



Instituto Superior de Economia e Gestão
UNIVERSIDADE TÉCNICA DE LISBOA



CEGE
CENTRO DE ESTUDOS DE GESTÃO
INSTITUTO SUPERIOR DE ECONOMIA E GESTÃO



PROGRAM

ATELIS
In partnership with **CEGE-ISEG (Lisboa)**

Is organising

***A European Competitive Intelligence Symposium:
Comparative Practices Approach
(Trends and Evolutions)***

Venue
**Instituto Superior de Economia e Gestão
Universidade Técnica de Lisboa
Lisboa – Portugal**

27th and 28th March, 2008

(Subject to alteration)



CIGREF



CRPM





1. Presentation

Competitive Intelligence is becoming part of the manager's day-to-day vocabulary. After raising the question (during the 1st ATELIS symposium in 2005) about the overall perception (mode/fashion effect or new methodological approach in the development of companies and countries) it is important to study further the emerging topics related to Competitive Intelligence practices, such as competence evolution, ethics or territorial development at European level.

1.1- Objectives

ATELIS formed a partnership with CEGE-ISEG to organize the second edition of the CI symposium with a view to cohesion and European opening. The objective is to promote dialogue between public or private actors that have developed original actions in Competitive Intelligence and allow them to present their experiences. The purpose of this symposium is to reflect on the possibility of a European Model of Competitive Intelligence, allowing the opening of new paths of experimentation to assist public and private decision-makers.

1.2- Sequence of events

The symposium will focus on workshops which will bring together professionals, experts, institutional bodies, academics and actors from all sectors who wish to speak about their experiences in Competitive Intelligence.

1.3- Target audience

The European Competitive Intelligence Symposium: a comparative practice approach (Trends and Evolution) is aimed at all Managers (Managing Directors, Chairmen, Human Resource Managers), Territorial Associations Directors, IT Managers, Risk Managers, IT Security Directors, IT Directors, Networks and Communications Directors, Exportation Directors, Research Directors, Project Managers, Application, Conception and Development Managers, Consultants, Auditors...

1.4- Organizing Committee

- Professor Amílcar S. Gonçalves – Université Aberta (Portugal);
- Professor J. Augusto Felício – CEGE/ISEG (Portugal);
- Professor M. Cristina Vilhena de Mendonça – IPCDVS-Universit  Coimbra (Portugal);
- Professor Pierre Larrat – ATELIS – Groupe ESCM (France);
- Dr. Ant nio Horta Lobo – ICNet (Portugal).



***A European Competitive Intelligence Symposium:
Comparative Practices Approach (Trends and Evolutions).***
Lisbon, March 27th and 28th, 2008



School of Economics and Management
TECHNICAL UNIVERSITY OF LISBON



1.5- Contacts

ATELIS: Prof. Pierre Larrat, Director Atelis

Laurence Masson – Chargée de mission, Atelis - ESCEM
1, rue Léo Delibes - BP 0535 – 37205 TOURS CEDEX 3, France
Tel.: + 33 (0)2.47.71.73.05
Fax: + 33 (0)2.47.71.72.35
E-mail: lmasson@escem.fr

CEGE/ISEG: Prof. J. Augusto Felício, Presidente CEGE/ISEG

Ricardo Rodrigues and Sara Tomás – Secretariat, CEGE/ISEG
Rua Miguel Lúpi, n.º 20 – Gab. 606 – 1200-725 Lisboa, Portugal.
Tel.: + 351 213 970 264
Fax: + 351 213 979 318
E-mail: cege@iseg.utl.pt

ICNet: Dr. António Horta Lobo, Presidente ICNet

Teresa Candeias – ICNet
Tel.: + 351 964 640 301
E-mail: icnet.pt@gmail.com

To access the details of the first symposium (2005): www.atelis.org



***A European Competitive Intelligence Symposium:
Comparative Practices Approach (Trends and Evolutions).***
Lisbon, March 27th and 28th, 2008

