From Competitive Intelligence to Regional Development

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http://www.ciworldwide.org

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The Background
From past to present from ordeals to triumphs the world has reach an unprecedented state of development.

The past « colonial » period sustained the industrial revolution, the second world war leave the place to the communist revolution which collapsed to « leave the floor » to one of the bitter competition yet unknow in the world.

In the same time the Information Technologies « shrinked » the world with the development of cheapest ways to communicate. The power of computers increases and the cost decreased. The time « accelerated and became shorter ». 
Competitive Intelligence is moving

Classical definitions

Systematic program to collect and analyze the information upon the activities of the competitors. ...... in view to achieve the strategic goals of the company (Larry Kahanner)

Analyze the information, upon the competitors which are involved within the decision process of the company. (Leonard Fuld)

Knowledge and forecast of the surrounding world - in view to assist the decision of the company’s CEO. (Jan Herring)
In France Competitive Intelligence is now a National key issue

*Definition from Alain Juillet in Charge of Competitive Intelligence near the Prime Minister*

“..to set up a mode of governance whose object is the control of the strategic information which has as a finality the competitiveness and the safety of the national economy and of the national companies".

"développer un mode de gouvernance dont l'objet est la maîtrise de l'information stratégique qui a pour finalité la compétitivité et la sécurité de l'économie (nationale) et des entreprises (nationales)".
Strong International signals

Palmisano report: Innovate America (USA)

*The U.S. Council on Competitiveness has unveiled a report entitled "Innovate America". Defining innovation as the "single most important factor in determining America's success through the 21st century," the report clearly states America's task in the next 25 years is to "optimize [the] entire society for innovation."

Beffa report: Renewing the French Industrial Policy (France)

Increasing the R&D to be more innovative and competitive.

Carrayon report: Economic Intelligence and Social cohesion (France)

Economic intelligence will participate to the French Cohesion by Increasing our competitiveness

Renaissance II report (Canada)

Canadian Creativeness and Innovation for the new millennium

Japan Law to promote the key role of *Technology Transfer* from University to industry (Law on the TLO: 1998) -The MITI (Ministry of International Trade and Industry) became the METI (Ministry of Economy, Trade and Industry) -The Council of Science & Technologie became the Council for S&T Policy

Australia Commonwealth 2001 – *The Commonwealth Governments’s Commitment to Innovation*
There is a great possibility to have by mid of the twenty first century a dramatical increase of National-States.

From autonomy to independance this very fast increase may threat the equilibrium of the world.

The increasing autonomy of various regions in the world will increase the global unstation if their development does not fit the hope of their inhabitants

*Pandora’s box*
*Pascal Boniface, « Le Monde Diplomatique » January 1999*

…… In the next few years we are likely to see more new states. ……
Autonomy and Independence mean most of the time standing alone to assume his own development

Generally autonomy is given to provinces and territories when political problems threaten the national cohesion. (eg crisis such as Indonesian in 1997 and 1999.
People expect from autonomy better life conditions. This will necessitate the development of local resources to provide financial facilities.

This step is crucial, if it does not occur this will will push from autonomy to Independence, creating multiple points of unstability.

What can be the role of Competitive Intelligence in such a context?
Competitive Intelligence faces different strategies

CI for large companies and advanced countries

CI for SME and SMI

CI as a lever to increase or create a regional development

In develop countries
or in developing countries
Two different strategies

Generally speaking developed countries move to innovation (rupture), to integration of actionable knowledge into the decision making process, to develop huge and pertinent information systems. They want to keep their Competitive Advantages. They do not possess most of the time the natural resources with a permeable frontier.

Developing countries have to catch back. They most of the time possess the natural resources. They must create out of them added value products and they must get more from the FDI Foreign Direct Investments. In the same time they must open their eyes and their mind to see the world differently.

What can be the role of Competitive Intelligence in this process?
Competitive Intelligence

Two possible ways

• To remain ahead of your competitor. To kill it if necessary, to increase your market share.

• To be confronted with new practices and rules far more rude and abrupt that the one used among « western countries ». Asian Country, Eastern Europe, South America

• To master the impact of the regionalisation and the autonomy

• The match the social expectation of people

• To decrease the development of poles of instability

• To avoid the confrontation with extremism

• To ensure a local economic development

• To maintain a social cohesion
The Magic Triangle if well understood may be the concept on which developing countries or « new national states » could find the source of a sustainable development.

