



**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
Third Edition**

Co-organised by
The IC PESOR Group, the University of Paris 11
And The World Bank
May 24-25, 2007
World Bank Office,
66, Avenue d'Iéna 75016 Paris



DAY 1- 24 May : IC for Natural Communities

**OPENING SESSION
9.00-9.45**

Introduction: Jean-Eric Aubert, The World Bank,
Prof. Ahmed Bounfour, University Paris-Sud

Key Note Speech:

"Intellectual Capital of the Poor: Opportunities and Challenges",
Nicolas Gorjestani, World Bank

SESSION 1: INTELLECTUAL CAPITAL AND PERFORMANCE 09.45-11.30

Chairman: Prof. Leif Edvinsson, Lund University,
Chairman, The New Club of Paris

- Intellectual capital and the symmetry dimension, Carol Corrado, Federal Reserve Board
- The role of intellectual capital in explaining the growth difference between Europe and the US, Karl Aiginger, Director, Wifo, Austria
- The OECD programme follow-up, Yoshiaki Tojo, OECD
- Intellectual capital and the dematerialisation of industries, Grégoire Postel-Vinay, Ministry of Economy, Finance and Industry, France
- IC reporting in Japan: status and perspectives, Professor Hanado, Waseda University

Questions and general discussion

Coffee-Break & Networking : 11.30-11.45

SESSION 2: KNOWLEDGE, SPACE, AND CITY DESIGN 11.45-13.15

Chairman: Jacques van der Meer, European Investment Bank

- The spatiality of knowledge. Prof. Dr. Peter Meusbürger, Geographisches Institut der Universität Heidelberg
- Measuring and Explaining the Inventive Productivity of Cities, Bob Hunt, Federal Bank of Philadelphia
- Strategizing intellectual capital for cities, Jan Stureson & Hazem Galal, Price Waterhouse Coopers
- Leadership and Management of Regional Transformation- Case Kotka, Henry Lindelöf, Mayor, Kotka, Finland.
- IC and City design, Steffen Gulmann, Adj. Professor & Partner, 11 Design A/S, Copenhagen

Questions and General discussion

Lunch 13.15-14.30

SESSION 3: INTELLECTUAL CAPITAL, REGIONS AND THE CLUSTERING PROCESS 14.30-16.00

Chairman: Prof. Guenter Koch, Secretary General, The New Club of Paris

- Governance: Measuring the Performance of Knowledge-Intensive Networks at the Regional and Global Level, Jonathan Low, Predictiv LLC and Karin Grasenick, Convelop AT
- The Japanese programme for intellectual capital of regions, Takuya Fukumoto, METI
- Intellectual capital of Scotland, Dr Gordon McConnachie, Chairman, IA Centre of Scotland
- The Croatian "Project of Increasing Efficiency of National Intellectual Capital" (PIENIC), Professor Ante Pulic, Ministry of Economy, Karmen Jelcic, the IC Center, Croatia
- **Questions and General discussion**

Poster Session & Coffee-Break : 16.00-16.45

SESSION 4: POSTER SESSION

- Science Parks strategies from an intellectual capital perspective, Waltraut Ritter, Knowledge Management Society, Hong Kong
- Levelling the playing field: Evaluating IC and Innovation in services", Susan Alexander, Luxembourg
- IC reporting and third party assurance, Yoshiko Shibasaka, KPMG, Japan
- The impact of Intellectual capital reporting on companies's valuation by financial analysts, Kay Alwert, Kay Alwert & Co, Germany
- IC of Lublin Region project: an econometric analysis, Andrzej Wodecki, director, Polish Virtual University, Lublin
The *New Club of Paris* Manifesto and Action plan: Ahmed Bounfour (VP), Leif Edvinsson (Chairman) , Guenter Koch (Secretary General)

SESSION 5 : NATIONAL AGENDAS FOR INTELLECTUAL CAPITAL: A CROSS-COMPARISON OF THEMES AND PROGRESS 16.45-18.45

Chairman: Nobuo Tanaka, OECD

- Intellectual capital of France and the role of the New Agency for Intellectual Assets of the State, Claude Rubinowicz, Inspection Générale des Finances, Ministry of Economy, Finance and Industry
- The Japanese programme for IC after three years, T. Sumita, Director, METI,
- Intellectual capital of Brazil, Eduardo Rath, Vice President, BNDES, Marcos Cavalcanti, Federal University of Rio de Janeiro
- Morocco's strategy in IT and Intellectual capital, Nourredine El Hachami, Vice-President, ONA Foundation
- Intellectual Capital of two giants : China and India, Carl Dahlman, Georgetown University

