

 Eurasia Market Insights Series

# Competitive Intelligence 2.0 Asia Seminar & Expo 2009

- Learning from leading SCIP experts and upgrading your CI process

## Background:

A Fortune 500 company survey showed 55 percent make use of competitive information in composing business strategy. Each firm is a leader in its industry and each firm knows its enemies. They all have an efficient and effective CI team, which could strongly support the corporate decision and make profits. Eurasia CI Seminar helps the corporate CI decision makers to increase its efficiency. We suppose all participants have the basic knowledge about CI and are CI team leader or members in your organization.

## Business Insights:

- Strategic data mining and DMS streamlining
- Benchmarking your CI processing
- Intelligence 2.0, a new era
- CI and Early Warning of Predictable Crisis
- Effective CI Research & Sources in China
- Embedding your CI function
- CI Outsourcing strategy

## Target Job Titles:

- Corporate CI Team Leaders/Members
- Competitive Intelligence Managers/Analysts
- Marketing VP/Directors/Managers
- Marketing Research Managers
- Business Intelligence Managers
- Strategic Planning Managers/Analysts
- Other related positions

## Target Industries :

- FMCG
- IT, Telecommunications & Electronics
- Pharmaceutical & Chemical
- Automotive
- Industrial Manufacturing
- Other industries with fierce competition

## Target Companies' Profiles:

- MNCs & Big Local Enterprise
- Mainland China, Hong Kong, Singapore
- Australia, Japan and other regions

March.2-3, 2009



## About SCIP



The Society of Competitive Intelligence Professionals (SCIP) is a global nonprofit membership organization for everyone involved in creating and managing business knowledge. Our mission is to enhance the skills of knowledge professionals in order to help their companies achieve and maintain a competitive advantage.  
<http://www.scip.org>

Endorser :

**Competitive Intelligence Magazine**

## International Speakers:

**Martha Matteo, Ph.D.**

Immediate Past President and Board Member  
**Society of Competitive Intelligence Professionals (SCIP)**

Director of Knowledge Management and R&D Planning  
**Boehringer Ingelheim**

**Arik Johnson**

Fellow  
**Society of Competitive Intelligence Professionals (SCIP)**

Founder and Chairman  
**Aurora WDC**

## Guest Speakers:

**George ZHANG**

Executive Chief Editor  
**Competitive Intelligence Magazine**

Deputy Secretary-general  
**Shanghai Society of Scientific and Technical Information**



**Sofitel Jinjiang Oriental Pudong, Shanghai**

## Sponsorship:

**Lead Sponsor**

 **AURORA WDC**  
SEECLEARLY • THINKAHEAD • BREAKTHROUGH

Conferences

Training

[www.eurasia-events.com](http://www.eurasia-events.com)

**Eurasia**  
Live for intelligence



**Day One**

0815

Registration & Morning Tea

0850

Welcome Address from Eurasia

0855

Opening Speech from the Chairman

0900

**Session 1: "Information Vs Intelligence"; "Welcome to Intelligence 2.0 - The Era of Asymmetric Interpretation"**

The Past, Present & Future of Competitive Intelligence - Examination of standard intelligence methodology and the key trends driving CI in today's modern business enterprise.

- CI's Traditional Application Priorities
- KITs: Strategic Issues, Key Players, Early Warning
- Collection & Ethics
- Analysis Examples: Strategic (M&A), Operational (Benchmarking) and Tactical (Cost Analysis)
- Comparison of Intelligence in Business versus Intelligence in National Security
- The Incisive-Decisive Continuum
- Three Key Intelligence Trends – Collaboration, Innovation and Governance

**Example**

Presidential Election Obama Vs McCain Story

**Example**

Yogurt Vs Cola

1030

Tea Break & Networking

1050

**SESSION 2 : CI Role in Decision Support, Industry-based example of CI in practice**

Selected cases will be presented to illustrate CI process and demonstrate the potential for business impact (in the context of Session 1):

**Example**

Predicting competitor action to support resource allocation decision

**Example**

"Is your product development strategy competitive?"

**Example**

Benchmarking organizational structures toward increased productivity...

