

Third European Symposium on Competitive Intelligence

The ESCEM, via the Atelis Strategic intelligence Workshop developed the first European Symposium of Competitive Intelligence in Poitiers at the Futuroscope, the second Symposium was done in Lisbon in Portugal and gathered many participants from Europe, USA, South America, North Africa, Africa,...

During this second Symposium many people show a great interest for the methodologies, tools and new applications of Competitive Intelligence, and prompted the organizers to have a third symposium in another country. The success of this Symposium is not only done through the presentation of various papers, but is widely linked to the development of an international network of Competitive Intelligence specialist and practitioners. This third symposium in Sweden, by the quality of the papers which will be presented and by the large variety of subjects embraced by the authors shows that the Competitive Intelligence discipline is well alive and is one of the best "system" to create an added value not only in companies but also in many communities. What is important to notice is that Competitive Intelligence is also a very valuable method not only for developed countries but also for developing countries.

The development in France of the Poles of Competitiveness underlines this approach. The Competitive Intelligence through the governance of the poles participates actively to the regional development and contributes to the development of employment.

On the point of view of the business schools and education in general, it is obvious, today that the financial and economic crisis calls for a renewal of the general vision of the development which cannot be only linked to financial activities. It is clear that the business school as well as the universities should participate to the creation of added value products from the knowledge and competencies that they contribute to create. This move, called innovation, means that Competitive Intelligence will also include many parts of Competitive Technical Intelligence and then to some extent focus some activities to the management of technologies. This is what the ESCEM opened via the ATELIS program and today the ICET (Institute of Competitiveness) and by promoting various missions for our students, missions which are strongly related to the development of the local and national SMEs.

I wish to this Third Symposium to be as successful as the two former ones, and looking to the future I hope that some universities, business schools or institutions will be candidate to participate actively to the next symposium organization in 2011.

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