During this session you will see how new technical solutions can help you to: Continuously evaluate the strategic environment; Provoke and support strategic conversation; Ensure that the wider organization is prepared for different futures; Share your insights with larger audiences; and Provide input to competitive and business intelligence processes, all to Increase your tactical capability and decision support. You will see how a system that combines graphical and news indicators, with information management and ruled based classification, come together in a powerful Early Warnings Solution.

You will learn how to use technology to:

- Provide early warning on business critical trigger events
- Share insight, paving the path of strategic action
- Increase tactical capabilities and decision support

Expert Talks

Join facilitated CI Expert Talks held throughout the conference where interactive panel discussions with CI experts engage the audience. Expert talks provide you with an opportunity to exchange experiences with colleagues and to address CI issues not covered in-depth during the session presentations! Be prepared to contribute actively and passionately – or simply enjoy the high caliber exchange of CI best practices.

Wednesday, October 22, 14:00 - 15:30

Interactive Executives Panel: How CI Helps Us In Shaping Our Company's Path to Success

Nigel Aston, Amadeus IT Group SA; Laura Conejos, Sara Lee International; Mariana Hopartean, Elpreco; Laura Mitchelson, Amber; Luc Rooms, Belgacom; Neil Mahoney CEO and President, GBMC and Stephen Trotter, Thomson Reuters. The moderator is Rainer Michaeli of the Institute for Competitive Intelligence.

Wednesday, October 22 14:00-14:45

Are Your Secrets As Safe As They Ought to Be

Track: CI and Its Relationships with Different Functions Inside the Company

Michel Bernaiche, Strategic Planning Manager - Competitive Intelligence, Dunkin Brands, Inc. Jeffrey Mansfield, Senior Consultant, Consumer and Industrial Goods, Proactive World Wide

This session will provide attendees with a practical, easy to follow framework to assess their competition's CI capabilities, determine your company's level of vulnerability and will illustrate steps that can be taken to reduce the level of vulnerability. The session will cover a realistic process and attendees will walk away with the following knowledge to bring to their roles: what type of threats to look for, getting internal buy-in to move forward on implementing Counter Intelligence, competitive assessments, prioritizing the threat findings using a threat assessment model and various solutions to improve the level of vulnerability in their companies.

- Learn how to develop a realistic Counter Intelligence framework you can apply to your organization's counter intel issues.
- Learn to detect the signs of information probing by a competitor
- Gain practical insights into getting and persuading executive buy-in

Wednesday, October 22 14:00-14:45

Global Trade Data and Regulations – A Valuable Tool for CI Specialists Researching Emerging Economies.

Track: Many Facets of Global CI

Teresa Lehovd, Chief Analyst - Heavy Equipment Industries, Wallenius Wilhelmsen Logistics

Emerging economies often do not have established data reporting systems, or report data at highly aggregated level. If the data exists, the quality is often defective. Global trade data (exports/imports statistics) can be a very useful tool for analyzing market trends in emerging economies, forecasting and calculating market shares by international companies exporting their goods to emerging economies or planning to enter the emerging markets by establishing an assembly or full production. Understanding the complexity of international systems of classification of globally traded products is challenging, but essential and rewarding for CI analysts.

- Learn why a CI specialist needs to understand the global trade data and regulations
- Learn key pitfalls and challenges
- Learn key methods of approaching the issue in order to succeed

Wednesday, October 22 14:45-15.30

Competitive Manufacturing Cost and Profitability Analysis – A European Perspective

Track: CI and Its Relationships with Different Functions Inside the Company

Dilip Chandwani, Vice President, Manufacturing & Supply Chain, Kline & Company

Competitive manufacturing intelligence is relatively untapped by a majority of the manufacturing industries. CI activities in most companies have been largely focused on such issues as sales & marketing, product strategy, and business strategy. Competitive manufacturing intelligence, on the other hand, relates to competitors' manufacturing capabilities and practices, manufacturing costs, and gross profitability. This intelligence is essential not only to be cost competitive but it serves as a foundation for most strategic decisions which may include product and pricing strategy, investment decisions, strategic alliances, and outsourcing. Further, manufacturing costs typically range from 40% to 80% of the selling price thus offering the most potential for savings and improvement of profit margin.

