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Intellectual Capital for
Communities
In the Knowledge Economy



Emerging Worlds, Growing Intangibles

The World Conference on Intellectual Capital for Communities
9th Edition

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

June 6 & 7 , 2013

**World Bank Paris Office,
66, Avenue d'Iéna 75016 Paris, France**

With a Regional Focus :

The Mediterranean



PRESENTATION

“Emerging Worlds, Growing Intangibles”

The central theme of the 9th Edition of the World IC Conference is ***the growth and changing nature of intangibles in the economic dynamics that are taking shape in the global context***. Over the last years, several issues have been brought to the fore on the agenda of decision makers, in relationship to the growing importance of intangibles in economic growth and value creation. The *IC for communities conference series* largely contributed to this. But the World is changing and there is a need of going beyond the traditional analytical perspective, by developing a *forward looking approach* to the design of spaces of value creation; this especially by taking into account on the one hand the deep transformation of socioeconomic systems (e.g. the way we produce, interact, transact and exchange) and on the other hand the dynamics emerging in specific economies and regions. For each of these dimensions, intangibles /intellectual capital components constitute key and growing ingredients. For instance, the emergence of new business models or the deployment of global value chains induces a distribution of knowledge among different geographical regions and organisations. On the other hand, the emergence of “mesospaces” as a new ways of organizing productive activities induces new forms of intangibles that need to be dealt with. The reinforcement of innovative capacities in emerging economies necessitates the design of adapted instruments for intangibles, as a new source of growth for these nations. This leads to several issues of importance for policy making and business decision. A set of them can be put forward:

- **Public sectors’ intangibles.** Most of recent analysis of intangibles focused on the commercial sector, ignoring de facto the role of the public sector intangibles as a potential source of growth and value creation. Yet, the subject is particularly relevant especially if we consider three points: the potential of value can be derived from specific public sector intangibles (brands, software, specific knowledge); the impact of public sectors intangibles on the growth of the commercial sector and the still unknown impact of public budgets restructuring packages on the use of national intangibles (youth human capital, public health infrastructure, long term innovation capabilities to quote some of the potential intangibles to be impacted by such packages).
- **The intergenerational links – and especially the youth perspective.** This is a major human capital issue in many places (Europe, Mediterranean). Many educated people are searching for jobs. Increasing flux of immigrant, young and educated people are observed throughout the world. The question is then posed: how to handle this issue? What type of innovative approaches can be explored and implemented?
- **The impact of the digital transformation.** Digitality is more than a technical issue: it is a revolution, which deeply transforms the way we produce, the way we socialise. The emergence of new business models, the transformation of the space and time dimensions, the emergence of new forms of firms (the so-called “born multinationals”), the **big and open data** phenomena are important dimensions of intangibility for which policy instruments have to be designed.
- **The knowledge flow in global value chains.** The magnitude of **Knowledge** flows among regions and nations is a debatable phenomenon. We need to better understand, including via ad hoc cases studies, how such flows intervene, and their cumulative effects, especially for emerging countries.
- **Market failure, complementarities and new transaction platforms for intangibles.** Intangible markets suffer from imperfections in the level of investment by operators, due among others to several factors: the dominant analytical thinking, the inexistence of secondary markets and the intrinsic nature of intangibles (volatility, risk and complementarity dimension). In the same time, new transaction places (especially around patents) are emerging. To clarify this

issue, we need then to understand the market failure issue as well as the dynamics of the transaction phenomena around intangibles.

- **The “dynamics of things”.** More generally, there is a need to hand seriously the dynamics of things, especially when it comes to the issue of measurement, reporting and valuing intangibles either by large or small firms, as well as by communities.

The IC 9 conference will try to address these issues and delineate their policy implications. As with previous IC conferences, we will start by reviewing on-going country programmes of intellectual capital.

This year, as a follow-up of the successful experience of IC8, we will develop a specific focus on a region: the **Mediterranean**. After the so-called “Arab Spring”, the region witnesses important socio-political changes. But beyond the apparent scene, there is a need for assessing its potential with regards to its knowledge and intangibles capabilities, especially if we consider recent programmes and actions taken by some countries and their economic and innovative performances. Important recent work on knowledge economy in the Arab world, performed by the Center for Mediterranean Integration, will be also presented.

We will focus specifically on how all these elements intervene in designing the upcoming scene for intangibles, in the Emerging Worlds.

As in former IC conferences, these questions will be approached at different levels: countries and world regions, provinces and cities, firms and networks.

