



**Intellectual Capital for Communities
in the Knowledge Economy
Nations, Regions, Cities and Emerging Communities**

**Le Capital Immatériel des Communautés
dans l'Economie de la Connaissance
Nations, Régions, Villes et Communautés Emergentes**

**The World Conference on Intellectual Capital for Communities
Fifth Edition**

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

May 28-29, 2009
World Bank Paris Office,
66, Avenue d'Iéna 75116 Paris, France



Day 1- 28 of May :
Intellectual Capital and the new Economic Context

OPENING SESSION

9.00 - 10.00

INTRODUCTION

Jean-Eric Aubert, International Expert, Former Lead Specialist, World Bank
 Prof. Ahmed Bounfour, European Chair on Intellectual Capital Management, University Paris-Sud

KEY NOTE SPEECH

“Bridges between Neuroimaging and Society”

Prof. Ryuta Kawashima

(Institute of Development, Aging and Cancer, Tohoku University, Japan)

(by videoconference)

Session 1: Intellectual capital, economic growth and crises

10.00 -11.30

CHAIRMAN : LEIF EDVINSSON

- Intangible investment in Japan: Measurement and Contribution to Economic growth, Professor T. Miyagawa, Gakushuin University and RIETI
- Intangible investment and the economic downturn, the OECD action plan, Yoshiaki Tojo, OECD
- Intangible investment and the economic downturn, Jean-Eric Aubert, International expert
- Intellectual Capital Against Financial Capital Crisis, Ante Pulic, Croatia Centre for Intellectual Capital

KNOWLEDGE CAFÉ BREAK: 11.30 - 11.45

11.45 - 13.15

**SESSION 2: NATIONAL
AGENDAS FOR IC**

Chairman: Dominique Deberdt, INPI

- Japan Intellectual capital agenda: a review, Professor Hanado, Waseda University
- The Brazil IC agenda: a review, Eduardo Rath, BNDES Brazil
- The meaning and influence of Intellectual Capital on national economy , Pirjo Stahle, Finland Future Centres
- Measuring Intangible Investments in French National Accounts,

**SESSION 3: INTELLECTUAL
CAPITAL OF REGIONS**

Chairman: Guenther Szogs

- Value analysis of the impact of EU R&D projects, Verna Allee & Edna Pasher
- An economic evaluation of the clustering process, Florian Mayneris, Paris School of Economics
- Building Knowledge regions: A Comparison of Europe & Middle East strategies, Jan Strussen, Price Waterhouse Coopers
- IC of regions: Emerging IC policies in Asean, Waltraut

**SESSION 4: KNOWLEDGE, SPACE, AND
CITY DESIGN**

Chairman: Noburo Konno, Tama University

- Vienna Knowledge city strategy, Guenter Koch
- IC Measurement of Polish Cities, Krzysztof Rybinski, Partner, Ernst & Young
- Designing cities and the creative class Raphaële Bidautl-Waddington
- IC of Knowledge Regions: on benefits and challenges of network indicators, Karen Grasenick, Convelop

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| Sylvie Le Laidier & Vincent Delbecque, INSEE | Ritter | |
| LUNCH : 13.15 - 14.15 | | |
| <p>14.15 - 15.00</p> <p><u>KEY NOTE SPEECH :</u></p> <p>“Comparing the Contributions of R&D and ICT in the Growth Accounting Framework”</p> <p>Professor Jacques Mairesse, ENSAE & University of Maastricht</p> <p>Discussant: Dominique Guellec, OECD</p> | | |
| 15.00 - 16.30 | | |
| <p>SESSION 5 : INTELLECTUAL CAPITAL NEW PERSPECTIVES</p> <p><u>Chairman:</u> Stefan Guldenberg , University of Liechtenstein</p> <ul style="list-style-type: none"> • IC relevant topics on the political agenda in Germany". Peter Pawlowsky, Technische Universität Chemnitz • The differences in IC stocks and IC management practices of Finnish service vs. product oriented companies, Aino Kianto, Lappeeranta University of Technology • Lessons learnt from Open Source communities. How to use them to improve competitiveness and innovation capacities in business models, University of Catalonia, awith JC Ramos | <p>SESSION 6: FUTURE SPACES FOR CREATIVITY</p> <p><u>Chairman:</u> Michael Stankosky, George Washington University</p> <ul style="list-style-type: none"> • The role of proximity and distance in creative processes, Prof. Dr. Peter Meusberger, Geographisches Institut der Universität Heidelberg • Designing companies, Professor Noburo Konno, Tama University (TBC) • Relational distance: Time-spatial and socio-cultural tension in innovation practices, Oliver Ibert, Department of Geography, University of Bonn • The Future Centres experience: A review, Hank Kune EDUCORE bv | <p>SESSION 7: IC REPORTING THE WICI INITIATIVE AND GUIDELINES</p> <p><u>Chairman:</u> Yoshiaki Tojo, OECD</p> <ul style="list-style-type: none"> • A review of the WICI Initiative, Yoshiko Shibasaka, KPMG • EFFAS guidelines, Alexander Welzl, EFFAS - European Federation of Financial Analysts • Mr. Sobolewski, CEO and President of the Warsaw Stock Exchange • The court of audit view : The International Organisation of Supreme Audit Institutions (INTOSAI) : comparison developed / developing countries (a representative to be nominated) |
| KNOWLEDGE CAFÉ BREAK: 16.30 - 16.45 | | |