1230

Luncheon and networking

1400

**SESSION 3: Angles of Attack – a Framework for Interpreting Signals of Change based on Strategic Innovation Dynamics**

- Blue Ocean Strategy and the 10 Types of Innovation
- Process of Predicting Industry Change
- Disruptive Technology
- Customer Job Outcome
- RPV Theory: Resources, Processes and Values

**Exercise**

- Value Chain Evolution
- Performance Mapping
- Disruptive Innovation Theory
- Customer Demand & Signals of Change

**Hands-On Example Exercise: Apple iPhone VS the Wireless Telecom Industry**

1530

Tea Break & Networking

1550

**SESSION 4: CI/CTI Role in Innovation: Selected cases, to highlight role of external competitive perspective**

Examples will be drawn from several industries to reveal innovative products and business models, and the (likely) role of C(T)I in their success.

**Example**

Tomatoes for ketchup

**Example**

Novamont Case: Italian "Inventor of the Year"

**Example**

Hungarian chemical industry

**Example**

Benchmarking industry exploitation of a technology platform

1730

End of Day One

**Day Two**

0815

Registration & Morning Tea

0855

Opening Speech from the Chairman

0900

**SESSION 5: CI research & Some Types of CI sources to consider:**

Topic: CI research in China

- Vendors?
- Trade literature?
- Analyst reports?
- Scientific literature?
- Government filings?
- Industry watchers?
- Some other under table methods?

Guest speakers:

**George ZHANG**



Executive Chief Editor  
**Competitive Intelligence Magazine**  
 Deputy Secretary-General  
 Shanghai Society of Scientific and Technical Information

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1030 Tea Break & Networking

1050 **SESSION 6: RECON: Five Simple Rules of Engagement to Turn Your Workforce into a Force to be Reckoned With.**

Today, everyone in the enterprise must be a virtual member of the intelligence team; there is just too much happening in the market environment to make do with out it. The acronym R.E.C.O.N. to help staff and personnel remember what to watch for as the become virtual members of the intelligence apparatus. It signifies Risk, Efficiency, Customers, Outlook, and Novelty and enables them to have a shared understanding and language for communicating their observations back to the analytical team for decision support.

Products, technology, markets, regulations, personnel flow, pricing, etc. Internal capability or Outsourcing? How is it staffed? How decide? Issues of capacity, expertise, access to external information sources, etc.

**Example** A nice case in the "Starting a CI Function" book, from the Bennion Group (Nancy and Kent Potter)

1230 Luncheon and networking

1400 **SESSION 7: Getting to the "Action" in "Actionable Intelligence"**

- Getting organizational buy-in for the C(T)I function
- Embedding C(T)I into the business process
- Importance of translating underlying technology assumptions for business clients (and vice versa)
- Content knowledge and access to internal/external experts
- Process knowledge- increasing skill in the art of CI

Interactive session to share experiences

1530 Tea Break & Networking

1550 **SESSION 8: Hands-On Wargame Simulation: Using Everyone to Anticipate Change in Multi-Dimensional Competitive Dynamics:**

**Wargame** This is a CI team competition on-site

1700 Closing Remarks from Chairman

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**Workshop Leader**



**Martha Matteo, Ph.D.**  
Immediate Past President and Board Member  
**Society of Competitive Intelligence Professionals (SCIP)**  
Director of Knowledge Management and R&D Planning  
**Boehringer Ingelheim**

*Dr. Martha Matteo served as President, 2007 Board of Directors of the Society of Competitive Intelligence Professionals (SCIP) and is now serving as a member of the Executive Committee. She has been a member of the SCIP Board since 2005, was Vice President of the 2006 Board of Directors and Chairman of the newly chartered CI Foundation. Since 1995, Dr. Matteo has been speaking at SCIP and other venues on the subject of competitive intelligence (CI) and has co-chaired two national CI conference for SCIP. In 2006, Dr. Matteo was a recipient of SCIP's "Catalyst" award. She has been an active member of SCIP since 1989, with particular interests in CI and member networking. In 2007, she received a "Lifetime Achievement" award in CI from Frost & Sullivan.*