As usual, also, the conference will alternate plenary sessions, with keynote speeches, and parallel workshops, allowing more detailed discussions on various topics of interest to the different IC communities. A final session, with a video connection with Washington, will draw and discuss the main conclusions of the conference.

Day 1 – Thursday June 6, 2013

Introduction :

Anuja UTZ, Head of the Knowledge Economy Program, Marseille Center for Mediterranean Integration, World Bank & **Professor Jean-Jacques GIRERD**, Vice-President, University Paris-Sud

Room A

8.45 - 9.00

Key Note Speech

Leonard Nakamura,
Vice-President,
Federal Reserve Bank of Philadelphia

9.00– 9.30

Session 1:

THE INTANGIBLES' INTERNATIONAL AGENDA :

AN UPDATE

Room A

Chairman: Leif Edvinsson, Lund University

9.30 - 11.00

- The OECD new agenda on knowledge-Based capital, Alistair Nolan, OECD
- The Japanese programme, Yoshiaki Tojo, Director General Affairs and Policy Planning Department, NEDO
- The UK programme, Tony Clayton, Chief Economist, IPO
- The Brazilian programme : the BNDES experience and perspectives , Helena Tenório Veiga de Almeida, BNDES , Brazil
- The Finnish programme, Raine Hermans, Director, Tekes

Cafe Break - Networking

11.00 – 11.30

Session 2:

Room A

INTANGIBLES OF THE PUBLIC SECTOR,

MODELLING, VALUATION AND CONTRIBUTION TO ECONOMIC GROWTH

Chairman: Yoshiaki Tojo, NEDO

11.30-13.00

- How to “valorize” intangibles of the public sector, APIE experience and agenda, Danielle Bourlange, Director General , APIE
- The commercialisation of public research results , Dominique Guellec, OECD
- Modeling Intangibles of the public sector , Tsutomu Miyagawa, Professor , Gakushuin University
- Measuring intangibles of the public sector in France, Ahmed Bounfour, University Paris-Sud
- Intellectual capital of an IPR Office, Mika Nakano, IPR Office, Japan (on-line)

Lunch : 13.00 – 14.15

Session 3:

THE KNOWLEDGE –BASED ECONOMY AGENDA IN THE MEDITERRANEAN

14.15-15.45

Room A

Chairman: Gérald Santucci, European Commission

Presentation: Transforming Arab Economies: Travelling the Knowledge and Innovation Road, Jean-Eric Aubert, Advisor, CMI and Anuja Utz, Head of the Knowledge Economy Program, CMI, World Bank

Comments:

- Soumaya Iraqui Houssaini, Ministry of Industry, Commerce, and New Technologies, Morocco
- Hamid El Zoheyri, Advisor, Ministry of Higher Education and Science, Egypt

15.45.16.00

Coffee-Break, Networking

Key Note Speech

16.00-16.30

Room A

Digital Transformation and The 2020 enterprise
Pascal Buffard, President, CIGREF

Session 4:

Room A

DIGITAL TRANSFORMATION, BUSINESS MODELS AND DATA USE

Chairman: Ahmed Bounfour, University Paris-Sud

16.30-18.00

- Digitality and Horizon 2020, Gérald Santucci, European Commission
- Business Models and digitality, Omar El Sawy, University of South California
- Innovative digital business models, Robert M. Crooker, Heidelberg Druckmaschinen
- Mobility : the next frontier for work , Namjae Cho, Hanyang University
- Knowledge collaboration in digital spaces: the case of a UK / China project. Pamela Abbott, Brunel University (on-line)

18.00-18.30

Key note Speech

**“Intangibles of the public sector and
The impact of the recession packages ”**

Xavier Timbeau

Director, OFCE

18.30 : Cocktail buffet

Day 2 - Friday June 7, 2013

9:00 - 9:30

Key Note Speech:

Thierry Gaudin

“End of Materialism, Start of Intangibility ?”

Room A

Session 5

9.30 – 11.00

Room A

PATENTS AND COMPLEMENTARY INTANGIBLES IN THE MEDITERRANEAN

Chairman: Dominique Guellec, OECD

Room A

Assessment of the potential development of patents markets in Med Region : Scenarios and options, Ahmed Bounfour, University Paris-Sud

Comments:, Soumaya Iraqui Houssaini, Ministry of Industry, Commerce, and New Technologies, Morocco, Maged Al-Sherbini, Academy of Scientific Research and Technology (ASRT), Egypt