2. Scientific Committee

<i>Name</i>	<i>Company/Organization</i>	<i>Position</i>
ANNIBALI Antonio	Université de Roma-La Sapienza (Italy)	Professor – Computer Science and Information Systems
BACCARANI Claudio	Université de Verona (Italy)	Professor – Corporate Economics and Management
BACIVAROV Ioan	Université Polytechnique de Bucaresti (Rumania)	Professor
BEGIN Lucie	Haute Ecole de Gestion de Genève (Switzerland)	Professor
CALDEIRA Mário	ISEG/UTL CEGE/ISEG (Portugal)	Professor – Information Systems Director
CALOF Jonathan	Université d'Ottawa (Canada)	Professor
CLERC Philippe	ACFCI (France)	Competitive Intelligence and IT Director
DOU Henri	Université Aix-Marseille III ESCEM (France)	CRRM Director – Professor Technology Intelligence
DUQUE João	ISEG/UTL (Portugal)	Professor
ESCORSA Pere	IALE Tecnología Barcelona (Spain)	President
FELÍCIO J. Augusto	ISEG/UTL CEGE/ISEG (Portugal)	Professor – Management President
FRANCOIS Ludovic	HEC (France)	Responsible for Masters in Competitive Intelligence
GONCALVES Amílcar	Universidade Aberta (Portugal)	Professor
GONÇALVES Vítor	ISEG/Universidade Técnica de Lisboa (Portugal)	Professor – Management Vice-President
GUTAVSSON Peter	Université Linköping (Sweden)	Professor – Economics (PhD)
HARBULOT Christian	Ecole de Guerre Economique (France)	Director
MAC DONALD Stuart	Université Sheffield (United Kingdom)	Professor – Information Systems
MASPONS Ramon	Université Oberta de Catalunya (Spain)	Professor; IALE Tecnología Director
MENDONÇA. M. Cristina	IPCDVS-Universidade de Coimbra (Portugal)	Research Fellow
MOINET Nicolas	Université de Poitiers (France)	DESS Intelligence Economique Director
MONTANHEIRO Luiz	Sheffield Hallam University, United Kingdom	Professor – International Management
QUAZZOTTI Serge	Centre de Recherche Public Henri Tudor (Luxembourg)	Technology Watch Centre Director
RAINER Michaeli	Institute For Competitive Intelligence (Germany) Deutsches Competitive Intelligence Forum	Director Board member
REIS António Palma	ISEG/UTL (Portugal)	Professor
SANTOS José Luis	Université de Málaga (Spain)	Marketing Professor
WRIGHT Sheila	Leicester Business School (United Kingdom) Competitive Intelligence & Management Journal	Professor Co-Editor

3. Programme

Thursday, March 27th, 2008

8:30	Registration of participants			
9:00 – 9:30	Plenary session (welcome speeches) ISEG; CEGE; ICNet; ATELIS			
9:30 – 11:00	Plenary session: “Unstructured Information Management” Keynote speaker: Mr. Garnier Roundtable moderator: Jean François PEPIN – Délégué Général CIGREF Presentation of the workshops for the parallel sessions			
11:00 – 11:30	- Coffee-break -			
	Parallel Sessions 1			
11:30 – 13:00	A1 Workshop	B1 Workshop	D1 Workshop	SME Session 1
13:00 – 14:00	- Lunch -			
	Parallel Sessions 2			
14:00 – 15:30	A2 Workshop	B2 Workshop	C2 Workshop	SME Session 2
15:30 – 16:00	- Coffee-break -			
	Parallel Sessions 3			
16:00 – 17:30	A3 Workshop	E3 Workshop	C3 Workshop	SME Session 2 (cont.)
20:00	- Gala dinner -			

Friday, March 28th, 2008

9:00 – 10:30	Plenary session: “The role of the State as a strategic partner for organizations” Speakers: Prof. Jaime Andrez – IAPMEI Portuguese Ministry of Economy – AICEP (to be confirmed) Ambassador Margarida Figueiredo – Portug. Foreign Affairs Ministry NSA/USA (to confirm)			
10:30 – 11:00	- Coffee-break -			
	Parallel Sessions 4			
11:00 – 12:30	Poster 1	E4 Workshop	Poster 2	SME Session 3
12:30 – 14:00	Plenary Session: Restitution of the workshops Closing speech			
14:00	- Lunch -			

4. Parallel sessions

4.1- Parallel Sessions 1

A1 Workshop: Identification and Evaluation of Competences

Sheila WRIGHT

Department of Marketing Leicester Business School – United Kingdom

Dr Craig S. FLEISHER

Windsor Research Leadership Chair & Professor of Management University of Windsor - Canada

