

Program

Thursday, 4th June 2009 (Morning)

09.00 Registration

09.30 Welcome

09.45 **Persons, competitive intelligence and social networking**
Mr. Julen Iturbe. Expert in open business models, people and social networks, Artesana Consulting Network

SESSION I. – A comprehensive view of TW/CI

10.30 **Global approach of Strategic Intelligence as one of the key elements of comprehensive innovation/economic development policies**
Mr. Pierre Bourgogne. Expert in regional innovation policies and regional systems of Strategic Intelligence, Cairn-innovation

11.30 Coffee break

SESSION II. – We create the future today

12.00 **Three pillars of prospective planning: essential tool for Innovative thinking**
Mr. Juanjo Gabiña. Expert in Strategic and Territorial Foresight, SWPI

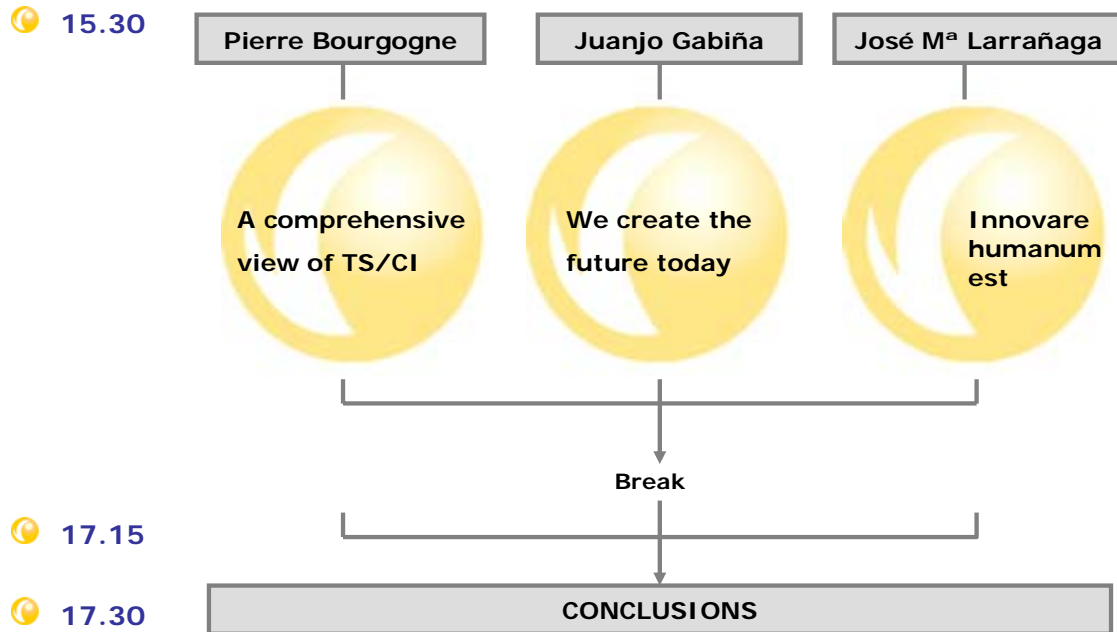
SESSION III. - Innovare humanum est

13.00 **Innovation is human heritage**
Mr. José M^a Larrañaga. Skilled in personnel management, transformational leadership and values training

14.00 Lunch

Thursday, 4th June 2009 (Afternoon)

15.30 Presentations and debates at the same time



Parallel Session

A comprehensive view of TS/CI

- **Technology Watch and Competitive Intelligence. Requirement for a management and development approach of a distinctive competence**
Mr. Fernando Palop, Triz XXI, (Valencia)
- **A holistic vision of the systems of Competitive Intelligence: basis for its planning and audit**
Mrs. Andrea Vasconcelos Carvalho. Library Science Department Head Teacher, Universidade Federal do Rio Grande do Norte, (Brazil)
- **Self-Diagnosis system prior to the design and planning of a Competitive Intelligence Unit for Business, cluster or sectorial platforms**
Mrs. Eliana Benjumedá Azorín. Intelligence Competitive Area Responsible, Infoline S.L. (Madrid)


We create the future today

- **Prospective and future trends**
Mr. Sergio Jimenez. Head of Projects. OPTI Foundation, Observatorio de Prospectiva Tecnológica Industrial, (Madrid)
- **Technology Prospective study of welding technologies**
Mrs. Patricia Blanco García. Technology Transfer Area Responsible. AIMEN, Centro Tecnológico (Galicia)
- **Keys of the Basque Clusters ´ competitive intelligence system**
Dr. Gotzon Azkarate. Strategic Observatory Project Manager, Innova-Cooperación Program (DICT, EJ - GV). Innovation Systems Unit, TECNALIA (Basque Country)

