



**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  
Fourth Edition**

Co-organised by  
The European Chair on Intellectual Capital/PESOR, the University of Paris-Sud  
And The World Bank  
**May 22-23, 2008**  
World Bank Office,  
66, Avenue d'Iéna 75016 Paris



**Day 1 : Intellectual Capital for Communities**

**OPENING SESSION**

**9.00 - 9.45**

Introduction:

Jean-Eric Aubert, WBI, The World Bank,  
Prof. Ahmed Bounfour, European Chair on Intellectual Capital Management, University Paris-Sud

**Key Note Speech:**

BENOÎT BATTISTELLI

DIRECTOR GENERAL

INPI, INSTITUT NATIONAL DE LA PROPRIÉTÉ INDUSTRIELLE

**SESSION 1: INTELLECTUAL CAPITAL:**

**WHAT CAN WE LEARN FROM HISTORY?**

**09.45-11.30**

Chairman:

- Innovation in the Islamic World: what can we learn from the past, to design the future, Professor Salim T S Al-Hassani, Chairman of the Board, Foundation for Science, Technology & Civilisation, University of Manchester
- Portugal as a pioneer in globalization: what can we learn from History ? Prof. Dr. Tessaleno Devezas, University of Beira Interior, Portugal
- Co-creating a Low-Carbon (Ac) Knowledge Economy fueled by the Energy Within, Charles Savage, Knowledge Era Enterprises
- The OECD programme follow-up, Yoshiaki Tojo, OECD
- Bruno Laporte (To be confirmed), The World Bank programme for the knowledge economy: an update, The World Bank

**COFFEE –BREAK AND NETWORKING: 11.30 - 11.45**

**11.45 - 13.15**

**SESSION 2: NATIONAL AGENDAS FOR INTELLECTUAL CAPITAL: AN OVERVIEW OF PROGRESS**

Chairman:

- Recent developments in US performance: An intellectual capital perspective. Leonard NAKAMURA, the Federal Bank of Philadelphia
- Sam PITRODA, Chairman, National Knowledge Commission, India (to be confirmed)
- National Innovation system of France: An Evaluation. Professor Pascal PETIT, CEPREMAP, France
- The Japanese programme Agenda: A review, T. SUMITA, Director, METI
- Intellectual Capital for Morocco: A strategy for the XX1st Century, Noureddine EL HACHAMI, Vice-President, ONA Fondation
- Intellectual capital of Brazil, Eduardo RATH, Vice President, BNDES, Marcos CAVALCANTI, Federal University of Rio de Janeiro

**SESSION 3: INTELLECTUAL CAPITAL OF REGIONS: RECENTS METHODOLOGICAL ACHIEVEMENTS AND CRITIQUES**

Chairman:

- The OECD regional project on intangibles: Dominique GUELLEC, Chief Economist , OECD
- A comparative analysis of knowledge performance of regions in Europe: A review via indexes, Dr Robert HUGGINS, The University of Sheffield.
- The French Clustering Process: A critique, Gilles DURANTON, CEPREMAP, Paris, France (to be confirmed)
- IC reporting as a monitoring instrument for knowledge region development - the case of the Rhein-Main metropolitan region, Klaus NORTH
- The Japanese programme for intellectual capital of regions, Yutaka FUJIMOTO, NEDO, METI

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

Chairman:

- Creative city, Creative bureaucracy, Charles LANDRY
- The MAKCi Exercise 2008 Edition: exposé and discussion, Francisco Javier CARRILLO, Director, Center for Knowledge Systems, Chairman, World Capital Institute, Monterrey, Mexico
- Recent developments in cities science productivity, Bob HUNT, Federal Bank of Philadelphia
- Building knowledge cities in Arab Emirates, the reason for success. Dr Yassar JARRAR, Executive Dean, Dubai School of Government, Hazem GALAL, Partner, Price Waterhouse Coopers
- How to build on historical patrimony to design a knowledge city. Asmaa CHAABI, Mayor, The City of Essaouira, Morocco (to be confirmed)

**Lunch : 13.15 - 14.15**

**14.15 - 15.00**

**KEY NOTE SPEECH :**

DR. JEAN BOTTI, CHIEF TECHNICAL OFFICER, EADS,  
INTELLECTUAL CAPITAL AND EXPERTISE MANAGEMENT AT EADS

**15.00 - 16.30**

**SESSION 5 : INTELLECTUAL CAPITAL OF THE PUBLIC SECTOR**

- The French programme for valorising intangibles from the public sector and the role of the role of the New Agency for Intellectual Assets of the State A review. Intellectual capital of France and, Claude RUBINOWICZ, Inspection Générale des Finances, Ministry of Economy, Finance and

**SESSION 6: THE GLOBAL & LOCAL KNOWLEDGE TENSIONS, SPATIALITY OF KNOWLEDGE**

- Knowledge and space. Prof. Dr. Peter MEUSBURGER, Geographisches Institut der Universität Heidelberg
- Tensions between Global and local knowledge, Dr Yo TAKAGI, Executive Director, WIPO (to be

**SESSION 7: IC REPORTING AND STANDARDS RELEVANCE**

- The OECD agenda for IC reporting: A review. Annabel BISMUTH, OECD
- IC reporting and XBRL technology in Japan: A rview, Professor Hanado, WASEDA University
- Measuring the Value Added by Management: The Role of Management "Dark Matter". by T.J.

