Competitive Intelligence
New vector of cooperation

Henri Dou (ESCEM), Jean-Marie Dou Jr (CCIMP)

douhenri@yahoo.fr

http://www.ciworldwide.org

October 17th Rio de Janeiro Brazil
Presentation

1 – The background
2 – The new P&P partnership
3 – The Indonesia Experience
From past to present from ordeals to triumphs the world has reached an unprecedented state of development.

The past « colonial » period sustained the industrial revolution, the second world war left 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 « shrunked » 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

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 world is changing

The increasing autonomy of various regions in the world will increase the global unstability 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 Independance 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 Independance, 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?
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.
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 comwealth report for 2010 (Australia) pinpoint 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 straightforward statement

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
Opening January 2007

Continuing Education Cooperation with OUM

Indonesia

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

Malaysia

Competitive Intelligence and Technology Watch
A National Stake for Development in the 21st Century

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
INDONESIA

April 11th 2007, Jakarta, Alain Juillet HRIE exchange various points of view with Indoensian decision makers
INDONESIA

• Since 1995 seminars, conferences, workshops, DEA then Master in Competitive Intelligence and Technology Watch with the UNIMA (Manado)
• 2004 first Indoensian International Symposium on Competitive Intelligence
• 2005 International Symposium on Competitive Intelligence in Medan, Sumatera
• 2006 seminars on Competitive Intelligence for Decision Makers in Jakarta and Manado
INDONESIA

• 2006 The SGAR of Provence Alpes Côte d’Azur finance an action to develop contacts with Indonesia and Brazil within the framework of Competitive Intelligence (H. Dou responsible)

• 2006 A laboratory of the University of Aix Marseille engaged a collaboration with the North Sulawesi on natural products (link with French SMEs in France and Indonesia)
INDONESIA

• 2006 Manado decided to use Competitive Intelligence to promote the Tourism in the City
  – Objectives: a cleanest city, creation of an international event
  – Result: 2007 Manado wins the price of the cleanest Indonesian City
  – Result: 2009 the World Ocean Summit will be done in Manado
The President of the republic of Indonesia (SBY) gives the trophée of the cleanest Indonesian City to V. Lumentut (Secretary of the city council and Doctorate from CRMM, left)
• 2007 Workshop for the experts of the Indonesian Ministry of Industry, Puncak
• 2007 Second International Symposium on Competitive Intelligence, Alain Juillet being the invited speaker
• 2007 Creation of a Competitive Intelligence Unit in Manado (Sulut)
• 2007 PhD of Hertie Silalahi CEO of PT BMP
  – Recommendations for the Indonesian Government
INDONESIA

• 2007 Development of
  – A think tank for Competitive Intelligence and Information
  – First offer of S&T brokerage
  – First offer an Indonesian offer of CI and TW Educational program for Industry

• 2007 Various projects are develop with French Industries
  – Energy and micro energy
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  China

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  Brazil

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

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  Brazil
Gilda Massari Coelho, Henri Dou, Luc Quoniam e Cicera Henrique da Silva, Puzzle, Revista Hispana de la Inteligencia Competitiva, Agosto-Outubro 2006, Vol. 6, No. 23, pp.12-19 ,
http://www.revista-puzzle.com\puzzle_sum_23.htm
Thank you for your attention

Dou Henri
douhenri@yahoo.fr

http://www.ciworldwide.org