16.45 - 18.15

Session 8: Open Innovation , organisational design paradigms ... and practices

Chairman: Pirjo Stahle, Finland Futures Research centre

- The ISD Research programme, Ahmed Bounfour, University Paris-Sud
- Improvement of knowledge-based entrepreneurship measures, Waymond Rodgers, University of California, Thomas J. Housel, Naval Postgraduate School, California

Session 9: Innovation and demography

Chairman: Peter Meusburger, University of Heidelberg

- Demography and innovation: A German-Japanese comparison, Florian KOHLBACHER, German Institute for Japanese Studies, Tokyo
- Demography and Innovation in India, Surinder Batra, IMT
- Knowledge and the aging employees, Christiaan Stam, Inholland University

Session 10: Creating jobs from intangibles : Risk analysis and insurance

Chairman: Yasuhito Hanado, Waseda University

- Reputation in the post-crisis era, Johnattan Low, Predictiv, New York
- New business lines in insurance from intangibles, Sophie Yana, Account Executive, Large Account Division, Gras Savoye
- A model for assessment of organisational knowledge based on financial risk management, Marcus Spies, Professor of Knowledge Management, Munich University

DINNER OFFERED BY THE WORLD BANK (ON REGISTRATION)

Day 2 – May 29th

Intellectual Capital: New Frontiers, New Practices

9.30 - 10.15

KEY NOTE SPEECH:

“ Fast Strategy as an Intangible asset”

Yves Doz, Professor, INSEAD

DISCUSSANT: LEIF EDVINSSON

KNOWLEDGE CAFÉ BREAK: 10.15 - 10.30

Session 11: Intellectual capital and / from Culture

Chairman: Nikolaus Thumm, EPO

- The UNESCO’s International Convention for the Safeguarding of the Intangible Cultural Heritage: A review , Cécile Duvelle, Head of section, Intangible Cultural Heritage , UNESCO
- “The Role of ICOM for the Safeguarding of Intangible Cultural Heritage and how Museums develop Intangible Values/Assets, Julien Anfruns, Director General, ICOM - International Council of Museums
- The Guggenheim Museum and the value creation process, Juan Ignacio Vidarte Chief Officer for Global Strategies Director General of the Guggenheim Museum Bilbao

Session 12 : IPRs & Markets for knowlegde

Chairman: Dominique Guellec, OECD

- A new approach to patent portofio analysis, Jonhattan Barney, Vice President, Ocean Tomo
- Uncertainty in the patent system created by strategic patenting, Nikolaus Thumm, Chief Economist, EPO
- IP and the economic downturn, Dominique Deberdt, Head, IP Observatory, INPI
- Patent analysis and transparency, Frédéric Caillaud, Director, Licensing, Loreal

LUNCH : 12.15 - 13.15

13.15 - 14.00

KEY NOTE SPEECH:

“Intangibles at risk? The New Economic Context “

Marc D. Lucier

Director, Deutsche Bank Securities Inc.
Global Banking Asset Finance & Leasing, New York

(by videoconference)

Discussant: Mauricette Salque Senior Vice President - Business Development , Moody's

KNOWLEDGE CAFÉ BREAK: 14.00-14.15

Session 13: Neuroscience and Economics: “the Next Frontier?”

14.15- 15.30

Chairman: Jean-Eric Aubert

- Neuro IS The Potential of Cognitive Neuroscience for Information Systems Research, Fred Davis, University of Arkansas
- Neuroscience : A public policy agenda , Olivier Oullier, Associate Professor, University Aix-Marseille, Strategic Advisor, Centre d'Analyse Stratégique (CAS)
- Neuroscience and business: A tentative research agenda. Ahmed Bounfour, University Paris-Sud

Session 14: Policy Instruments for knowledge, in the new context

15.30- 17.15

Panel Discussion (by videoconference with Washington DC-Paris)

Moderator in Washington DC: [TBC] Bruno Laporte, Director, Knowledge and Learning, WBI

Moderator in Paris: Jean-Eric Aubert, Former Lead Specialist, World Bank

- Introduction: Résumé of the conference's main points of discussion and findings by Ahmed Bounfour

Panel discussants in Washington DC:

- Shahid Yusuf, Economic Adviser, World Bank Institute, World Bank
- Jamil Salmi, Lead Education Specialist, Human Development Network, World Bank
- Carl Dahlman, Henry R. Luce Professor of International Relations and Information Technology, Georgetown University
- Steven Merrill, National Academy of Sciences [TBC]
- Alfred Watkins, Program Coordinator [TBC]

Panel discussants in Paris :

- Eduardo Rath, Vice President, BNDES, Brazil
- Takayuki Sumita, Director, METI
- Yoshiaki Tojo, OECD
- Annie Kahn , Le Monde (TBC)

CONCLUSION AND NEXT STEPS - AHMED BOUNFOUR

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