<p>Industry</p> <ul style="list-style-type: none"> <li>Performance management in the public sector as a process, Bernard MARR, Advanced Performance Institute, UK</li> <li>IA management and universities, professor Ulf PETRUSSON, Center for Intellectual Property (CIP), Gothenburg School of Business, Economics &amp; Law</li> <li>From e-government to i-government in emergent economies: the São Paulo State case, JC TERRA, G.A. PLONSKI, R. AGUNE, J. CARLOS, University of Sao Paulo, Brazil</li> </ul>	<p>confirmed)</p> <ul style="list-style-type: none"> <li>Blending Local and Global Knowledge in Development Projects: A Case Study of HIDEOR Project in India. Dr Surinder BATRA, Institute of Technology Management, India</li> <li>Enacting intellectual capital in the public sector: the Portuguese experience. Rubein EIRAS, GALP ENERGIA, Portugal</li> </ul>	<p>HOUSEL, Naval Postgraduate School, Monterey, California</p> <ul style="list-style-type: none"> <li>Financial analysts and the asymmetry of information, Dr. F. MOESTBOECK, Austria</li> <li>The voluntary intellectual capital disclosure of companies in Australia and Hong Kong. James GUTHRIE</li> </ul>
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**Coffee Break & Networking : 16.30 - 16.45**

**16.45 - 18.15**

<p><b>SESSION 8: INTELLECTUAL CAPITAL AS A CORPORATE STRATEGIC PRACTICE</b></p> <p align="center"><u>Chairman:</u></p> <ul style="list-style-type: none"> <li>Emerging practices for knowledge assembling, Frédéric CAILLAUD, Licensing &amp; Business development Director, L'Oréal R&amp;D, L'Oréal</li> <li>How SAP manage its intellectual capital. Maher CHEBBO, Vice President, SAP</li> <li>Managing knowledge in the context of mergers acquisitions. The case of ALCAN, Caroline HERAULT, ALCAN</li> <li>How to manage scientists knowledge in IT - The case of INRIA, Céline SERRANO, INRIA (to be confirmed)</li> <li>Knowledge Laboratory. Dr Prof. Peter PAWLOWSKY, Technische Universität Chemnitz</li> </ul>	<p><b>SESSION 9: INTELLECTUAL CAPITAL, PUBLIC INSTITUTIONS AND DEMOCRACY</b></p> <p align="center"><u>Chairman:</u></p> <ul style="list-style-type: none"> <li>Intellectual capital of the French Parliament, Senator Richard YUNG, The French Parliament</li> <li>How knowledge is embedded in democratic processes. Paula TIIHONEN, The Committee for the Future, The Finnish Parliament</li> <li>The Austrian IC Report and knowledge politics into practice: A follow-up, Prof. Ursula SCHNEIDER, University of Graz, Guenter KOCH, The New Club of Paris</li> <li>IC and the open society criterion: Some critical issues, Waltraut RITTER, The Hong-Kong Knowledge Society</li> </ul>	<p><b>SESSION 10: DYNAMIC CAPABILITIES</b></p> <p align="center"><u>Chairman:</u></p> <ul style="list-style-type: none"> <li>Dynamics of Intellectual capital of nations, A proposed map, Pirjo STÄHLE, Turku School of Economics and Business, Finland</li> <li>Knowledge, and intellectual capital dynamics: A review of existing models. Federica RICCERI, University of Padua, Italy</li> <li>Evaluating IC dynamics in firms, Aino Kianto, Lappeenranta University, Finland</li> </ul>
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**Dinner offered by the World bank (On registration)**

**Day 2- 23 of May:**  
**Intellectual Capital, Societal and Organisational design**

**9.30 - 10.15**  
**Key Note Speech:**

“INTANGIBLES AND RISK”  
 PROFESSOR BARUCH LEV  
 NEW YORK UNIVERSITY

**Coffee Break & Networking : 10.15 - 10.30**

**10.45 - 12.15**

**Session 11: Intellectual capital, Innovation and the services economy**

**13.30-15.00**

Chairman:

- Creative industries: business modelling and performance, Professor Ian MILES, University of Manchester
- Intangibles and innovation in services: The Medef Agenda. Bérange de BEAUCOUDREY, Director, Medef, France (to be confirmed)
- Denmark performance as a full a services/intangibles economy, Søren B. HENRIKSEN, Danskerhver, Danmark
- Measuring innovation in services: The Oslo Manual, Vladimir LOPEZ-BASSOLOS, OECD
- Service innovation models and inter-firm networks , Anssi SMEDLUND

**Session 12 : IPRs and value ceation**

Chairman:

