

# SCIA EVENT: THE INTEGRATION OF CI INTO KEY BUSINESS PROCESSES

Welcome to Swiss Competitive Intelligence Association's Round Table event, "The Integration of CI into Key Business Processes", on May 20, 2008.

The Swiss Competitive Intelligence Association, SCIA, is a network platform for professionals interested in current and future trends of Competitive Intelligence in Switzerland and beyond. SCIA was founded in June 2006 to promote the exchange of experience, knowledge and ideas through a natural forum. The membership is open to the individuals and corporations having an interest in advancing a positive awareness and perception of Competitive Intelligence among key users and opinion leaders.

**TIME:** May 20, 2008 from 18:30 to 21:00

**LOCATION:** Restaurant Au Premier (within Zurich Main Railway Station)

## PROGRAM:

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|---------------|--|
| 18:30 – 19:00 | Welcoming drinks   |
| 19:00 – 19:05 | SCIA Introduction,<br>Kurt Kobel, SCIA President   |
| 19:05 – 19:45 | The Integration of CI into Key Business Processes,<br>Hans Hedin, Vice President Business Development,<br>Global Intelligence Alliance |
| 19:45 – 20:30 | Round Table discussion,<br>moderated by Kurt Kobel, SCIA President   |

## SIGN UP

You can sign up by contacting SCIA through <http://www.swisscia.org/scia-events/>

The event is free of charge to SCIA members and non-members alike thanks to the sponsorship of Global Intelligence Alliance.

Welcome!

***Kurt Kobel** is SCIA President and Competitive Intelligence manager at Phonak. He has successfully established and runs the competitive intelligence operation at Phonak.*

***Hans Hedin** is an expert in the field of competitive/market intelligence. He has conducted numerous projects regarding implementation and further development of the intelligence capabilities in international organisations.*

