



INTERNATIONAL COMPETITIVE & MARKET INTELLIGENCE CONFERENCE

Luxembourg, May 7-9, 2019



ADVANCES IN THE ART AND SCIENCE OF COMPETITIVE/MARKET INTELLIGENCE

www.competitive-intelligence-conference.com



WHAT MAKES THIS CONFERENCE UNIQUE?

Truly Global Conference

Speakers from Israel, Ukraine, the Netherlands, Germany, Brazil, Canada, India, China, the United States and the United Kingdom among others

Pre- and Post-conference Workshops

Enhance your CI knowledge in our practical, hands-on pre- and post-conference workshops

Learn From the Best

Organized by CI professionals for CI professionals. Be inspired by practitioners who share their knowledge in interactive sessions

High Quality

ICI is the first and only competitive intelligence education organization that has achieved the highly acclaimed quality level which belongs to the ISO 29990 certification

Create Your Own Conference

You can choose presentations from different tracks (eg. Healthcare/Pharma / IT / Academic / Disruptors etc.), best suited to your needs

Networking Opportunities

Meet other CI professionals during our social gatherings (incl. in your ticket), breaks, and other networking events



Workshops May 7

D. Wolf-Dolgnor – Capitalize on Megatrends (8:30-17:30)

N. Silva – Free Intelligence Tools (8:30-12:30)

E. Elgersma – How to Set Up CI in your Organization (13.30-16:30)

May 8

8:30-9:00	Rainer Michaeli – Institute for Competitive Intelligence		
	Opening		
9:00-9:45	Keynote Speech: Satish Tiwary – Airbus		
	IP intelligence as a part of competitive intelligence		
9:45	Break		
	Pharma Track <small>Sponsored by Knowledge Agent</small>	Engineering and Chemicals Track <small>Sponsored by MBrain</small>	Healthcare Track <small>Sponsored by Digimind</small>
10:15-11:15	Aditja Kelkar – Sedulco Group Criticality of Understanding Competitive Dynamics in the Pharma Market	Florian Kohlschreiber – Wittenstein Alpha CI at a Drive System Market Leader – Added Value for Market Requirements and Sales	Gerrit Schimmelpenninck – Philips Strategic Competitor Insights through Human Capital Analytics
11:15-12:15	Su Chen – Eli Lilly and Company Integrating Strategic Competitive Intelligence into Portfolio Investment Decisions	Christine Guo – Donaldson Holding Co., Ltd. How to Set Up a CI system	Chad Eng – Optum Is this the End of the Line for Competitive Intelligence?
12:15	Lunch		
	Implementing a CI System Track	Engineering and Chemicals Track <small>Sponsored by MBrain</small>	Healthcare Track <small>Sponsored by Digimind</small>
13:15-14:15	Rainer Michaeli – ICI Expert Talk: How to implement a CI system in Your Company	Edwin Vlems – MCB Nederland BV This is How CI Can Attract Mechanic and Engineering Companies	Dr. Richard Stachel – Gannon University CI Leads Major MedTech Firm to New Channel
14:15-15:15	Dennis Engelke/Marc Limacher – Jazz Pharmaceuticals, Inovis Dealing with Uncertainty – Experiences, Challenges and Opportunities	Viviana Loriato – Raizen Strategic Sourcing: How Market Intelligence Can Save Costs	Ubaldo Kragten – DSM Creating intelligence in a Highly Fragmented Market – a 3D Printing Case
15:15	Break		
15:35-17:00	Arthur Weiss / Jonathan Gordon-Till ICI-Talks: Interact Challenge Inspire		
17:00	Break		
18:00	Social Event		

May 9

8:30-8:45	Rainer Michaeli – Institute for Competitive Intelligence		
	Opening		
8:45-9:30	Keynote Speech: Jonathan Calof – Telfer School of Management		
	Formal and informal intelligence structures - Lessons from the rise and failure of Canada's largest company – Nortel		
9:30	Break		
	IT & Telco Track <small>Sponsored by Knowledge Agent</small>	Disruptors & Services Track <small>Sponsored by CompsteIQ</small>	Academic Track <small>Sponsored by JIBIS</small>
10:00-11:00	Minal Shah – SAP SE New era of CI/MI in the Digital Age	Sabine Graumann – Graumann Consulting Services A General Approach to Measure Added Value of CI/MI Units in Money Terms	Nelson Silva / Matthias Stephen – KnowCenter GmbH / Siemens <u>Automated Intelligence</u>
11:00-12:00	Eduardo Macias – HP Date, Information and Insights are Commodities	Yvonne Kohnle – Holiday Check Exploring a New Dimension for a CI Analyst: the Environment	Michael Neugarten – Lecturer in CI The Art of Perception – What CI Professionals Can Learn from Art
12:00	Lunch		
		Disruptors & Services Track <small>Sponsored by CompsteIQ</small>	Academic Track <small>Sponsored by JIBIS</small>
13:00-14:00	Rainer Michaeli – ICI Expert Talk: Next Generation CI/MI – Fact or Fiction?	Joana Lenkova – Walt Disney Using Strategic Foresight for Long Term Marketplace Positioning	Pradhuman Singh – Damac Properties UAE Competitive Intelligence as a Tool of Business Continuity
14:00-15:00	Arthur Weiss – Aware An ABC of Bias and Why You Should Love Your Enemy!	Sunanda Thumati Prasanna – Microsoft Curating Market Intelligence for Emerging Markets	Tetiana and Daryna Momot – O.M. Beketov National University Art Market Investment Strategies Intelligence & Blockchain Technologies Perspectives
15:00	Break		
15:30-16:30	Udo Hohlfeld / Erik Elgersma ICI Challenge		Prof. Giana Bleoju – University Dunarea de Jos Enhancing Competitive Response to Market Challenges with a Strategic Intelligence Maturity Model
16:30-17:30	Final Panel Discussion – Rainer Michaeli		