Jacques Van der Meer, European Investment Bank; Jacques Darcy, EIF; Patrick Terroir, CDC Propriété Intellectuelle; Charlotte Beaumatin, INPI; Charles Sha’ban, Talal Abu Ghazaleh intellectual property; Yumiko Hamano, Wipo; Clara Neppel, EPO

Cafe Break - Networking

11.00 - 11.30

Parallel Sessions

11.30-13.00

SESSION 6

RESEARCH DEVELOPMENTS
ON IC OF NATIONS

Room A

Chairman: Stefan Gueldenberg,
University of Liechtenstein

- Intellectual Capital of nations – key findings of ICAPOLI project Pirjo Stahle, Aalto University
- IC of India and China, a comparison, Carol Lin, National Chengchi University, Ahmed Bounfour, University Paris-Sud
- Susan Alexander, Jean-Jacques Mertens- An IC View of the Future of Luxembourg
- A tool for assessing big data policy maturity, Waltraut Ritter, Knowledge Dialogues

SESSION 7A

MED REGION ACTION PLAN FOR
PATENTS AND STRUCTURAL
INTANGIBLES

Room B

Chairman: Jacques Van der
Meer, EIB

Soumaya Iraqui Houssaini,
Ministry of Industry, Commerce,
and New Technologies, Morocco,
Maged Al-Sherbini, Academy of
Scientific Research and
Technology (ASRT), Egypt,
Ahmed Bounfour, Jacques Van
der Meer, European Investment
Bank, Jacques Darcy, Patrick
Terroir, CDC Propriété
Intellectuelle, Charlotte
Beaumatin, INPI, Yumiko
Hamano, Wipo

SESSION 8:

THE NEXT GENERATION OF
REPORTING

Room C: Chairman: Takayuki
Sumita, JMC & METI

- Old economy and new economy: value conflict and opportunity, Tom Housel, Trent Silkey, NPS
- PIGEON's Growth in China with IC-Its Achievements and Future Issues-Shigeru Nishiyama, Y. Hanado, Waseda University
- Dynamic Reporting of Intangibles, A three continental approach, Ahmed Bounfour, Tadanori Yosano, Inge Wulf, Susanne Durst, Marcos Cavalcanti

Lunch : 13.00- 14.15

Parallel sessions: 14.15-15.45

<p align="center">Session 10 DEVELOPING INNOVATIVE APPROACHES FOR YOUNG GENERATION</p> <p align="center">Room A</p> <p align="center">Chairman: Hank Kune, Educore</p> <ul style="list-style-type: none"> • How to leverage European young generation Human capital, Peter Pawlowsky, Chemnitz University of technology • The new Generation Contract – the NCP approach, Guenter Koch, New Club of Paris • Guenther Szogs , Leonardo Award • "University Ubiquity in Knowledge Cities" , Javier Carrillo, TEC Monterrey 	<p align="center">Session 7b MED REGION ACTION PLAN FOR PATENTS AND STRUCTURAL INTANGIBLES</p> <p align="center">Room B: Moderator, Jacques Van der Meer , EIB</p> <p>Soumaya Iraqui Houssaini, Ministry of Industry, Commerce, and New Technologies, Morocco, Maged Al-Sherbini, Academy of Scientific Research and Technology (ASRT), Egypt, Ahmed Bounfour, Jacques Van der Meer, European Investment Bank, Jacques Darcy, Patrick Terroir, CDC Propriété Intellectuelle, Charlotte Beaumatin, INPI, Yumiko Hamano, Wipo</p>	<p align="center">Session 11: KNOWLEDGE APPROACHES, REGIONS, CITIES & TERRITORIES APPROACHES</p> <p align="center">ROOM C</p> <p align="center">Chairman: Jose Maria Viedma, Polytechnic University of Catalonia</p> <ul style="list-style-type: none"> • Intellectual capital, knowledge management practices and value creation in firms: A comparative study of 8 countries", Aino Kianto, Lappeenranta University of Technology • Paris Galaxies, a vision for the Greater Paris, Raphael Bidault Waddington • Sustainability approach to communities, Satoshi Funahasi, ICMG
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Session 12: Intangibles in Emerging worlds:

Which strategies for "hard intangibles"

(Final session)

15.45-17.00

Panel moderated by Jean-Eric Aubert

Leonard Nakamura, Vice-President, Federal Reserve Bank of Philadelphia; Soumaya Iraqui Houssaini, Director, Ministry of Industry, Commerce, and New Technologies, Morocco; Maged Al-Sherbini, Academy of Scientific Research and Technology (ASRT), Egypt; Helena Tenório Veiga de Almeida, BNDES , Brazil; Leif Edvinsson, The New Club of Paris

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