



CiMi.CON Evolution 2014

From Competitive & Market Intelligence to CI & MI 3.0 | Predict Future Trends | Create Innovation | Cope With Competitors From BRIC | Forecast Competitor's Next Moves | Discover Collaboration

June, 16 – 17, 2014 | Maritim proArte Berlin | <http://competitive-intelligence.we-conect.com/>

The CiMi.CON Evolution 2014 conference is returning in June 2014 with more than [100+ board level attendees and industry experts](#) in the field of CI methods, strategies and technologies. As in the previous editions, it will again be a definitive event for Competitive and Market Intelligence managers worldwide. In advance, we.CONECT presents first highlights of confirmed speakers and key subjects to be discussed during the CI & MI expert forum in 2014.

Expected Highlights & Keynote Sessions from Industry Leaders

Short summaries of the confirmed keynote presentations for **CiMi.CON Evolution 2014** in Berlin:



ORACLE

- **Oracle Corporation / USA, Vice President Competitive Intelligence, at, Charles Homs**

Charles Homs will be examining competitive intelligence in his case study during the first conference day. Hereby he will explain how KPI's are imposed and analyzed in order to get useful results, how to interpret financial results in an industry that is redefining itself and how to measure competitive intelligence organization. Moreover, he will offer insights into how to measure competitors beyond industry statistics from Gartner and IDC.



SIEMENS

- **Siemens AG / Germany, Vice President Market & Competitive Intelligence, Dr. Volkmar Pflug,**

Dr. Volkmar Pflug will be elaborating on how to compete with emerging market competitors. In detail, he will showcase the significance of emerging markets potential and give examples from Power Generation and Energy markets. Additionally, he will talk about the strategic approach of emerging market competitors to become global players and an approach for incumbents to compete successfully in emerging markets.



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PETROBRAS

- **Petróleo Brasileiro S.A. / Brazil, Competitive Intelligence Team Leader Renata Teixeira,**

Renate Teixeira will discuss investment strategies aided by technological competitive intelligence. In her study she will debate the role of technological competitive intelligence on refining strategy development. Further topics include why it is important to know your competitors and suppliers' competitors, and how to solve upcoming problems by forecasting new company's potential and investing in joint ventures. Moreover, she will give an overview on the technology & innovation challenge in a fast changing environment with regard to the petroleum refining process.

[The 2014 speaker panel](#) includes pioneers from world-leading companies, such as **Siemens AG, Carlsberg Group, Volvo Car Corporation, Deutsche Telekom, Hewlett-Packard Company, Allianz, Eaton Industries, Statoil, British American Tobacco** from all over Europe, US and Asia, who will feature their current challenges, approaches and strategies during the two days in Berlin.



Prospects & Sessions of CiMi.CON Evolution 2014

- An eventful **Icebreaker Session** on the day before the conference to help you get to know and appreciate your peers and their tasks
- Unique insights into competitive and market intelligence strategies and concepts of world-leading companies in more than **15 case studies**
- Experience first-hand **how the largest companies operate** to carry your own projects to success
- A unique **World Café Session** using the wisdom of the crowd to develop the most sustainable results for your daily work
- **Meet** innovative **business partners**, discuss solutions and see valuable product showcases
- And **discover Berlin** - one of the most exciting cities in the World

“A stimulating and creative environment for learning some of the best ideas in intelligence & strategy.”
Martyn Link, Wood Group PSN

We.CONECT provides a proven set of innovative and interactive sessions, such as the Icebreaker session, interactive roundtables like the World Café and prominent Case Studies from pioneering companies to provide participants with a compact and hands-on overview of strategies, best practices and solutions together with cutting-edge technology foresights for the industry!

The CiMi.CON Evolution 2014 conference aims at providing participants a balanced mix of lectures, opportunities for networking and the discussion of viable approaches and solutions for the realization of effective CI & MI concepts.

If you are interested in attending, sponsoring or finding out more about the **CiMi.CON Evolution 2014**, please visit: <http://competitive-intelligence.we-conect.com>

Or **contact:**

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