



SCIA

SWISS COMPETITIVE INTELLIGENCE ASSOCIATION

Dear Colleagues

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.

In November 2007 the SCIA board and its members celebrated its success in the first year of existence. At this point we would like to thank our guest speakers in 2006/2007

- Dr. Valentin Chapero Rueda, CEO of the Phonak Group
 - Robert Lazzarotto, CI Manager and Mergers & Acquisitions, Siemens AG
 - Jens Thieme, Head of Market & Competitive Intelligence, Ciba Specialty
 - Markko Vaarnas, CEO Novintel OY
- and all our members for making these events happen.

The most important changes that were decided in the Annual Meeting are:

SCIA will release a brand new web site with interesting content (news feed) for members and non-members as well as interactive features (blogging, discussions) and useful content (member directory, access to session presentations and documentations, events calendar, career board, etc.) for members-only. SCIA members will further be able to influence the SCIA meeting content online using the site's polling and discussion options. Going-live is planned for March/April 2008.

The membership-fee of CHF 100 entitles you to attend all SCIA events in 2008. Non-members are welcome to join our events at a fee of CHF 50 per event.

Last but not least, I am delighted to congratulate Kurt Kobel to his new position as SCIA president. Moreover, Jens Thieme joined our SCIA board.

I am hoping that you will enjoy our 2008 events with further tremendous CI speakers and have even more fruitful discussions and networking opportunities.

Best regards

Maarit Seppä
SCIA president 2007



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PROGRAM FOR 2008

MARCH 25TH

KURT KOBEL

SCIA PRESIDENT AND COMPETITIVE
INTELLIGENCE MANAGER AT PHONAK
“SETTING UP A CI DEPARTMENT”

MAY 20TH:

ROUND TABLE DISCUSSION ON
“THE INTEGRATION OF CI INTO KEY
BUSINESS PROCESSES”
MODERATED BY HANS HEDIN,
GLOBAL INTELLIGENCE ALLIANCE
COORDINATOR

AUGUST 26TH:

A FURTHER EXPERT PRESENTATION ON
COMPETITIVE INTELLIGENCE BY JOHN
MCDONALD-DICK, CI MANAGER AT ROCHE

AND LAST BUT NOT LEAST...

NOVEMBER 11TH:

AN INTERACTIVE WEBINAR-ONLINE-LIVE-
CONFERENCE WITH MARTHA MATTEO,
PRESIDENT OF SCIP USA

All events are free of charge for our members.

Non-members are welcome to join at a fee of CHF 50 per event.

Join us at the Au Premier Conference Rooms, Bahnhofplatz 15, Zürich.

ABOUT SCIA

**SWISS COMPETITIVE INTELLIGENCE ASSOCIATION
HAS BEEN 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.**

THE BOARD

K.KOBEL M.SEPPÄ U.FERNANDEZ T.EGGER J.THIEME S.DRAGIC

LOCATION

**THE CONFERENCE ROOMS OF AU PREMIER ARE
EASILY ACCESSIBLE FROM THE ZÜRICH MAIN RAILWAY
STATION**