The magic Triangle. How to develop and apply Competitive Intelligence in Developing Countries
Henri Dou, Jean-Marie Dou Jr, Sri Damayanty Manullang
Ile Rousse, Journées sur l'Information Elaborée, Juin 2005
There are now a certain number of people in the world which consider that a fierce competition must be regulated to become sustainable. Regulation may come from international agreements but also from an ethical vision of the development.

Passer de la représentation du présent à la vision prospective du futur - "Technology Foresight" Henri Dou, Jin Zhouying Humanisme et Entreprise, Déc 2002

BAST Beijing Academy of Soft Technology
Competitive Intelligence with its fundamentals, methods and tools is one of the best « discipline » to help people to open their mind to the world, to change their mental model and:

To think out of the box

The magic triangle calls for new relationship between Public and Private institutions : Governmental institutions, Research and Education, Industry. This is the Triple Helix

Today the old scheme Capital, Labor and Land which ensured the Industrial development two centuries ago is not effective any more. To the classical pillars Capital, Labor and Land a fourth one must be added KNOWLEDGE
Research and reports

Not often connected

The Work of Michael Porter (The Competitive Advantages of Nations) indicates that innovation is well developed into clusters.

The Triple Helix (from the Dutch School) pleads for a new P&P partnerships (State, Research, Industry).

The Beffa report (France), Palmissano Report (USA), Renaissance II (Canada).
The organic law (TLO) from 1998 (Japon).
The commonwealth report for 2010 (Australia).
Pin point the need to innovate to create the condition of the development.

The Interreg III (European Community) results, push for a new P&P partnership.

The French National Intelligence Economic program followed by the development of the poles of competitiveness try to shorten the time of the cluster development and the development of new P&P interconnexions.
Let us see with more details the P&P relationship

An innovation system is the network and interplay of public and private institutions in which production, distribution and use of new knowledge and technology take place. 

Most innovations came from interplay, up to 9 of 10!

This calls for a Research and Development economically driven
Research and Innovation

**Research:** Money transformation to Knowledge & Competence

**Innovation:** Knowledge & Competence transformation to Money

Developing innovation system is to make above efficient, i.e. to make investment in R&D profitable. Identify bottlenecks and possibilities.

Interreg III, Sweden
A straith forwardstatement

• From Elias Zerhouni, Directeur of The National Institute of Health (NIH) USA

• « The success of the American Scientific Research came from the implicit partnership which exists between the Academic Research, the government and the Industry. The Research institutions are in charge to develop the Scientific Capital. The Government finance the best teams by a transparent selection system. The industry has the critical role to develop robust products for the public clients. This strategy is the key of the American Competitiveness and must be maintained. »[1]

The creation of knowledge

Knowledge is not found, in books, libraries, scientific papers, knowledge should be created

The process of knowledge creation is the core of the Competitive Intelligence Development, of the Cluster Development

Actionable knowledge is created from a Process of Questions (from decision makers) to specialists, which using information accurately understood (SWOT analysis), will provide the necessary recommendations to the decision makers
The keys

• Collect and manage the strategic information
• Share this information with experts in a collaborative system
• Have the Competitive Intelligence Unit close from the decision makers
• Get questions, work and provide the right recommendations
Avoid a common mistake

• A very common mistake (we note it in the poles of competitiveness and before) is to believe that disseminating information among the enterprises members of the pole is the key process. **This is a fundamental error !**

• Cooperative work is necessary to create from the right information an actionable knowledge

• This is a mixture of **human skill and workflow technology**
Indonesia

Creation the 11th April 2007 of the IICI. Indonesian Institute for Competitive Intelligence.

Malaysia

Continuing Education Cooperation with OUM
International Symposium: Competitive Intelligence, Regional Development and Role of the Government. Speakers Jonathan Calof (Canada), Henri Dou (France)

See http://www.ciworldwide.org for the executive conclusions
The creation of the IICI

- Presentation of the Indonesian Institut for Competitive Intelligence by Dr S D Manullang.

Presentation of the Competitive Intelligence Unit (SULUT) Indonesia
By J P Runtuwene Mcs DEA

April 11th 2007, Jakarta
Using Patent Information to sustain innovation and pick up strategic applications. Example: Added value products for and from the coconut industry

The notion of industrial clustering clearly appears in this approach.