- Understand that competitive intelligence can provide significant insights to competitors' operations, product strategy, business strategy, sales and marketing initiatives, and overall costs & profitability
- Learn systematic approach of secondary and primary research in Europe and Asia from real-life examples of

Wednesday, October 22 14:45-15:30

The Emergence and Uniqueness of Competitive Intelligence in France

Track: Many Facets of Global CI

**Jamie Smith, Lecturer, ESC Rennes School of Business
Leila Kossou, PH.D. Student, Brest Management Institute of the University of Bretagne**

Country reports on Competitive Intelligence have been numerous in Europe, but this presumably is the first English language review of French practices. The French paradigm has been slow to emerge, but by 2007 the government initiatives, support organizations, and company practices had raised Competitive Intelligence out of its niche. A review of the origins and emergence of Competitive Intelligence in France reveals a unique approach notable for government initiatives, the role of the Chambers of Commerce and Industry, and Regional Intelligence programs. State involvement in Competitive Intelligence reached a watershed in 2003 with the nomination of an inter-ministerial coordinator known as the High Representative for Competitive Intelligence.

The CI projects discussed in this presentation are largely unique in that they represent extensions of French public and private initiatives. The cultural identity and national patriotic spirit have left their impact on CI in France and its historical development. In that sense it is not a model to be replicated but rather an example for other countries to examine and perhaps in part to follow.

- Appreciate the unique origins of CI in France
- Witness the most advanced and explicit government involvement in CI in Europe
- Examine French regional intelligence programs

Wednesday, October 22 16:15-17:15

SCIP's Five-Year Strategic Plan-What's In It For You

Moderated by Michael Belkine

Discussion of SCIP's five year strategic plan and the member value proposition it brings to our society.





Hotel Accommodations

The summit hotel is the Crowne Plaza Rome-St. Peter's. The room rate for a double room standard is €190,00 per night. To make an electronic reservation, at the SCIP rate visit www.ihotelsgroup.com and make sure to enter the group booking code SCP. To make a reservation by phone call 87-22-6963. The Group rate is available before October 1, 2008.

Crowne Plaza Hotel Rome-St. Peter's
Via Aurelia Antica 415
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Travel

Travel Discount: SCIP members traveling from the US and within Europe to Rome will receive a discount of 5% off of most American Airlines published fares! The discount is available from October 13 through October 29. Interested members should call Darlene Difrischia from MacNair Travel at 202-640-5826 to receive the discount. There is a \$50 agency fee for international travel bookings.

Ground Transportation from the Airport

The Crowne Plaza Rome-St. Peter's is 25 km from Rome-Fiumicino (FCO).

Take Motorway Rome-Fiumicino and follow for approx 10km. Take the Great Ring Road direction Firenze-Città del Vaticano. After 12 km take exit n.1 Aurelio-Città del Vaticano. Time by tax is approximately 20 minutes.

The hotel is 40 km from Rome - Ciampino (CIA). Take the Great Ring Road direction Fiumicino Airport. Carry on for approximately 20 km and take exit n.1 Aurelio-Città del Vaticano Time by taxi is approximately 35 minutes.

Driving Directions

From North - Motorway A1

Follow direction to Fiumicino. Passed the pay toll and follow the road for 20km. Take the Great Ring Road direction Fiumicino. Carry on for approximately 10 km and take exit n.1 Aurelio-Città del Vaticano.

From South - Motorway A1

Take exit Roma Sud. Follow the road for 10 km. Passed the pay toll follow direction to Fiumicino. Take the Great Ring Road and follow for 20km. Take exit n.1 Aurelio-Città del Vaticano.

Train

From Termini train station: metro A direction Battistini. Stop at Cornelia Subway Station. From Cornelia bus n. 889

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- Register online by visiting **www.scip.org** and click on European Summit or,
- Complete the form below and return it to SCIP via **fax** to: +1.703.739.2524 or,
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SCIP Registration,

1700 Diagonal Rd., Suite 600
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** contact SCIP for eligibility requirements

Step 2. Select Pre-Summit Workshops (additional cost)

Monday, 20 October

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| <input type="checkbox"/> 8:30 AM-16:30 PM: Advanced Sales Intelligence | €750/\$1160 | €950/\$1469 |
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Step 3. Provide Registrant Information

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