



**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
Second Edition**

Organised by
The IC Group/PESOR of the University of Paris 11
in cooperation with The World Bank
June 29-30, 2006
World Bank Office,
66, Avenue d'Iena 75016 Paris



DAY 1: IC for Natural Communities

Registration : 8.30-9.00

Opening Session: 9.00 -9.15: Bruno Laporte, The World Bank (to be confirmed)
Professor Colette Voisin, Vice-President, University Paris 11

SESSION 1: CONTEXTUALISING INTELLECTUAL CAPITAL (IC)

9.15-10.45

Chairman: Leif Edvinsson, Adjunct Professor, Lund University

- Intellectual capital, economic growth and the cultural factor, Jean-Eric Aubert, The World Bank , 9.15-9.30
- Dynamic capabilities of Communities, Ahmed Bounfour, Professor, University Paris 11 & Pirjo Ståhle, Professor, Lappeenranta University of Technology, 9.30-9.45
- Learning in the knowledge society, Professor Abdul Waheed Khan, Assistant-Director General, UNESCO, 9.45-10.00
- Creating Values from Intellectual Assets, Yoshiaki TOJO, OECD, Head of EAS/ST 10.00-10.15

Questions and general discussion: 10.15- 10.45

10.45 – 11.00 Coffee-Break & Networking

SESSION 2: IC FOR NATIONS

11.00- 12.45

Chairman: Dr Nobuo Tanaka, Director, OECD

- The democratization of U.S. Research and Development after 1980, Leonard Nakamura, Economic Advisor, Federal Reserve Bank of Philadelphia. 11.00-11.15
- The IC agenda for Germany, Dr Hochreiter, Federal Ministry of Economics /Mart Kivikas, CEO, Partner Wissenskapital Edvinsson. & Kivikas GmbH 11.15-11.35
- IC for Japan & the innovation dimension -T. Sumita, Director, METI, Professor Hanado, Waseda University. 11.35-11.55
- “Pôles de compétitivité” and IC building in France, Grégoire Postel-Vinay, Ministry of Economy, Finance and Industry. 11.55-12.10
- IC for Portugal: The Lisbon Agenda and the Portuguese IC programme , Professor Carlos Zorrinho, Évora University - Portuguese National Coordinator of Lisbon Strategy, Professor Luis Reto, President, ISCTE 12.10- 12.30

12.30-13.00: Questions and General discussion

13.00- 14.15: Lunch

SESSION 3: IC FOR REGIONS

14: 15 – 16:00

Chairman : Dominique Guellec, OECD

- A European Regional Path to the Knowledge Economy: Challenges and Opportunities, Dimitri Corpakis, Head of Unit, European Commission, 14.15-14.30
- Clustering knowledge in Brazil, A tentative model, Marcos Cavalcanti, Professor, Federal University of Rio of Janeiro, Brazil, Eduardo Rath Fingerl, Director, BNDES, Brazil, 14.30-14.50
- Intellectual Capital of Lublin Region - motivation, methodology, results and prospects for future, Andrzej Wodecki, Maria Curie Sklodowska University in Lublin, Poland 14.50-15.05
- On Measuring Regional knowledge: an Italian perspective, Gianni Schiuma, Associate Professor, University of Basilicata, Italy , 15.05-15.20
- Regional indicators and IC building, Jacques Van der Meer, European Investment Bank, 15.20-15.35
- Science Parks in South-East Asia: An evaluation. Waltraut Ritter, 15.35-15.50
- Regional Performance and Future Oriented Investment: Stakeholder Reporting of IC-based Value Creation in the Federal Province Upper Austria, Alexander Welzl, Esprit, 15.50-16.05

16.05-16.30: Questions and General discussion

16.30-17.00: Poster Session & Coffee-Break

SESSION 4: POSTER SESSION

- An Intellectual Capital Audit of the Grand Duchy of Luxembourg, Susan Alexander *PhD Candidate, Fielding Graduate University, Santa Barbara, California, USA*
- Perspectives on Intellectual Capital and Training Valuation from the Portuguese Hotel Sector, Ruben Eiras, *Center for Public Policy and Management Studies, Higher Institute of Social and Political Sciences, Technical University of Lisbon*
- Knowledge Memory in the Aluminium industry: Implementation of the “Hau-Ba” Model, *Gwenaelle Grefe, PhD Candidate, University of Paris 11*

