

**Annual General Meeting  
A New Strategic Management Instrument: Competitive Intelligence  
Johann Havenga, IBIS Consultants**

**The following reports were presented**

- The Chairman's Report by Maureen Brassel
- The Financial Report by Chris Cromhout

**The election of the 2002-2004 SAOUG Committee**

- No nominations were received, which meant that there was no need for voting.
- The existing committee, with the exception of Dorette Snyman, had indicated that they would serve on the Committee for another two years.
- Members of SAOUG were invited to contact the Committee if they want to be co-opted to serve on the Committee.
- Fiona Bester of Wits Health Library was co-opted to serve on the 2002-2004 Committee
- The 2002-2004 SAOUG Committee Members:  
Maureen Brassel  
Chris Cromhout  
Cornel Muller  
Devind Peter  
Di Kruger  
Glenda Myers  
Hannalie Knoetze  
Ingrid de Bont  
Fiona Bester

**The Seventh SA Online Information Meeting (SAOIM), 2003**

The Seventh SA Online Information Meeting will be held on 3-5 June 2003, at the Pelindaba Conferencing and Banqueting Centre, Misty Hills Country Hotel in Muldersdrift. The Committee will start planning the Conference from September 2002.

**The Third SLOSALL Conference, 2004**

The Third SLOSALL Conference is to be held in Cape Town for 2004 with SLIG (Cape Town). The participation of SAOUG in SLOSALL is to be reconsidered as the distance between Johannesburg and Cape Town would make participation difficult.

**SAOUG Meetings & Speakers**

SAOUG members are invited to forward topics and the names of interesting speakers that can be approached to give presentations at future SAOUG Meetings.

**Presentation by Johann Havenga, IBIS Consultants**

Johann Havenga of IBIS Consultants gave a very interesting talk on Competitive Intelligence (CI) as a new strategic management instrument.

The Internet can play a significant role in a company's ability to acquire and retain customers and build relationships with other parties, including employees and business partners. Companies need to understand and proactively manage the impact of the Internet on their customers, and the people that influence their customers.

In order to create the future a company must change in some fundamental way the rules of engagement in a long-standing industry, redraw the boundaries between industries, and create entirely new industries.

Competitive intelligence is required to avoid surprises and threats, to create competitive advantage, improve reaction time as well as strategic planning. Companies must constantly scan the greater picture in search of opportunities and threats.

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Southern African Online User Group  
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