Ferrari to Keynote Competitive Intelligence Conference

The Society of Competitive Intelligence Professionals (SCIP) is honored to present Giuseppe Bonollo, Director of Product Strategy for The Ferrari-Maserati Group, to keynote the 9th Annual SCIP European Conference and Exhibit, which will be held from 27-29 October 2004 at the Palazzo Affari, Milan, Italy.

(PRWEB) July 23, 2004 -- The Society of Competitive Intelligence Professionals (SCIP) is honored to present Giuseppe Bonollo, Director of Product Strategy for The Ferrari-Maserati Group, to keynote the 9th Annual SCIP European Conference and Exhibit, which will be held from 27-29 October 2004 at the Palazzo Affari, Milan, Italy.

Mr. Bonollo, representing one of the most innovative companies in the world, will present his keynote on Thursday, 28 October. His keynote will launch the conference, Â□Strategy & Innovation,Â□ which will focus on growth and success in an era of change and how effective competitive intelligence can empower an organizationÂ□s strategic and innovative processes.

The planning committee, lead by Milena Motta, chairperson and chapter coordinator of SCIP Italia, has put together a dynamic program of global competitive intelligence thought leaders. Along with The Ferrari-Maserati Group, other companies represented include Novintel, Zambon Group, Rettig IC, Outward Insights, plus key European Universities.

Â□Any manager looking for improved business performance has to attend the SCIP Milan Conference in October. There really is no alternative,Â□ adds Sheila Wright, Leicester Business School, UK. Â□At SCIP, you can rub shoulders with the professionals, practitioners, opinion leaders and commentators, listen to their experience, ask questions and learn how to apply ideas to your own firm. If you are serious about success, donÂ□t miss this event.Â□ Joerg Praetorius, a competitive intelligence consultant in Munich, Germany, confirms the importance of the conference due to the fact that Â□competitive intelligence is an integral part of every successful companiesÂ□ innovative and strategic processes.Â□

The conference presents two days of sessions and one day of pre-conference workshops for more intense learning, taught by some of the worldÂ□s leaders in the discipline of competitive intelligence. In addition, SCIP will feature Â□Competitive Intelligence in Europe 2004 Â□ A Critical PerspectiveÂ□ which will showcase different perspectives on competitive intelligence from the UK, Germany, Spain, Sweden, Finland and Israel.

DonÂ□t miss this great opportunity to:

Â·   Understand the dynamics of change
Â·   Learn how competitive intelligence can empower your business
Â·   Build competitive intelligence into your companiesÂ□ global strategic planning process
Â·   Learn how to apply competitive intelligence to strategy, innovation and organizational excellence

Make plans to join SCIP in Milan from October 27-29, 2004 for an exciting European conference dedicated to strategy and innovation for CI professionals. For registration and more information, please visit www.scip.org/milan.

About SCIP

The Society of Competitive Intelligence Professionals (SCIP) is the only global not-for-profit membership organization for professionals involved in creating, managing and applying competitive insights. Our mission is to be the premier source for the skilled use of intelligence to enhance business decision-making and organizational performance.

For more information, visit www.scip.org or call +1-703-739-0696.

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