SESSION 5: IC FOR CITIES

17.00- 18h45

Chairman: Bernard Marr, Cranfield School of Management

- Of wine and bottles: the radical approach to IC for Cities, Franciso Javier Carillo, Mexico, 17.00-17.15
- Creating the essence of Cities, planning and development of Malaysia's new Administrative capital Putrajaya. Dato Jebasingam Issace John, Malaysia, 17.30-17.45
- Hong Kong's challenges to move from a service economy to a knowledge city at the cross-, W.B.Lee, Chair Professor and Head, Department of Industrial and Systems Engineering, The Hong Kong Polytechnic University, 17.45-18.00
- Manchester: Knowledge Capital – a case study of the transformation of a post-industrial city into a competitive hub in the global knowledge economy, Dr Cathy Garner, Chief Executive, Manchester Knowledge Capital – 18.00-18.15

18.15-18.45 : Questions and General discussion

18.45 – 22.00: Dinner, Offered par the World Bank

Day 2:

Emerging Communities and related Issues

SESSION 6: PATENTS, IPRs AND LOCAL KNOWLEDGE

9.00-10.45

Chairman: Professor Guenter KOCH, Execupery

- Patents and the competitive game, Thierry Sueur, Vice-President, Intellectual Property Department, Air Liquide, 9.00-9.15
- Patents in the knowledge economy : Dominique Guellec, OECD, 9.15-9.30
- Global knowledge and traditional knowledge, Francis Gurry, Deputy Director General, World Intellectual Property Organization (WIPO), 9.30-9.45
- Valuing Patents, A European perspective, Bruno Van Pottelesberghe, Chief Economist, European Patent Office, 9.45-10.00
- Intangibles and IPRs, Bob Heiden, Deputy Director, Göteborg, University Sweden, 10.00-10.15

10.15-10.45: Questions and General discussion

10.45 – 11.00: Coffee-Break and Networking

11.00-12.00

SESSION 7: IC FOR DIASPORAS

Chairman : Professor Sandra Charreire-Petit, University Paris 11

- Diasporas as Communities: Theoretical modeling, Yevgeny Kuznetsov, The World Bank, 11.00-11.15
- Entrepreneurship and Knowledge flows among Chinese diasporas, Professor Zhongming Wang, Director, Global Entrepreneurship Research Center School of Management, Zhejiang University CHINA, 11.15-11.30
- The In-and-Out Intellectual Capital of Israel, Edna Pasher, Edna Pasher Associates, 11.30-11.45

11.45-12.00: Questions and General discussion

12.00- 13.30: Lunch

SESSION 8: ENTREPRENEURSHIP IN THE KNOWLEDGE ECONOMY

13.30-15.00

Chairman: Professor Wang

- Business entrepreneurship in the knowledge economy, Catherine Larrieu, Director, Technology innovation and European projects, OSEO anvar, 13.30-13.45
- Entrepreneurship Research and the Knowledge Economy, Hans Landström, Professor of Entrepreneurship, Institute of Economic Research, Lund University, 13.45-14.00
- How venture capital “value” entrepreneurship, Olivier Protard, Managing Partner, Sofinnova Partners, 14.00-14.15
- Policy entrepreneurship, Leif Edvinsson, Adjunct Professor, University of Lund, Guenter Koch, Execupery, 14.15-14.30
- 14.30-15.00: Questions and General discussion

15.00- 15.15: Coffee Break and networking

SESSION 9: IC DISCLOSURE & RATING

13.30-15.00

Chairman: To be determined

- Reporting on intangibles for Knowledge Intensive SMEs, The RICARDIS report, Arie Van Der Zwan, European Commission, DG Research, 15.15-15.30
- Intellectual Assets and Value Creation: Implications for Corporate Reporting Annabel Bismuth Administrator , Corporate Affairs, OECD 15.30-15.45
- IC disclosure and the new stock exchange agenda, Setsuko Morishita, Actcell, Tokyo, 15.45-16.00
- IC rating and Benchmarking, An experience from France, Georges Epinette, CIO, Groupement les Mousquetaires, Administrateur du Cigref , 16.00-16.15
- The grammar of rating: Mauricette Salque, Senior Vice-President – Business Development, Moody's, 16.15-16.30
- 16.30-17.00 : Questions and General discussion

17.00- 17.15: Coffee-Break and networking

SESSION 10: LOOKING AT THE FUTURE, RESEARCH AND POLICY AGENDA

Panel Discussion: 17.15- 18.30

Moderator : Jean-Eric Aubert, The World Bank

Panel Members (to be completed)

- Dr N. Tanaka, Director, OECD
- Thierry Sueur, Vice-President, Intellectual Property Department , Air Liquide
- T. Sumita, Director, METI, Japan
- Eduardo Rath Fingerl, Director, BNDES, Brazil
- Bruno Laporte, The World Bank
- Peter Fritz, CEO of the TCG group & Chair of the Australian Government Consultative Committee on Knowledge Capital
- Leif Edvinsson, Adjunct-Professor, Lund University, Sweden

18.30-18.40: CONCLUSION: AHMED BOUNFOUR, JEAN-ERIC AUBERT

Contact and Scientific Direction for the Conference:

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