Innovare humanum est

- **COMPETITIVE INTELLIGENCE 2.0: Open Innovation and Crowdsourcing for a more participatory approach to Competitive Intelligence**
Mrs. Inés Skotnicka. R&D Responsible. eMOTools, SL. (Andalusia)
- **The pedagogical work: a cultural awareness promotion in economic security and Competitive Intelligence**
Dra. Jacqueline Ysquierdo. Acrie Network and France National Competitive Intelligence Network - ACRIE (France)
- **Watch in innovative organizations**
Mrs. Carmén Baena. R&D Manager. Andalusian Institute of Technology (IAT) (Andalusia)

 **18.00** **End of day**

 **18.15** **Visit to old quarter, restoration works of the Cathedral of Santa María and medieval wall**
(Limited places available. 18.15-20.00)

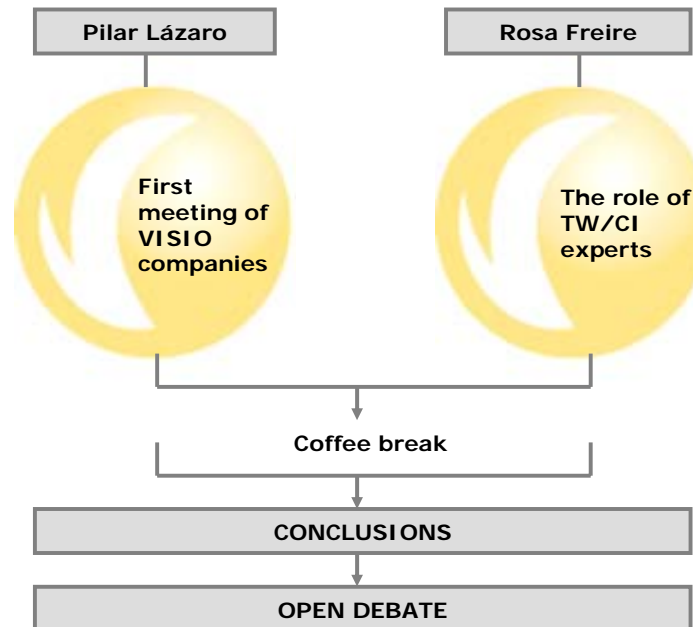
 **21.00** **Dinner**

Friday, 5th June 2009 (Morning)

09.00 Registration

09.30 Presentations and debates at the same time

09.30



11.30

12.00

12.30

Parallel Session




SESSION IV.A. – First meeting of VISIO companies

- **Introduction to Technology Watch**
- **Technology Watch and Intelligence for innovation in Iberdrola**
Mr. José Luís de la Fuente O'Connor. Innovation direction.
 IBERDROLA (Madrid)
- **Technology Watch and its application in Euskaltel**
Mrs. Idoia Uriarte. Network and Services Engineering Director,
 EUSKALTEL (Basque Country)
- **Technology Watch in Habidite**
Mr. Oinatz Elorrieta. Development Engineer. Energy production.
 HABIDITE (Basque Country)
- **Intelligence, base of the Prospective in the pharmaceutical sector.**
Mr. Javier Del Río Casado. General Manager. Laboratorios CINFA
 (Navarra)
- **New times, new needs**
Mr. Sabin Arana Gorostiaga. Commercial Manager. REDOX (Basque Country)

- **Business Information System implementation like answer to the needs of strategic information**
Mr. Angel Viñas. General Director of IPF - Ingeniería del Poliuretano Flexible (Basque Country)

SESSION IV.B. – The role of TS/CI experts



- **New developments in Innovation Management Standardization**
Mr. Gerardo Malvido. Product Manager of Innovation Management. AENOR (Madrid)
- **Systematic of Patents in automated tools**
Mrs. Esther Arias. Quality Unit Adviser. OEPM – Spanish Patents and Trademarks Office (Madrid)
Mrs. Ana Cristina Triviño. Vicubo Business Unit Responsible. e-intelligent (Madrid)
- **Web 2.0 + Collective Intelligence, or How to face to information overload?**
Mr. Xabier García de Kortazar. TIC Unit Responsible. Fundación Tekniker (Basque Country)
- **Management of external information: an approach from university**
Dr. Carlos Merino. Department of Firm Organization Teacher. UAM – Universidad Autónoma de Madrid (Madrid)
- **ASEPIC presentation: CI concepts to debate**
Mr. Ramón Archanco. ASEPIC Vice President – Asociación Española de Profesionales de la Inteligencia Competitiva (Madrid)
- **Membership in an Association for CI Professionals**
Dr. Eduardo Flores Bermudez. SCIP Vice President – Society of Competitive Intelligence Professionals (EE.UU.)

-  **11.30 Coffee break**
-  **12.00 IV.A and IV.B conclusions**
-  **12.30 Open debate**

Subjects will be selected according to participant's registration dates.
Two of the four following subjects will be exposed:

- **Tools**
- **Qualification**
- **Methodology**
- **Services**

Besides, in VISIO 2009 you will have the opportunity to participate in **Supply and Demand meetings** with other participants, these meetings will be hold parallely to debate sessions.

-  **13.30 VISIO 2009 Conference Close**
-  **14.00 Lunch**