Technology Watch is closely mixed with Competitive Intelligence

Technical centres, specialized of multidisciplinary analyzed the Patent literature to provide to the experts the strategic data which Will be the base of a SWOT analysis according the local technological level and the potential of the market. Recommendations will be then Provided to the decision makers.
เอกสารประกอบการเสวนาทางวิชาการ
เรื่อง การแปรรูปและการใชประโยชน์จากมะพร้าว
2 มิถุนายน 2548

การวิเคราะห์แนวโน้มเทคโนโลยีเกี่ยวกับมะพร้าว
จากเอกสารสิทธิบัตร
พบว่า ตั้งแต่ปี 1905 ถึงปัจจุบัน มีสิทธิบัตรที่สัมพันธ์กับคำสั่งบัตร คำ “Coconut” ในส่วนที่เรียกว่า องค์ของสิทธิบัตร (Title) จำนวน 532 เรื่อง องค์ผลการวิเคราะห์ ซึ่งมุ่งสิทธิบัตรดังนี้

Data from Internet - Blue an red data were indicated in English in he paper
The same graph was made using the IPC instead of the dates.
Thailand - Strategic Information
(one of our best customer for Matheo-Patent)

Technical data issued from Matheo-Patent and used for Technical Centers in Thailand

Examples of Strategic choices Apparatus and Patents

<table>
<thead>
<tr>
<th>Patent Number</th>
<th>Title</th>
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<tbody>
<tr>
<td>CN1478458</td>
<td>PLANT TREATMENT SHAMPOO CONTAINING COCONUT OIL AND DETERGENT</td>
</tr>
<tr>
<td>CN1478437</td>
<td>SHAMPOO FOR PREVENTING PSORIASIS AND LOWERING BLOOD PRESSURE CONTAINING COCONUT OIL, ETHANOLAMIDE, AND DODECANE</td>
</tr>
<tr>
<td>US2014067264</td>
<td>METHOD OF PREPARATION AND USE OF COCONUT WATER IN PLANT TISSUE NUTRITION GROWTH AND HEALTHY MAINTENANCE</td>
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<tr>
<td>WO2014064120</td>
<td>A PROCESS TO APPLY THE EFFECTIVENESS OF COCONUT FLOWER</td>
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Examples of strategic choices. Apparatus and patent references

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<td>SHAMPOO FOR PREVENTING PSILOSIS AND LOWERING BLOOD PRESSURE CONTAINING COCONUT OIL DIETHANOLAMIDE</td>
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<tr>
<td>CN1345184</td>
<td>PET FOOD PRODUCT WITH COCONUT ENDOSPERM FIBRE</td>
</tr>
<tr>
<td>US2004067264</td>
<td>METHOD OF PREPARATION AND USE OF COCONUT WATER IN MAMALIAN TISSUE, NOURISHMENT GROWTH AND HEALTHY MAINTENANCE</td>
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How these analysis are made

These analysis were made using the software Matheo-Patent (Matheo-Software company), developed by former students of the CRRM (Master Competitive Intelligence and Technology Watch).
Presentation (live)
The keys of success

- Global regional partnership
- Cooperative work
- Vision and road map

Where are we?  
Where do we want to go?  
and How?

Put the right information in the center of the process.  
Create an actionable knowledge.  
Get the right questions (S Dedidjer: The art of intelligence is the art to ask the good questions)
Transfering and Teaching - Partnerships

http://www.ciworldwide.org

Our strategies: **human networks and efficient low cost products**

- To provide the methodology and tools of Competitive Intelligence (software and methods)
- To teach people how to use these tools
- To transfer experiences from one country to another
- To develop a large amount of facilities to help continuing education on a semi-presential base
- To develop programs « on demand » with or without the Universities
- To help volunteers in foreign countries to « socialize » the Competitive Intelligence
Materials and tools
Patent Analysis for Competitive Technical Intelligence and Innovative Thinking

Benchmarking R&D and companies through patent analysis using free databases and special software: a tool to improve innovative thinking

Passer de la représentation du présent à la vision prospective du futur
"Technology Foresight"
Henri Dou, Jin Zhouying Humanisme et Entreprise, December 2002

L'enseignement de l'Intelligence Compétitive - Une expérience internationale
Henri Jean-Marie Dou, Gilda Massari Coelho, Humanisme et Entreprise n°5, pp.1-23, 2001

Developing competitive technical intelligence in Indonesia
Hadi-Kusuma Ifan , Jean-Marie Dou Jr. , Sri Manullang , Henri Dou
Technovation, January 24, pp.995-999, 2004

The processes of building knowledge. - The case of SMEs and distance learning
Henri Dou, Jean Marie Dou Jr, ISDM Information Science for Decision Making, n°17 Juin 2004 article n°174
http://isdm.univ-tln.fr/articles/num_archives.htm

Ensino e Pesquisa no campo da Inteligência Competitiva no Brasil e a Cooperação Franco-Brasileira
Thank you for your attention

Dou Henri
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