



COMPETITIVE INTELLIGENCE AWAKENS IN THE PRIVATE SECTOR

The first Competitive Intelligence Forum took place in Madrid on Tuesday, January 28th in Madrid under the title “*Saltando de las musas al teatro*”. There, representatives from the CNI (Spanish Intelligence Service), the ICEX (Spanish International Trade Institute), the Rey Juan Carlos University and the company VERÍNTEL, Analistas de Inteligencia, explained the relevance of intelligence analysis for private companies.

Madrid, January 28th, 2014

The first edition of the Competitive Intelligence Forum, held in Madrid, showed the usefulness of intelligence analysis to cover the information demands of corporations regarding the opening of new markets, anticipation to their competitors or managing their own special needs.

The act took place in **Madrid International Lab**, part of the “Madrid Emprende” network. Keynote speakers were the Director of the Chair of Intelligence Services and Democratic Systems at Rey Juan Carlos University, Mr. Fernando Velasco; a representative from the Centro Nacional de Inteligencia (CNI); the General Director of Business Internationalisation at the Instituto de Comercio Exterior (ICEX), Mr. Isaac Martín Barbero; and the General Director of VERÍNTEL, Analistas de Inteligencia, Mr. Pedro Munar.

The act drew a lot of attention from different sectors, with the attendance of several high ranking officials from Public Administrations as well as representatives from large Spanish companies. The speakers put forward from different perspectives, how intelligence analysis can be used by private corporations to enhance their results.

First to speak was **Mr. Fernando Velasco, Director of the Chair of Intelligence Services and Democratic Systems at Rey Juan Carlos University**, who emphasised the relevance of people above technology as the cornerstone of intelligence analysis, as well as the need for companies to include trained analysts among their staff.

After him, within the framework of the Intelligence Culture Program (aimed at spreading knowledge about the work of Intelligence Services) the CNI representative explained how this organization gives support to private companies when their interests are in line with those strategic to the Nation.

During his speech, **Mr. Isaac Martín Barbero, representative of the ICEX (Spanish International Trade Institute)**, remarked the support his organization gives to Spanish companies wishing to open new markets and international business lines.

Last to intervene was **Mr. Pedro Munar, General Director at VERÍNTEL Analistas de Inteligencia**, explaining how the private sector can complement and complete the works of the Public Administrations. “With the right means- Mr. Pedro Munar said- services tailored to the particular needs of each company can be rendered with maximum professionalism, both in the domestic and the international environments”.

“Intelligence Analysis is a very powerful tool at the disposal of corporations which, nonetheless, is not being used as much as in other countries. In the US, for example, a company would never start a negotiation without a deep knowledge of its counterparty. In Spain, we improvise”, Pedro Munar explained.

As a summation, VERÍNTEL’s General Director, maintained that any company, be it large, medium or small, facing a high risk or uncertainty situation can benefit from the use of the Intelligence Analysis methodology to manage its risk and lack of reliable information.

This Analysis does not stop at the evaluation of the information, but allows for the design of an optimal response strategy in each situation and even for the changing of the competitive environment.

Finally, he remarked the red lines that the private sector can never cross in the rendering of these kind of services, in particular a strict compliance with the law

ABOUT VERÍNTEL

Veríntel is a private intelligence service oriented to the corporate world

We provide reliable information, out of reach of your organization, and intelligence for two purposes: to prevent risks that threaten your business and to facilitate decision making of managers. Also, we provide global solutions to your business crises.