

## Pharma CiMi.CON 2016

June 27-28, 2016 | Best Western Premier Hotel MOA | Berlin, Germany

<http://pharma-competitive-intelligence.com>

**Pharma CiMi.CON 2016** is the annual international knowledge & project exchange platform bringing together more than **100 competitive and market intelligence professionals from the pharmaceutical and life science industries** for exchange and networking and to discuss key industry topics, exchange knowledge and create new partnerships. During the networking breaks you will have the chance to meet **250+ intelligence professionals** from across a wide range of industries, including participants from the co-located event CiMi.CON Evolution.

**Pharma CiMi.CON 2016** will address and explore the following topics:

- **CI & MI 2.0:** Understanding competitor's action to predict future trends and creating a company's future with CI & MI to compete against newly emerging markets
- **Gaining and Keeping Executive Support:** How to organize stakeholder management
- **Understanding the market:** Market sizing, market entry & creating new needs
- **Innovation:** Revolutionizing Product Development by Scanning and Forecasting Your Competitor's Next Moves
- **Non-transparent markets:** How does market intelligence in nontransparent markets work?
- **Competitive intelligence and R&D:** Organizing the cooperation of people and departments
- **Tools & Systems:** Connecting CMI to BI, Cloud, Intranet and integrate them into the right IT systems and platforms to generate valuable insights
- **Smart Data:** How to transform data into knowledge
- **Connecting people and ideas:** Analyzing and linking of fragmented data and information already existing in the company

**Pharma CiMi.CON 2016** offers an **exclusive interactive format** including:

- More than **100 industry leaders** and **30+ hours of networking**
- Inspirational **keynotes**
- Carefully selected **case studies**, interactive world café **sessions**
- **Live tech takes** and **panel discussions**

Be part of our exclusive platform that explores the business models, case studies, actions, and profitability and identify missing gaps that hide opportunities and business chances for your challenges.

To keep up to date on the program and find out more on the topics, the session formats and what we have in store for you [request the agenda](#), which will be released shortly.

We look forward to welcoming you in Berlin!

For more information contact:

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