

For Immediate Release

**Proactive Worldwide Managing Director – Asia Pacific to Present at SCIP’s 2011 Annual International Conference & Exhibition**

**CHICAGO, IL – April 26, 2011** – Sean Freston, Managing Director – Asia Pacific of Proactive Worldwide, Inc., will present at the SCIP 2011 Annual International Conference & Exhibition in Orlando, FL on Monday, May 9, 2011. The topic will be “East Beats West: Challenges and Best Practices for Competing Successfully in Asia.” The interactive breakout session will provide practical perspectives on the most significant activities necessary to navigate competitive risks and compete successfully in Asia.

Joining Freston in the workshop presentation will be Jonathan Stark, Director of Strategic Planning for MFLEX Inc.

Registration for this session and for the SCIP 2011 Annual International Conference & Exhibition is available online at [www.scip.org](http://www.scip.org).

**About SCIP**

The Strategic and Competitive Intelligence Professionals (SCIP), formerly the Society of Competitive Intelligence Professionals, is a global nonprofit membership organization for everyone involved in creating and managing business knowledge. SCIP provides education and networking opportunities for business professionals working in the rapidly growing field of competitive intelligence (the legal and ethical collection and analysis of information regarding the capabilities, vulnerabilities, and intentions of business competitors). Many SCIP members have backgrounds in market research, strategic analysis, or science and technology.

**About Proactive Worldwide, Inc.**

Proactive Worldwide, Inc. (PWW) is a global decision support, research and consulting firm that provides evidence-based strategic intelligence anchored by primary research. For over 15 years, PWW’s multi-lingual professionals have assisted clients in the fields of brand protection/illicit trade, consumer goods, financial services, industrial products, life sciences/healthcare, and technology/telecommunications. Call 1-888-925-9125 and visit [www.proactiveworldwide.com](http://www.proactiveworldwide.com). ###