- IPRs and HR Management , Dominique DEBERDT, Chief Economist, INPI, France,
- How good are VCs at valuing technology? An analysis of patenting and VC investments in nanotechnology. Professors F. MURANI & Laura TOSCHI, University of Bologna.
- IPRs, and diffusion of innovation, Stuart MACDONALD, University of Sheffield - School of Management
- Knowledge on water and IPRs management, Phil ANNING, Department of Primary Industry Fisheries and Mines, Desert Knowledge Australia

**SESSION 13: Intellectual capital and innovation: Is there a common agenda for the Development Banks?**

Chairman:

- The World Bank agenda for the knowledge economy, Jean-Eric AUBERT, Lead Specialist, WBI, The World Bank
- The European Investment Bank programme for Intellectual capital, Jacques VAN DER MEER, Deputy Economic Advisor, European Investment Bank
- The BDNES programme for intellectual capital investment in Brazil, Edouardo RATH, Vice President, BNDES, Brazil
- The OSEO support to investments in intangibles, Jean-Marc DURAND, Director, Evaluation Development and Studies, OSEO, France

**Lunch : 12.15 - 13.15**

**13.15 - 14.00**

**Key Note Speech:**

INTELLECTUAL CAPITAL OF NATIONS:  
 A PUBLIC ACCOUNTING PERSPECTIVE

DR. JOSEF MOSER

THE PRESIDENT OF THE AUSTRIAN COURT OF AUDIT

**14.00 -15.30**

**Session 14: Intellectual capital, Transfer price and Fiscal issues**

Chairman:

- The European joint forum on transfer price for intangibles,

**SESSION 15: Demography And Innovation**

Chairman:

- How demographical constraints can be tackled in modeling

**SESSION 16: Organizational Design**

Chairman:

- Organisational Capital, Organisational design: towards a

<p>Edward MORRIS, European Commission (to be confirmed)</p> <ul style="list-style-type: none"> <li>• The OECD principles for transfer prices for intangibles, David HOLMES, OECD (to be confirmed)</li> <li>• IC and Taxation and Employee Ownership of Intellectual Rights, Properties, Processes, David O'DONNELL, Intellectual Capital Research Institute of Ireland</li> <li>• How to tax patents and other intangibles, Frank BERGER, Philippe DROUILLOT, Ernest &amp; Young (to be confirmed)</li> </ul>	<p>innovation? Professor Cornelius HERSTATT, Institute for Technology and Innovation Management at Hamburg University of Technology, Germany (to be confirmed)</p> <ul style="list-style-type: none"> <li>• Demography and innovation: A German-Japanese comparison, Florian KOHLBACHER, German Institute for Japanese Studies, Tokyo</li> <li>• The impact of demography structure on productivity and economic growth, Prof. Alexia FÜRNRANZ-PRSKAWETZ, Vienna Institute of Demography, Vienna (to be confirmed)</li> </ul>	<p>future paradigm of societies, Ahmed BOUNFOUR, University Paris-Sud</p> <ul style="list-style-type: none"> <li>• Organizational Capital: Concept, Measure, or Heuristic?, JC SPENDER, Lund University</li> <li>• An Intellectual Capital View Of Business Model Innovation, Goran ROOS, Intellectual Capital Services, London, UK</li> <li>• The dynamics of self-renewal: A systems-thinking to understanding organizational challenges in dynamic environments, Pirjo STÄHLE, Finland Futures Research Centre, Turku School of Economics</li> </ul>
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## SESSION 17: POLICY INSTRUMENTS AND FUTURE SOCIETIES DESIGN

**15.30- 17.15**

Panel Discussion: Moderator: Jean-Eric Aubert, The World Bank

INTRODUCTION:

JEAN – FRANÇOIS RISCHARD, FORMER VICE PRESIDENT, THE WORLD BANK

**“HOW TO IMPLEMENT THE KNOWLEDGE ECONOMY PRINCIPLES** Panel Members

(This list is still to be completed and updated)

- Susanne Hutner, OECD (to be confirmed)
- Takayuki Sumita, Director, METI, Japan (to be confirmed)
- Dimitri Corpakis, Head of Unit, Horizontal Issues and Coordination, Science, Economy and Society, European Commission, DG Research
- Thierry Sueur, Vice-President, Air Liquide (To be confirmed)

## CONCLUSION: THE NEXT STEPS - AHMED BOUNFOUR

### Contact and Scientific Direction for the Conference:

Ahmed Bounfour, Professor, European Chair on Intellectual Capital Management, University of Paris-Sud

Email: [ahmed.bounfour@u-psud.fr](mailto:ahmed.bounfour@u-psud.fr)

Jean-Eric Aubert, Lead Specialist, The World Bank Institute

Email: [jaubert@worldbank.org](mailto:jaubert@worldbank.org)

**Registration** : Michelle Lemaire, Program Assistant, World Bank Institute

Tel: +33 1 40 69 33 59

Fax: +33 1 40 69 31 51

Email: [Mlemaire@worldbank.org](mailto:Mlemaire@worldbank.org)

Registration fees/droits d'inscription :

No fees are required, but pre-registration is formally required, due to the limited number of seats