



Università
di Ferrara



INTERNATIONAL POLICY CONFERENCE
“Intellectual Assets and Innovation: Value Creation in the Knowledge Economy”

Organised by University of Ferrara and OECD

Ferrara, 20-22 October 2005

Thursday 20 Oct.	14.00- 14.30	<p>Welcome addresses:</p> <p>Moderator: Stefano Zambon, University of Ferrara</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Patrizio Bianchi, Rector, University of Ferrara - Sandro Sandri, Italian Academy of Economia Aziendale - Herwig Schlögl, Deputy Secretary General, OECD
	14.30- 16.15	<p>Plenary 1: <i>Intellectual assets and value creation: Drivers of innovation and growth</i></p> <p>Chair: Herwig Schlögl, Deputy Secretary General, OECD</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Hal Varian, University of California at Berkeley - Stefano Zambon, University of Ferrara - Masahiro Ikejima, Chairman, Subcommittee on Management and Intellectual Assets, Industrial Structure Council of Japan [to be confirmed] - High-level representatives from the US and Europe
	16.15- 16.45	<p>Coffee</p>

16.45-18.15	<p><u>Parallel 1a: Creating value from innovation and R&D</u> Chair: Baruch Lev, Stern, New York University Speakers:</p> <ul style="list-style-type: none"> - Takuma Takahashi, Chuo University of Japan - Ammon Salter, Tanaka School of Business, Imperial College London - Fulvio Uggeri, Bracco SpA [to be confirmed] 	<p><u>Parallel 1b: Human capital as a strategic asset</u> Chair: Mona Skaret, Ministry of Education and Research, Norway Speakers:</p> <ul style="list-style-type: none"> - Laurie Bassie, CEO, McBassi & Company - Bo Hansson, Stockholm University - Richard Frederick, Advisor, UNCTAD Corporate Governance Disclosure Requirements Project
18:45-20:00	<p><u>Welcome Cocktail</u> In the Courtyard of Ferrara Castle offered by Province of Ferrara</p>	

Friday 21 Oct.	9.30-11.00	<p><u>Parallel 2a: Valuation and exploitation of intellectual property</u> Chair: Isabel Verlinden, PricewaterhouseCoopers Speakers:</p> <ul style="list-style-type: none"> - Ellie Okada, Yokohama National University - Johannes Schaaf, European Patent Office - Pat Sullivan, ICM Group - Ron Zinc, Microsoft Corp. 	<p><u>Parallel 2b: Software and organisational capabilities as intellectual assets</u> Chair: Jonathan Low, Partner, Predictiv, LLC (US) Speakers:</p> <ul style="list-style-type: none"> - Jan Mouritsen, Copenhagen Business School - Karin Grasenick, Convelop, Austria - Nathalie Greenan, CNRS and Centre d'Etudes de l'Emploi - Ulf Johanson, Mälardalen University, discussant 	<p><u>Parallel 2c: Financial and non-financial reporting of intellectual assets in company reports</u> Chair: Leandro Cañibano, Autonomous University of Madrid Speakers:</p> <ul style="list-style-type: none"> - Kristian Birk, Danish National Agency for Enterprise and Construction - Yasuhito Hanado, Waseda University - Finn Jackson, Tomorrow's Company, London
	11.00-11.30	<p><u>Coffee</u></p>		