Setting the Standard for the Professionalisation of Competitive Intelligence Practices

Jonathan CALOF

Telfer School of Management University of Ottawa – Canada

What is the domain of Intelligence? - The first phase of a study

Michael NEUGARTEN

Managing Business Intelligence, At IAI – Israel

Visual metaphors and analogies as teaching tools in Competitive Intelligence

B1 Workshop: Lobbying, Risk and Ethics

Claude DELESSE

Competitive Intelligence and total safety

Kamel BEN DHIA - Samah ALOUI BEN DHIA

Doctoral students in Information Sciences and Communication, Aix University - Marseilles III - France

Role and contribution of strategic intelligence in crisis communication

Didier DANET

Research center of the Saint-Cyr military school Coëtquidan - France

Should assessments be published? Ethical approaches to Competitive Intelligence.

D1 workshop: Competitive Intelligence and SMEs

Sylvie CONDAMINAS

Consulting firm EURYNOME ASSOCIATE, CORBARIEU - France

Martine BOUTARY

Docteur en Sciences de Gestion , Professeur Ecole Supérieure de Commerce de Toulouse

Responsable du Mastère Spécialisé Intelligence Economique et Stratégie d'entreprise

The influence of IE and network on innovation in SMEs



School of Economics and Management
TECHNICAL UNIVERSITY OF LISBON



Brigitte GAY

Group ESC Business School, Toulouse - France

Competitive Intelligence and analysis networks in pharmaceutical companies

Soulaimane LAGHZAOU

GREFI, University Paul Cézanne, Aix Marseilles III

International SME's monitoring of the environment: Proposal for a conceptual model

Lucie BEGIN,

Ph. D., Ecole de Management de Normandie

Jacqueline DESCHAMPS

Ph.D., Haute Ecole de Gestion de Genève

Hélène MADINIER

Haute Ecole de Gestion de Genève

Competitive and Strategic Intelligence in Swiss SMEs

Session SME 1 – Competitive intelligence and regional development

Speakers: Prof. Manuel Laranja – ISEG
Dr. José Félix Ribeiro – DPP
Catherine Ledig – ADEC (to be confirmed)
Dr. André Magrinho – AIP

4.2- Parallel Sessions 2

A2 workshop: Identification and Evaluation of Competences

Veronique DARMON - Claire SARFATI

Joint heads of the professional Bachelor's degree program in CI University Paris 12 - France

Profession: watcher. Which French evaluations? Which European certifications?

Lamyaa BELMEKKI - Mouna BENSLIMANE

School of Information Sciences. - Morocco

Education and academic research in Competitive Intelligence in Morocco: state of the art

Klaus SOLBERG SOILEN

Blekinge Institute of Technology, School of Management, Sweden

Different Academic Intelligence Traditions: A place for Geopolitics



**A European Competitive Intelligence Symposium:
Comparative Practices Approach (Trends and Evolutions).**
Lisbon, March 27th and 28th, 2008



School of Economics and Management
TECHNICAL UNIVERSITY OF LISBON



B2 workshop: Lobbying, Risk and Ethics

Laurent GAILDRAUD

Consulting in Competitive Intelligence - France

Henry SAMIER

Directeur ISTIA Innovation & Master Information Stratégique, Université d'Angers – France

Rumor: an information weapon?

Gerard HOFFMANN

Professor group ESCEM - France

Ethics and Competitive Intelligence

Anthony PONCIER

IDRH, Management and organization firm- France

What is the importance of IE for emergent economies?

C2 workshop: Territorial intelligence: the role of the institutional structures

Christian BOURRET

University of Paris East (Marne-la-Vallée) – France

Propositions for a global approach to Territorial Intelligence among neighbouring territories in France

Marzena JAREK

Governmental coordinator of the Intelligence Network for public policies - Canada

Intelligence Network integrated for public policies - an intelligence to be divided

Nicolas MOINET

University lecturer icomtec, IAE of Poitiers - France

Territorial Competitive Intelligence from theory to practice

Session SME 2 – Competitive Intelligence and internationalization

Speakers: Dr. Margarida Segard – ISQ
Pascal Frion – AcriNet
Edisoft (to confirm)
Alert Life (to confirm)
Biotechnol (to confirm)
Efacec (to confirm)



***A European Competitive Intelligence Symposium:
Comparative Practices Approach (Trends and Evolutions).***
Lisbon, March 27th and 28th, 2008

4.3- Parallel Sessions 3

A3 workshop: Identification and Evaluation of Competences

Elisabeth PAOLI-SCARBONCHI

University of Paris East (Marne-la-Vallée), Research group in Competitive intelligence CNRS - France
The contribution of cognitive sciences to the indexing of documents in scientific, technical and intelligence databases.