Questions and General discussion

Dinner: on registration (100 Dollars)

Day 2- 25 May: Intellectual capital, IPRs and entrepreneurship

SESSION 6: IC, INNOVATION AND DISCLOSURE 09.00-10.30

Chairman: Guenther Szogs, Director, Commerzbank

- IC valuation, the View of a Banker, Jan Hofmann, Deutsch Bank
- Measuring the Value Added by Management: The Role of Management "Dark Matter". by T.J. Housel, V. Kanevsky, and E. Tarantino., Naval Postgraduate School, Monterey, California
- IC and financial analysts view, Antoine Colonna, Commission for Intellectual Capital evaluation, SFAF, & Merrill Lynch, France
- IC of IS and disclosure, the CIGREF Programme, Bertrand Kientz, CIO JCDecaux, Chairman, Cercle de l'immatériel, Cigref

Questions and General discussion

Coffee-break and networking: 10.30-10.45

SESSION 7: INTELLECTUAL CAPITAL, PUBLIC INSTITUTIONS AND DEMOCRACY 10.45- 12.15

Chairman: Prof. Pirjo Stähle, Finland Futures Research Center, Turku School of Economics

- Knowledge Politics into practice: the Austrian experience, Prof. Ursula Schneider, University of Graz
- The World Bank Knowledge Management programme: a review and lessons learned, Erik Caldwell Johnson
- Managing Nuclear Knowledge, Peter J. Gowin, International Atomic Energy Agency
- The Rountable as a policy instrument, Prof. Pirjo Stahle, Finland Futures Research Center, Turku School of Economics

- IC reporting in social organizations: the case of Caritas, Germany. Mrs. Birgit Winterhalter, Caritas HQ in Freiburg, and Mart Kivikas, Managing Director for Wissenskapital GmbH.

12.15-13.30 : Lunch

SESSION 8 : KNOWLEDGE, IPRs AND THE SERVICE ECONOMY

13.30-15.00

Chairman: Prof. Ahmed Bounfour, University Paris-Sud

- The German agenda for knowledge and intellectual capital. Dr Prof. Peter Pawlowsky, Technische Universität Chemnitz, Günter Szogs, Commerzbank, Guenter Koch, The New Club of Paris
- How European industry leverage its patent portfolio. Results from a recent survey, Dominique Guellec, OECD
- IPRs : the new context, Dominique Deberdt, INPI, France
- A Policy insight into the R&D-Patent relationship, Bruno Van Pottelsberghe, EPO
- Patenting and the Entrepreneurial University in Europe , Martin Meyer, SPRU, University of Sussex

Questions and General discussion

Coffee-Break and Networking: 15.00-15.15

SESSION 9: GLOBAL IC, DIASPORAS AND THE BRAIN DRAIN PHENOMENON

15.15- 16.30

Chairman: Professor R.W.B. Lee, The Hong Kong Polytechnic University

- A Global Perspective of Knowledge Based Development, Francisco Javier Carrillo, Director, Center for Knowledge Systems, Chairman, World Capital Institute
- The World Bank programme for managing intellectual capital from diasporas , Yevgeny Kuznetsov
- Skilled diasporas as a resource: capital and/or connection?, Jean-Baptiste Meyer, IRD, France

16.15 -16.30: Coffee-Break and networking

SESSION 10: POLICY INSTRUMENTS
16.30- 18.00

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

Panel Members

- Yoshiaki Tojo, OECD
- Takayuki Sumita, Director, METI, Japan
- Dimitri Corpakis, Head of Unit, Horizontal Issues and Coordination, Science, Economy and Society, European Commission, DG Research
- Olivier Protard, Managing Partner, Sofinnova, France
- Jacques van der Meer, Deputy Economic Adviser, European Investment Bank
- Leif Edvinsson, Professor, Lund University & Chairman, The New Club of Paris
- Nordby Jr. Reidar, CEO, Norsk-Tipping, Norway

CONCLUSION: THE NEXT STEPS - AHMED BOUNFOUR

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Registration fees/droits d'inscription : 270 \$ / ≅200 €