



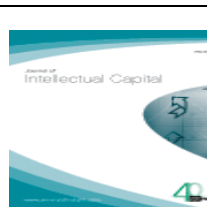
Intellectual Capital for Communities
in the Knowledge Economy

Innovation Policies & Strategies for the XX1st Century-

The World Conference on Intellectual Capital for Communities Sixth Edition

Co-organised by
The European Chair on Intellectual Capital, the University Paris-Sud
And The World Bank Institute

June 1&2, 2010
World Bank Paris Office,
66, Avenue d'Iéna 75016 Paris, France



Day 1- June 1st :

Innovation Policies and strategies : Issues and programmes

Introduction : Professor Jean-Jacques Girerd, Vice-President, University Paris-Sud (tbc)

KEY NOTE SPEAKER:
THIERRY GAUDIN

PERSPECTIVES FOR THE XXIST CENTURY AND GLOBAL INNOVATION PROGRAMMES

9.00-10.00

SESSION 1: NATIONAL INNOVATION Policies

10.11.30

- Innovation Policies A conceptual Framework : Jean-Eric Aubert, Advisor, The World Bank
- Innovation Policies in OECD Economies : J. Guinet, OECD
- Innovation policy in an open innovation context: the case of Japan: An up-date, Yoshiaki TOJO, METI
- Innovation Policy & Strategy of India , Dr Parveen Arora, Ministry of Science and Technology, India

Café Break/networking

11.30-12.00

Key Note Speech:

Intellectual capital after the economic crisis

Pr. Baruch Lev, New York University

12.00-13.00

Lunch : 13.00-14.30

Parallel sessions

14.30-16.00

SESSION 2: REGIONAL INNOVATION POLICY AND THE IC AGENDA

- Conditions for formation of knowledge networks, Johannes Glueckler, University of Heidelberg
- Regional policies : P. Dubarle , Consultant OECD
- René Real, the clustering process in Monterrey region
- Regional knowledge management principles. Simon Duckert

SESSION 3: CITIES INNOVATION POLICY AND THE IC AGENDA

- CITIES INITIATIVES, J.WHITE, THE WORLD BANK
- Innovative cities, Hazem Galal/ Jan Strussen, PWC
- City and Meuseums: the Abu Dabi case- Bruno MAQUART, Managing Director, France MUSEUMS
- Manchester IC Strategy, an Update, Cathy Garner, Manchester Knowledge Capital

SESSION 4: EMERGING INNOVATIVE PERSPECTIVES (A)

- Thomas Housel, Carl Cros, "Towards mobilising value bits for unfair advantage, Naval Post graduate School of Management, Monterey, CA
- Innovation, IC and art, Giovanni Schiuma, University of Basilicata
- Neuroscience and Marketing, Hilke Plassmann, INSEAD
- Intellectual capital of the public sector information, Waltraut Ritter

CAFÉ BREAK : 16.00-16.30

Session 4 : Perspectives for 2020
16.30-18.00

- Knowledge markets & Knowledge networks OECD programme, Dominique Guellec, OECD
- The IMO programme in Germany , Peter Pawlowsly, Professor, Chemnitz University of Technology
- Innovation-futures, Karl-Heinz Leitner, Austrian Institute of Technology
- Innovating in Education: some signals from Finland, Pirjo Stähle, Finland Futures Research Centre

Day 2- 2 of June :
Innovation Policies and strategies : Emerging practices

Parallel sessions : 9.00-10.30

SESSION 5: INNOVATION STRATEGIES AND IPRs	SESSION 6: INNOVATION STRATEGIES AND THE MEASUREMENT ISSUE	SESSION 7: EMERGING INNOVATIVE PERSPECTIVES
<ul style="list-style-type: none"> • “The quality factor in the patent system”, Bruno Van Pottelsberghe, Université Libre de Bruxelles • “How the adoption of license-based business models impacts on financing decision and IPO performance, Federico Munari, University of Bologna • “Detecting business strategies based on Patents, “ Frédéric Caillaud, Loreal 	<ul style="list-style-type: none"> • PROFESSOR HANADO • WICI, JAPAN, Y SHIBASAKA, KPMG • WICI EUROPE, • IC REPORTING IN SERBIA, Sladjana Cabrilo, University Educons, Serbia 	<ul style="list-style-type: none"> • Reputation and risk, Jonhattan Low • Latecomer firms and the emergence and development of knowledge networks : the Case of Petrobras in Brazil, Eva Dantas, German Development Institute • How IC can be really leveraged by innovative SMEs, Johji Kitano, President, e-parcel • Knowledge Supply Chain, Susan Alexander

Café Break and Networking : 10.30-11.00

Key Note Speech:

Innovation Strategies in a Global firm: EADS

Jean Botti, Chief Technical Officer

Member of the Executive Committee

11.00-12.00

Lunch : 12.00-13.30

Session 8 : Societal Innovations : 13.30-15.00

- Building the future through societal innovations : Leif Edvinsson (NCP)
- Promoting Social Entrepreneurs : O. Kayser , prev. Ashoka Europe (tbc)
- Strategies for a whisheable future, Ph. Lukacs (tbc)

Café Break and Networking : 15.00-15.30

Session 9: 15.30-17.00

Panel Discussion (with VC connection with Washington)
 Innovation Policies in the XXIst century : What will they look like ?
 Moderator: Jean-Eric Aubert

Introductory Summary : Ahmed Bounfour, Professor, University Paris-Sud

- Dr Parveen Arora, Ministry of Science and Technology, India
- Leif Edvinsson, Chairman, The New Club of Paris
- Eduardo Rath Fingel, Director, BNDES, Brazil
- Bror Sarmelin, Advisor, European Commission
- Takayuki Sumita, Director, METI, Japan

CONCLUSION AND NEXT STEPS : 17.00-17.15

Contact for scientific Coordination: Ahmed Bounfour, Professor,
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Registration : <https://rech.jm.u-psud.fr/colloque/colloque.php?evt=6>