*Dr. Matteo recently retired from Boehringer Ingelheim Pharmaceuticals, Inc., where she was Director of Knowledge Management and R&D Planning. In this capacity, she led the development of internal capabilities in e-collaboration, CI and R&D portfolio management. Though in R&D for most of her career at Boehringer Ingelheim, she reported into Marketing from 1997-2001 (as Director of CI from 1998 to 2001).*

*Dr. Matteo received a PhD in Biochemistry from Brandeis University, following a BA in Biology from the University of Rochester.*

**Workshop Leader**



**Arik Johnson**  
Fellow  
**Society of Competitive Intelligence Professionals (SCIP)**  
Founder and Chairman  
**Aurora WDC**

*Arik Johnson is the Founder and Chairman of Aurora WDC, a global intelligence think tank and reconnaissance bureau providing research, analysis, consulting, training and systems to help clients of all kinds monitor, detect and interpret change in their business environment.*

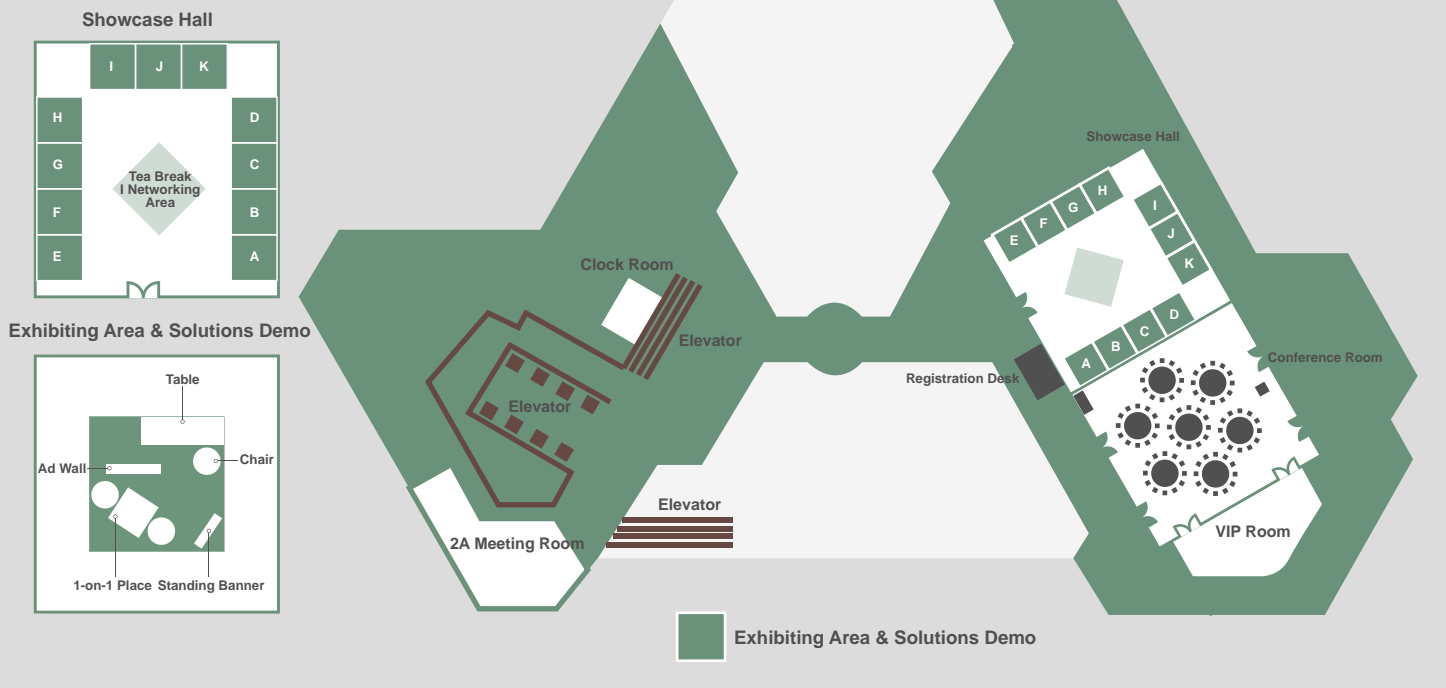
*Arik consults on intelligence techniques with clients in the Telecom, IT, Healthcare, Financial Services, Industrial Manufacturing, Transportation, Energy, Automotive, Defense & Aerospace, and Retail & Wholesale Trade sectors worldwide and his clients include the most respected market leaders in the world: P&G, Dell, Oracle, Intel, GE, AOL, AT&T, SC Johnson, Armstrong, EMC, Schneider, RR Donnelley and others.*

