



CiMi.CON Evolution 2014

From Competitive & Market Intelligence to CI & MI 3.0 | Predict Future Trends | Create Innovation | Cope with BRIC Competitors | Forecast Competitor's Next Moves | Discover Collaboration
June 16 – 17, 2014 | MARITIM proArte Hotel Berlin | Germany | <http://competitive-intelligence.we-conect.com>

“A great event for sharing best practices, learning from each other and bringing CMI to the next level.”

Claudia Joneleit, Boehringer Ingelheim International GmbH

we.CONECT dedicates the [CiMi.CON Evolution 2014](#) to discuss the state-of-the-art of all aspects around competitive and market intelligence with a focus on strategies and methods to generate valuable insights and fuel innovation for own strategies and projects. The conference gives an interactive update on the latest challenges, solutions and best practices in the area within a forum of like-minded international peers.

Taking place from **June 16 – 17, 2014** in the **MARITIM proArte Hotel** in the heart of Berlin, the [CiMi.CON Evolution 2014](#) is the ideal, innovative platform to share knowledge and experience about predicting future trends, creating innovation, coping with competitors from BRIC, forecasting your competitor's next moves and discovering collaboration in the framework of competitive and market intelligence with more than 100+ board-level attendees.



Preview of the Main Topics | CiMi.CON Evolution 2014

- **CI & MI 3.0 – Oscillating between Science & Science Fiction to predict future Trends**
- **Innovation & Business Disruption: Revolutionizing product development by scanning and forecasting your competitor's next move**
- **Methods and Tools to organize an efficient CI-Process to power Innovation**
- **Coping with Competitors from BRIC & Emerging Markets**

To view an extensive list of the main topics of discussion coming up in 2014, please click [here](#).

Keynote speakers from industry-leading companies:

- **Dr. Volkmar Pflug**, Vice President Market and Competitive Intelligence, **Siemens AG / Germany**
- **Viera Gonzalo**, Director of International Insights, **Carlsberg Group/ Denmark**
- **Charles Homs**, Vice President Competitive Intelligence, **Oracle Cooperation / USA**
- **Renata Teixeira**, Competitive Intelligence **Team Leader**, **Petróleo Brasileiro S.A. / Brazil**
- **Edgar Jones**, **Head of MI, Global Strategy** and Business Development, **Statoil / Norway**

Find more details about speakers, participants, business partners and general event information on the [conference website](#).



What can you expect @ CiMi.CON Evolution 2014?

- **COMMUNITY:** The only conference across Europe that discusses competitive and market intelligence with a focus on strategies and methods, to generate valuable insights and to fuel innovation. Get insights from industry-leading international companies and cutting-edge speakers.
- **DELEGATES:** **100+ senior level executives**, board-level attendees and leading professionals from all major industries discuss about challenges and solutions related to competitive & market intelligence, new tools, improvements & processes and strategies to forecast fast changing competition.
- **SPEAKERS & MODERATORS:** **30+ CI Pioneers & leaders** will share their experience and present their latest innovative concepts for competitive & market intelligence.
- **NETWORKING:** Multiple opportunities for networking enable you to meet and greet with those hard-to-meet executives in a relaxed and social setting.
- **SESSIONS:** **25+ innovative & interactive** sessions ensure that all key topics are covered / 20+ hours of networking with top level executives from all major industries.



“Very interactive and valuable conference giving opportunities to leverage Networking and the transfer of knowledge & experiences from issues to best practices”

Wendy Verborgh, TOYOTA Material Handling Europe

Discover we.CONECT’s New Conference Concept

Break the ice before the actual start of the conference by joining the essential [Icebreaker Session](#). On the eve of the first conference day, the Icebreaker Session provides a first opportunity to network, benchmark and discuss while enabling participants to get to know each other in a relaxed atmosphere.

The *Icebreaker* Topics of 2014

- **Think global – act local: Implementing a CI Unit in a global company**
- **Evolving relationships in innovating businesses**
- **Competitive Intelligence and Innovation**

Highly interactive Sessions and Case Studies

Listen to Case Studies from companies leading in the field of competitive and market intelligence, such as *Rohde & Schwarz, Signals Intelligence Group, Volvo Car Corporation, Eli Lilly, Oracle Corporation, Sedulo Group, SIG Combibloc, Petroleo Brasileiro S.A, Hewlett-Packard Company, Digimind, Deutsche Telekom, The Boeing Company, Siemens AG* and [many more](#).



Challenge Your Peers & World Café Sessions

In 5 [Challenge Your Peers Roundtables](#), delegates to actively discuss their specific tasks, individual concerns and potential solutions regarding CI and MI. In advance, we.CONECT depicts the most crucial issues participants face to discuss collectively and with highest learning-benefit. During the [World Café Sessions](#) in the morning of the second day, participants debate and share ideas on issues like “War gaming: an efficient method to gain valuable CI insights?” or “How to develop a sophisticated CI, MI and Market Research Strategy in upcoming / non developed markets?”

LIFE VIEWING - FIFA WORLD CUP BRAZIL 2014

On the evening of the first conference day on June 16th, we.CONECT invites all the participants to join a special live-viewing of the football match Germany vs. Portugal, before the dinner and the official award ceremony take off.



Group G
Germany vs. Portugal
16 JUNE 2014 | 18:00 - 20:00

we.CONECT CIPHER AWARD 2014

Earn the recognition, respect and honor your hard work deserves! [Apply now](#) for the **we.CONECT CIPHER AWARD 2014**. The award will be given to companies that show excellence in three main categories: Best CI - Project, Project- & Team-Diversity, as well as CI-Collaboration with competitors. Don't miss the opportunity!

CIPHER AWARD 2014



- As a special guest, we.CONECT invites [Daniel Domscheit-Berg](#), Technology Activist and former spokesman of **Wikileaks** to share his insights & experience with the CiMi-community

Become a part of the CiMi.CON event-highlight in 2014 and join our [LinkedIn Community CiMiPro's](#).

We look forward to welcoming you at the **CiMi.CON Evolution 2014** from **June 16-17, 2014** in Berlin. For any enquiry about the conference or registration, please contact:

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