What our participants say:

**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!"

**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!"

**Evgeny Yushchuk**
Professor of Ural 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."

**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."

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

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

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

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

**10:15 - 11:15**  
Erik Elgersma, Ph.D.  
FrieslandCampina  
*Predictive Analytics for FMCG Business*

**11:15 - 12:15**  
Daniel Weverka  
Philips Healthcare  
*How to Lock Out Competition in the Installed Base Business*

**12:15 - 13:15**  
Lunch: Birds of a Feather

**13:15 - 14:15**  
Prof. Dr. Jan Oliver Schwartz  
Hochschule Fresenius, München  
*Benchmarking the Future Preparedness of Multinational Corporations*

**14:15 - 15:15**  
William Sampson  
Airbus Helicopters, Inc.  
*The Ethical and Legal Boundaries of Competitive Intelligence from a European Point of View*

**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

**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*

**09:30 - 10:00**  
Break: Coffee & Connect

**10:00 - 11:00**  
Dr. Joachim Buck  
Siemens Healthcare GmbH  
*Digital Health Services - Best Practices on Market Potential Analysis*

**11:00 - 12:00**  
Erik Wong  
Beijing Institute of Science and Technology Information Institute  
*How Competitive Intelligence supports Hi-tech Investment – A Chinese perspective*

**12:00 - 13:00**  
Lunch: Knowledge Action

**13:00 - 14:00**  
Dmytro Synko  
VEON, Eurasia  
*Building Competitive Intelligence in Telecom for 7 Markets*

**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*

**15:00 - 15:30**  
Break: Meet the Experts

**15:30 - 16:30**  
Alexander Gangnus  
Chinabrand Consulting  
*Case Challenge Presentation*

**16:30 - 17:30**  
Final Panel Discussion
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<th>Pre and Post-Conference Workshops</th>
<th>Lecturer</th>
<th>Time</th>
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<tr>
<td>June 5th</td>
<td>Gathering Competitive Intelligence at an Industry Event is Easier Than You Think</td>
<td>Chad Eng</td>
<td>08:30 - 12:30</td>
<td>Intermediate</td>
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<td>June 5th</td>
<td>Anything But Standard Google – Simple and Effective Competitive Intelligence Online Searching</td>
<td>Arthur Weiss</td>
<td>13:30 - 17:30</td>
<td>Beginner / Intermediate</td>
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<td>June 5th</td>
<td>Face the Rapidly Changing Market Environment by Integrating Strategic Foresight into your Competitive Intelligence Function</td>
<td>Diana Wolf-Dolgner</td>
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<td>June 5th</td>
<td>Staying Competitive with Indicators</td>
<td>Randolph H. Pherson</td>
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<td>June 8th</td>
<td>OSINT at its Best: Web Intelligence Tools, Techniques, Tips and Tricks (including the Social Media and Mobile Arenas)</td>
<td>Amir Fleischman</td>
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<td>June 8th</td>
<td>Technological Forecasting for Science and Technology Intelligence - Predicting the Future History of Technology</td>
<td>Richard Mignogna, Ph.D., P.E</td>
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<td>All Levels</td>
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