11.30-13.00	<p><u>Parallel 3a: Branding and reputation as intellectual assets</u> Chair: Chris Scott-Wilson, The Scott-Wilson Partnership Speakers:</p> <ul style="list-style-type: none"> - Ernesto Illy, Chairman, Illy Café - Jonathan Low, Partner, Predictiv, LLC (US) - Representatives from business sector - Maria Sanchez del Corral, Banco Santander 	<p><u>Parallel 3b: Managing and reporting intellectual assets in universities and research organisations</u> Chair: Gonzalo Leon, Universidad Politécnica de Madrid Speakers:</p> <ul style="list-style-type: none"> - Karl-Heinz Leitner, Austrian Research Centers - Paloma Sanchez, Autonomous University of Madrid - Campbell Warden, European Association of Research Managers and Administrators (EARMA) 	<p><u>Parallel 3c: Improving reports on value creation from intellectual assets</u> Chair: Hotoshi Funahashi, Actcell Corporation Speakers:</p> <ul style="list-style-type: none"> - Alison Thomas, ValueReporting, PricewaterhouseCoopers - Raj Thamotheram, Universities Superannuation System (USS) - Kurt Ramin, Chairman of XBRL International at International Accounting Standard Committee Foundation
13.00-14.30	<u>Lunch</u>		
14.30-16.00	<p><u>Parallel 4a: Linking external resources and intellectual assets to create value: the role of investors</u> Chair: Maurizio Murgia, University of Bolzano/Bozen Speakers:</p> <ul style="list-style-type: none"> - Kentaro Noda, Development Bank of Japan - Zoltan Kerekes, Co-Founder and Managing Partner, Phoenix IP Ventures - Representatives from business sector - Representative from banking industry 	<p><u>Parallel 4b: Beyond institutions: a community & spatial perspective on intellectual assets</u> Chair: Leif Edvinsson, Lund University Speakers:</p> <ul style="list-style-type: none"> - Ahmed Bounfour, University of Marne-La-Vallée - Robert M Hunt, Federal Reserve Bank of Philadelphia - Alexander G. Welzl, ESPRiT Consulting GmbH, Wien - Jean-Eric Aubert, Acting Manager, Knowledge for Development Program at World Bank 	<p><u>Parallel 4c: Reporting on value creation: learning from sustainability and corporate social responsibility statements</u> Chair: Vincenzo Boffi, Director, CSR, ENI Speakers:</p> <ul style="list-style-type: none"> - Alan Knight, Head of Standards, AccountAbility, London - Kazuyoshi Maekawa, Japan Business Council in Europe [to be confirmed] - Marcello Pellini, Corporate Identity Division, Unicredit - Representative from Global Reporting Initiative [to be confirmed]
16.00-16.30	<u>Coffee</u>		

	16.30-18.15	<p><u>Plenary 2: Intellectual assets and value creation: Success stories from the business sector</u></p> <p>Chair: Prof. Paul Coughlan, President of European Institute for Advanced Studies in Management (EIASM)</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Roberto Vavassori, Director, Business Development, Brembo SpA - Botaro Hirosaki, Senior Vice-President, Executive General Manager, Intellectual Asset Operation Unit, NEC Corporation - Representative from IBM [to be confirmed] - Representative from SME [to be confirmed]
	20.30	<p><u>Gala Dinner</u></p> <p>At the restaurant Don Giovanni Palazzo della Borsa Largo Castello, 20 Ferrara</p>

Sat. 22 Oct.	9.30-11.00	<p><u>Parallel 5a: Rating, credit assessment, and financial analysis: the role of intellectual assets</u></p> <p>Chair: Giampaolo Trasi, President of the Italian Association of Financial Analysts (AIAF)</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Fritz H. Rau, President, European Federation of Financial Analysts Societies (EFFAS) - Jan-Jacques Mertens, Associate Director, European Investment Bank - Mart Kivikas, Wissenskapital GmbH (VR Bank case) - Michelangelo Margaria, Moody's Investor Service 	<p><u>Parallel 5b: Improving management and disclosure of intellectual assets in SMEs</u></p> <p>Chair: Margaret A. Abernethy, University of Melbourne</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Arie Van Der Zwan, European Commission, DG Research - Roya Ghafele, World Intellectual Property Organization - Tilo Bachman, European Patent Office - Roland Hill, Managing Director, Contra Vision Supplies Ltd - Tetsuya Ebata, President and CEO, All About, Inc.
	11.00-11.30	<p><u>Coffee</u></p>	

11.30- 13.10	<p>Plenary 3: <i>Intellectual assets and value creation: Policy roundtable</i></p> <p>Chair: Patrizio Bianchi, Rector, University of Ferrara</p> <p>Introduction of issues for discussion: Prof. Baruch Lev, Stern School of Business, New York University</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Takayuki Sumita, Ministry of Economy, Trade and Industry, Japan - Nobuo Tanaka, Director for Science, Technology and Industry, OECD - Maria João Rodrigues, Special Advisor to the President of the European Commission - High level representatives US and EU
13.10- 13.15	<p>Conference wrap up (Stefano Zambon, University of Ferrara)</p>