



ic

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, 2012

Introduction :

Mats Karlsson, Director, Centre for Mediterranean integration, The World Bank (tbc)
& **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:

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 Ternorio Viga de Almeida, BNDES , Brazil
- The Finnish programme, Raine Hermans, Director, Tekes
- Intangibles and productivity in Germany, Bettina Peters, ZEW

Cafe Break - Networking

11.00 – 11.30

Session 2:

Room A

INTANGIBLES OF THE PUBLIC SECTOR, MODELLING, VALUATION AND CONTRIBUTION TO ECONOMIC GROWTH

Chairman:

11.30-13.00

- How to “valorize” intangibles of the public sector, APIE experience and agenda, Danielle Bourlange, Director General , APIE
- The impact of science, Dominique Guellec, OECD
- Modeling Intangibles of the public sector , Tsutomu Miyagawa, Professor , Gakushuin University
- Measuring intangible 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:

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

Comments:

- Soumaya Iraqui Houssaini, Ministry of Industry, Commerce, and New Technologies, Morocco
- Hamid El Zoheyri, Adisor, Ministry of Higher Education and Science, Egypt (tbc)
- Jordan representative (tbd)

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 TANSFORMATION, BUSINESS MODELS AND DATA USE

Chairman:

16.30-18.00

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

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 : Dinner buffet

Day 2 - Friday June 7, 2013

9:00 - 9: 45

Key Note Speech:

Thierry Gaudin

Room A

9.00-9.45

Session 5

9.45 – 11.15

Room A

PATENTS AND COMPLEMENTARY INTANGIBLES IN THE MEDITERRANEAN

Chairman:

9.45 – 11.15

Room A

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

Comments:

Adil El Maliki, Director, Director General , OMPIC, Morocco, Adel El-saaed Oweide , Egyptian Patent office (Tbc), Nafaa Boutiti, Innorpi, Tunisia

Jacques Van der Meer, European Investment Bank, Jacques Darcy, Patrick Terroir, CDC Propriété Intellectuelle, Laurence Joly, INPI, Yumiko Hamano, Wipo, Charles Sha'ban, Abu Ghazaleh intellectual property, Clara Nepel, EPO

Cafe Break - Networking

11.15 - 11.45

Parallel Sessions

11.45-13.15

<p>SESSION 6 RESEARCH DEVELOPMENTS ON IC OF NATIONS Room A</p> <ul style="list-style-type: none">• Intellectual Capital of nations – key findings of ICAPOLI project Pirjo Stahle• IC of India and China, a comparison, Carol Lin, Ahmed Bounfour• Susan Alexander, Jean-Jacques Mertens- An IC View of the Future of Luxembourg• Big data and IC, Waltraut Ritter	<p>SESSION 7A MED REGION ACTION PLAN FOR PATENTS AND STRUCTURAL INTANGIBLES Room B</p> <p>Adil El Maliki, Director General, OMPIC, Morocco, Adel El-saaed Oweide, Acting President, Egyptian Patent office (Tbc), Nafaa Boutiti, Innorpi, Tunisia, Ahmed Bounfour, Jacques Van der Meer, European Investment Bank, Jacques Darcy, Patrick Terroir, CDC Propriété Intellectuelle, Laurence Joly, Yumiko Hamano, Wipo</p>	<p>SESSION 8: THE NEXT GENERATION OF REPORTING Room C</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• Dynamic Reporting of Intangibles, A three continental approach, Ahmed Bounfour, Tadanori Yosano, Inge Wulf, Susanne Durst, Marcos Cavalcanti• Tom Housel, NPS• Shigeru Nishiyama, Waseda University, Y. Hanado
--	--	--

Lunch : 13.15- 14.15

Parallel sessions: 14.15-15.45

Parallel sessions: 14.15-15.45		
<p>Session 10 DEVELOPING INNOVATIVE APPROACHES FOR YOUNG GENERATION</p> <p>Room A</p> <ul style="list-style-type: none"> • How to leverage <i>European young generation Human capital</i>, Peter Pawlowsky (coordinator) • The new Generation Contract – the NCP approach, Guenter Koch, NCP • Guenther Szogs , Leonardo Award • "University Ubiquity in Knowledge Cities" , Javier Carrillo, TEC Monterrey 	<p>Session 7b MED REGION ACTION PLAN FOR PATENTS AND STRUCTURAL INTANGIBLES</p> <p>Room B</p> <p>Adil El Maliki, Director General, OMPIC, Morocco, Adel El-saaed Oweide, Acting President, Egyptian Patent office (Tbc), Nafaa Boutiti, Innorpi, Tunisia, Ahmed Bounfour, Jacques Van der Meer, European Investment Bank, Jacques Darcy, Patrick Terroir, CDC Propriété Intellectuelle, Laurence Joly, Yumiko Hamano, Wipo</p>	<p>Session 11: REGIONS, CITIES & TERRITORIES APPROACHES</p> <p>ROOM C</p> <ul style="list-style-type: none"> • Innovative approaches to a region: the Skane experience , Magnus Jorgel, Marie-Louise Eriksson • Paris Galaxies, a vision for the Greater Paris, Raphael Bidault Waddington • Towards the creation for knowledge markets as the result of firm-university collaboration for innovation", Daniel Guevara. • Sustainability approach to communities, Satoshi Funahasi, ICMG

**Session 12: Intangibles, in Emerging worlds,
What strategies for hard intangibles
(Final session)**

15.45-17.00

Panel moderated by Jean-Eric Aubert

(under completion)

Leonard Nakamura, Vice-President, Federal Reserve Bank of Philadelphia, Soumaya Iraqui Houssaini, Director, Ministry of Industry, Commerce, and New Technologies, Morocco, Helena Ternorio Viga de Almeida, BNDES , Brazil, Leif Edvinsson, The New Club of Paris,

Contacts:

Scientific Direction:

Ahmed Bounfour, Professor, European Chair on Intellectual Capital Management;
email: ahmed.bounfour@u-psud.fr

Logistics: Andrés Barreneche ; email: barreneche@gmail.com

Website: www.chaironintellectualcapital.u-psud.fr

Registration: <http://rech.jm.u-psud.fr/colloque/colloque.php?evt=46>