*Arik has earned degrees in International Business, History, Political Science and International Relations from the University of Wisconsin-Madison and is adjunct faculty or visiting lecturer on business competitiveness topics at various educational institutions around the United States.*

*Arik is a Fellow of and served on the Board of Directors of the Society of Competitive Intelligence Professionals (SCIP) and is winner of SCIP's 2005 Catalyst Award for his legacy and contributions to the society. He is a Trustee of the CI Foundation, and speaks to business and academic audiences worldwide on subjects related to intelligence, innovation, collaboration, governance and decision-making. Arik has been a sought-after and popular speaker at many related international events around North and South America, Asia and Europe, having recently delivered a milestone 700th lecture on marketing, intelligence, competition and strategy.*



\* Floor Plan



Eurasia "Competitive Intelligence 2.0 Asia Seminar & Expo 2009" is a great opportunity for suppliers to showcase their products and services and to communicate their brand to leaders and decision makers in the CI community in Asia Pacific. Participants at this event will be searching for best practices and supplier resources that help them build a superior CI capability for their company.

**Key Benefits for Exhibiting:**

- Innovation and thought leadership positioning
- Brand awareness through conference marketing and signage
- One-to-one access and marketing opportunities to CI leaders and decision-makers in Asia Pacific region
- Gain access and showcase products and services to CI practitioners, decision-makers and purchasing influencers who will be engaging in supplier research and education in the exhibit hall.
- Make connections with attendees (your customers and key prospects) who view exhibitions as a primary source for purchasing information.
- Event Hyperlink: Logo with hyperlink will be put on the event website
- Help attendees locate the products and services that improve their effectiveness in delivering outstanding CI results.
- Delegate List: Acquisition of confidential delegate contacting list (company name, delegate name, delegate job title, telephone number, fax number, email address, website, and industry) will be provided one week after the event

**Standard 3m x 3m Booth**

- Exposure to all CI seminar attendees.
- Ability to demonstrate and promote product and service capabilities and to collect contact information from prospective customers.
- Brow Signboard 2.95m x 0.21m in blue background, with exhibitor name in white block letters (both in English & Chinese).
- One standard Booth-table 1m x 0.5m x 0.8m (L x W x H) with 2 chairs
- One Ad wall 1.85m x 0.96m with brief company introduction with 1 head-light
- One standing banner 2m x 1.2m with exhibitor's detailed information
- One roundtable with 2 chairs in discussion 1-on-1 space
- Listing on conference website with logo and hyper-link to exhibitor's website.
- Acknowledgement Page: your name, logo, introduction will be printed in the sponsor acknowledgement
- Document Inserting: you can insert one document (A4 size) in the event bag.

**Standard Package: USD3000**

\*Multiple 3m x 3m booth spaces can be purchased together to create a 3m x 6m or 3m x 9m space.

To reserve a booth simply: fill out an exhibitor registration form that can be found at the end of this brochure and return it to Mr. Gordon Tsu by tel at +86 21 52125080 fax at +86 21 52125099, or by email: [gordont@eurasia-events.com](mailto:gordont@eurasia-events.com)




# Competitive Intelligence2.0 Asia Seminar & Expo 2009

Time: March 2-3, 2009 Venue: Sofitel Jinjiang Oriental Pudong, Shanghai

2009

Registration Form

Please fax the completed form to \_\_\_\_\_ on 8621 52125099

Name:		Title:	E-mail:
Company Name:			
Address:			
Tel:		Fax:	Zip:
Signed on behalf of Eurasia 		I (certified as the sponsor or exhibitor) am authorized to sign and enter into this contract.	
SIGNED <u>Gordon Tsu</u>		SIGNED _____	DATE _____

## Registration Fees

**Two Days Conference: USD 1,499 / Person**

**Exhibition Booth: USD 3,000 (Terms & Conditions: Based on the Sponsorship or Exhibition as the attachment)**

Multiple 3m x 3m booth spaces can be purchased together to create a 3m x 6m or 3m x 9m space.

