

Market Intelligence in Large Companies - Highlights from a Global Study

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Program

09.00 - 09.30 Morning coffee and breakfast

09.30 - 10.00 Market Intelligence in deutschen Großunternehmen 2007 - Vorstellung der Untersuchungsergebnisse

Carsten Gayer
Managing Director
Gayer Consulting

10.00 - 10.30 Market Intelligence in Large Companies - Highlights from a Global study

Markko Vaarnas
Director
Global Intelligence Alliance

10.30 - 11.00 Technische Wettbewerbsanalyse in der Entwicklung Transporter, Organisation, Prozess, Tool

Oliver Tschirge
Manager of Technical Benchmarking
DaimlerChrysler AG

11.00 - 11.30 Market Intelligence bei Pierburg

Martin Neumann
Innovation Manager
Pierburg GmbH

11.30 - 12.00 Networking and free discussion

You are cordially invited to the **Global Intelligence Alliance Seminar** presenting the results of the newly published Global Study on Market Intelligence in Large Companies. The study benchmarks best practices in Market and Competitive Intelligence in large corporations and has been conducted by the Global Intelligence Alliance simultaneously in several countries, including Germany.

In addition to reviewing the study, the program includes presentations on intelligence topics by **DaimlerChrysler** and **Pierburg**.

Location: Hotel Bredeneey - Essen, Theodor-Althoff-Strasse 5, D-45133 Essen

Date and time: Tuesday, 12 June 2007, from 09.00 to 12.00.

Welcome!

Yours sincerely,

Carsten Gayer
Managing Director
Gayer Consulting
Member of the Global Intelligence Alliance

Sign up for this free of charge seminar by Tuesday, 5 June 2007, by replying to this message or by emailing Carsten Gayer info@gayer-consult.com.

About the Global Intelligence Alliance

The Global Intelligence Alliance (www.globalintelligence.com) is a worldwide network of companies specializing in customized Market Intelligence. Leveraging its global reach, the GIA provides international organizations with a single source for customized market monitoring and software, localized business research, and consultative Market Intelligence solutions.

About Gayer Consulting

Gayer Consulting (www.gayer-consult.com) is a full service market research and intelligence consultancy that supports its clients in all marketing-related research subject areas, "the 4Ps" in strategic marketing: Product, Promotion, Price, and Place. With its experienced and high end research department Gayer Consulting offers both primary and secondary marketing research services. Gayer Consulting works with its clients through all steps in the marketing chain, providing information gathering and analysis services that lead to conclusion-based solutions and recommendations.