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The Establishment of CI – A European Perspective

Presented by
Mr. Christian Krummenast
Dipl.-Kfm. (FH)
info@noraco.de

Today's Session Leader

Mr. Christian Krummenast
Dipl.-Kfm. (FH)

Noraco International specializes in market intelligence and B2B research, strategy & business development, global sourcing and distribution channel analysis. Our key industry practice can be found especially within the chemical and raw material related industries.

Mr. Krummenast studied International Business and Marketing Management and has more than 15 years experience within the international arena. He has worked in various international positions in USA, The Netherlands and Germany and gained sound experience in strategic planning, marketing & sales, market research & intelligence, global sourcing and business development.

Today's Agenda

- Introduction
- Current Establishment of CI practice within Europe
- CI what? Definition and Understanding of CI in Europe
- Cultural Barriers / Differences in Europe
- Research Findings
- Lessons Learned
- Q & A

What I hope you gain from me

- Learn about the current establishment of CI practice in Europe...
- Get ideas why the European definition, image and general understanding of CI may differ from that in N-America...
- Understand why the different European languages and culture may result in different ethical issues, do's & don'ts and search behaviour...
- Be presented the main results gained during a CI research in reference to the definition and organization of CI-activities, information requirements, users of CI information, technological and financial support, human resources and a future outlook of CI-activities...

Current Establishment of CI practice in Europe

- Among big multi-national companies CI activities have been implemented and are to some extent mature (e.g. Germany, Scandinavia)...
- SMEs often do not have enough HR, internal knowledge or financial capital to support a CI function...
- There is still confusion about the definition of CI...
- CI often has a negative connotation and is associated with military activities, (industrial) espionage and therefore a lot of companies avoid the term CI and rather call it Market Research, Market Intelligence etc. >>> compare detailed research results...

More detailed?

- Contact us in order to receive the full presentation slides!!
- E-mail: info@noraco.de

*Thank you! Vielen Dank! Merci! Obrigado!
Obrigada! Gracias! Dziękuję! Köszönöm! Bedankt!
Mulțumesc! Teşekkür ederim!
Tack! Grazie! Kiitos! Hvala! Děkuji! Tak skal du
have! Faleminderit! Спасибо!*

Mr. Christian Krummenast, Dipl.-Kfm. (FH)
c/o Noraco International
Germany
Contact: info@noraco.de
www.noraco.de