**Exhibition Booth + One Delegate Pass: USD 4,000**

Registration fee includes lunch, refreshments and full conference documentation. The fee does not include hotel accommodation.

## Terms & Conditions

1. Validation : The sponsorship or exhibition is ONLY validated with both signatures from the representatives of Sponsor/Exhibitor and Eurasia.  
2. Payments: Client shall pay the investment within 10 working days after acceptance of this contract. All the payment should be done before the date of the event. If the payment is still not done before the event and the client falls behind with the payment without any evidences or acceptable reasons this shall be subject to a penalty as of 150% of the total price.  
3.Extras: All accounts for services and goods provided at an event that are not covered by an inclusive event cost are due for payment within fourteen days of receipt of invoice.  
4.Cancellation: (1) Any cancellations take place within 5 working days after signing this contract: in which case such cancellation shall be subject to a penalty as of 50% of the total price. (2) Client cannot cancel the contract after signing the contract after 5 working days. This cancellation by the Client will immediately trigger Eurasia right to recover as a debt all amounts outstanding under this Agreement (plus sales or similar taxes or duties) and to retain all monies received from the Client. In this case such cancellation shall be subject to a penalty as of 150% of the total price.  
5.Cancellation of Event: In the event that Eurasia permanently cancels the event for any reason whatsoever, including, but not limited to circumstances beyond its control, or a force majeure occurrence, and provided that the event has not been postponed to a later date nor merged into another event, and provided that the Client has paid some amounts due under this Contract, the client shall receive a credit note or voucher for that amount valid for up to one year to be used at any Eurasia event or Eurasia will refund all the investment that has been paid already. Eurasia shall inform the Client that the event has been cancelled in advance to reduce the loss.

6.Alteration of the Advertised Package: While every reasonable effort will be made to adhere to the advertised event, Eurasia reserves the right to change event dates, sites or location or omit event features, or merge the event with another event, as it deems necessary without penalty and in such situations, no refunds, part refunds or alternative offers shall be made. Eurasia shall not be liable for any costs incurred by Client as a result of any venue, date or any other changes whatsoever. Eurasia shall not be liable for any loss which Client may sustain by reason of the venue or local or other competent authority intervening and preventing or restricting the use of any portion of the facility or any premises thereon, or any part thereof, in any manner.  
7. Liability: In making arrangements with third parties for carriage by air, hotel, accommodation, transportation, restaurants or otherwise, Eurasia acts only as the agent of the client and does so on the express condition that no liability of any kind shall attach to Eurasia in connection with or arising out of such arrangements.  
8. Transfer and Assignment: Client may not transfer or assign this Contract or any interest in it without the prior written consent of Eurasia.  
9. Any estimates or representation of the number, quality or identity of visitors to the Conference are based on Eurasia experience and, as they are estimates only and many matters can affect attendance, Eurasia makes no representation or warranty as to the number, actual identity or quality of actual attendees, their purchasing power or level of responsibility.  
10. Indemnity: Eurasia takes no responsibility for injury to any guests of client attending the event. Client agrees to indemnify and hold Eurasia harmless from and against any claims arising from the negligence, acts or omission of Client.

## Payment Method

### By Credit Card:

Please debit my credit card: **VISA MasterCard JCB American Express**

Card Number

CVC 2 / CVV 2  (last 3 digits on the back of the card)

Card Holder's Name : \_\_\_\_\_ Signature: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Note: All credit card payment will be charged in RMB.

### By Bank Transfer:

USD Account Beneficiary's Name: **Eurasia (Asia) Co., Ltd.** Bank Name: **China Construction Bank, Shanghai Branch, Jing An Sub-branch**  
Bank Address: **No.172,Yu Yuan Road, Shanghai, China** Bank Account: **31014508000220006502** Swift Code: **PCBCCNBJSHX**

Payment is required within 5 working days on receipt of invoice.

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