Michèle LLOSA, Jérôme GUÉDON, Lucie BÉGIN

School of Management of Normandy - France
Control information, a competence developed with EM NORMANDY

Gilda MASSARI COELHO

S&G Gestão Tecnológica E Ambiental Ltda, Rio de Janeiro - Brazil.
Teaching and research on competitive intelligence in Brazil

C3 workshop: Territorial intelligence: the role of institutional structures

Maryse SALLES

University lecturer in data processing at the University Toulouse I - France
Territorial intelligence systems for decision-making

Audrey KNAUF

Doctor of Information Sciences and Communication SITE, University Nancy2- France
New competences in Competitive Intelligence to help decision makers

Knut HALVORSEN

The Oslo area and biotechnology

E3 workshop: IE: An Organisational and Prospective tool

Anne-Marie FRAY

ESCEM Professor - France
Competitive Intelligence as a knowledge building leverage - a resource based approach

Eloïse LOUBIER - Ilhème GHALAMALLAH - Bernard DOUSSET

Research Institute in Data processing, Toulouse University Paul Sabatier - France
Competitive Intelligence: Approaches and proposal of a tool specific to relational analysis.

Rim HCHICH - Samia KAROUI - ZOUAOUI

Member of the research unit innovation, strategy and organization (URISO) - Tunisia
The role of organisational training in innovation

Session SME 2 – Competitive Intelligence and internationalisation (cont.)

Speakers: Dr. Margarida Segard – ISQ
Pascal Frion – AcriNet
Edisoft (to confirm)
Alert Life (to confirm)
Biotecnol (to confirm)
Efacec (to confirm)

4.4- Parallel Sessions 4

E4 workshop: IE: An Organisational and Prospective tool

Gordon OLLIVERE

Managing Director STN North Ltd Regional Technology Centers for Northern England- England
Foresight For Innovation and Technology Transfer

Jamie SMITH

Professor Marketing Strategy - ESC Rennes - France

Dr. Sarah HUDSON

Lecturer in Research Methods in the Rennes International School of Business, France
Assessing Competitive Intelligence Practices in Non-profit Organizations

Mohamed Ridda LAOUAR - Hervé STACHOWIAK - Christian TAHON

LAMIH University of Valenciennes - France

Contribution of Competitive intelligence to the decision-making process

Poster 1:

Pascal FRION

Acrie Nantes - France

Would the small companies profit from a performance relative vis-a-vis on-information

Sergio ROCHA

Academia Militar LISBOA - Portugal

Competitive information and Knowledge Management ace Old Advantage Sources in Information

Eliza VYSOCKA and Stephan CHEVALIER

OBI-Consulting - Lituanie

Competitive Intelligence in the Eastern Baltic area: Several reasons explain its low development

Marisela RODRIGUEZ

Head of the Competitive Intelligence Unit, ITESM, - Mexico

Technology for the desalination (sea water, using competitive intelligence methodology)



School of Economics and Management
TECHNICAL UNIVERSITY OF LISBON



Poster 2:

Claude CHERON

Director of the Observatory of the Saving and the Territories in Touraine – France
17 years of experience in networking for relevant territorial strategic information

Henri DOU

ESCEM Poitiers Tours - France
Presentation of Matheo-Patent, a case study on solar panels.

Laurent HASSID

Atelis - Intelleco Consultants - France
IntelligenceMaker : A tool for structuring qualitative information for business development

Monica E. B. MOLDOVAN

Professeure adjointe Université de Moncton – Campus de Shippagan CANADA
Formations universitaires en gestion de l'information stratégique au Canada francophone

Session SME 3 – Security and protection in organizations

Speakers: Eng.^o Paulo Viegas Nunes ??????
Mohan Koo – Vtex ??????
Insurance (to be confirmed)



**A European Competitive Intelligence Symposium:
Comparative Practices Approach (Trends and Evolutions).**
Lisbon, March 27th and 28th, 2008