



Intellectual Capital for Communities
in the Knowledge Economy

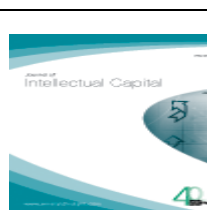
Innovation Policies & Strategies for the XX1st Century-

The World Conference on Intellectual Capital for Communities Sixth Edition

Co-organised by
The European Chair on Intellectual Capital Management, the University Paris-Sud
And The World Bank Institute

June 1 & 2, 2010

World Bank Paris Office,
66, Avenue d'Iéna 75016 Paris, France



<p>Day 1- June 1st :</p> <p>Innovation Policies and strategies : Issues and programmes</p>
<p>Introduction : Professor Jean-Jacques Girerd, Vice-President, University Paris-Sud</p>
<p>Key Note speaker: Thierry Gaudin Perspectives for the XXIst Century and global innovation programmes</p> <p>9.00-10.00</p> <p><u>Discussant</u> : Pr Yoshio Tanaka , Emeritus Councilor, National Institute of Advanced Industrial Science and Technology, Tokyo University of Science</p>
<p>SESSION 1: National innovation Policies</p> <p>10.00-11.30</p> <ul style="list-style-type: none"> • Innovation Policies, a conceptual Framework : Jean-Eric Aubert, Advisor, The World Bank • Innovation Policies in OECD Economies : Jean Guinet, OECD • Innovation Policy in an open innovation context: the case of Japan: An up-date, Yoshiaki Tojo, METI • Innovation Policy & Strategy of India , Dr. Parveen Arora, Ministry of Science and Technology, India
<p>Café Break/networking</p> <p>11.30-12.00</p>
<p>Key Note Speech:</p> <p>"Managerial Value-The Ultimate Intangible" Pr. Baruch Lev, New York University</p> <p>12.00-13.00</p>
<p>Lunch : 13.00-14.30</p>

Parallel sessions

14.30-16.00

SESSION 2: REGIONAL INNOVATION POLICY AND THE IC AGENDA

- Conditions for formation of knowledge networks, Johannes Glueckler, University of Heidelberg
- Regional policies : Patrick Dubarle , Consultant OECD
- Regional knowledge management principles : a review, Simon Dücker, Cognéon GmbH, Guenther Szogs, The New Club of Paris

SESSION 3: CITIES INNOVATION POLICY AND THE IC AGENDA

- Innovative cities, Hazem Galal, Price Waterhouse Coopers
- City and Museums: the Abu Dhabi case- Bruno MAQUART, Managing Director, France MUSEUMS
- Manchester IC Strategy, an Update, Cathy Garner, Manchester Knowledge Capital
- Trends in Knowledge Based Development Metrics , Francisco Javier Carrillo, The World Capital Institute

SESSION 4: EMERGING INNOVATIVE PERSPECTIVES (A)

- The use of modern portfolio analysis for the measurement of IC of non-profit organizations, Thomas Housel, Naval Post graduate School of Management, Monterey, CA
- Reputation and risk, Jonhattan Low, Predictiv
- Latecomer firms and the emergence and development of knowledge networks : the Case of Petrobras in Brazil, Eva Dantas, German Development Institute
- Intellectual capital of the public sector information, Waltraut Ritter, Knowledge Enterprises

Café Break : 16.00-16.30

Session 4 : Perspectives for 2020 16.30-18.00

- Knowledge markets & Knowledge networks: the OECD programme, Dominique Guellec, OECD
- The IMO programme in Germany , Peter Pawlowsky, Professor, Chemnitz University of Technology/ Guenter Koch, Execupery & The New Club of Paris
- Innovation-futures, Karl-Heinz Leitner, Austrian Institute of Technology
- Innovating in Education: some signals from Finland, Pirjo Stähle, Finland Futures Research Centre, Markku Markkula, Aalto University

Cocktail

18:00-19:30

Day 2- June 2nd :
Innovation Policies and strategies : Emerging practices

Parallel sessions : 9.00-10.30

SESSION 5: INNOVATION STRATEGIES AND IPRs	SESSION 6: INNOVATION STRATEGIES AND THE MEASUREMENT ISSUE	SESSION 7: EMERGING INNOVATIVE PERSPECTIVES (B)
<ul style="list-style-type: none"> • The quality factor in the patent system, Bruno Van Pottelsberghe, Université Libre de Bruxelles • Detecting business strategies based on Patents, Frédéric Caillaud, L'Oreal • Patents and clean energy technologies, Nikolaus Albert Thumm, Chief Economist, European Patent Office • How the adoption of license-based business models impacts on financing decision and IPO performance, Federico Munari, University of Bologna 	<ul style="list-style-type: none"> • IC Reporting and the BNDES programme : an evaluation, Eduardo Rath Fingel, BNDES, Brazil • The WICI programme: an update, Yoshiko Shibusaka, KPMG • IC reporting and accounting standards: barriers and progress , Stefano Zambon, University of Ferrara • IC reporting in Serbia, Sladjana Cabrilo, University Educons, Serbia 	<ul style="list-style-type: none"> • Innovation, IC and art, Giovanni Schiuma, University of Basilicata • Neuroscience and Marketing, Hilke Plassmann, INSEAD • How IC can be really leveraged by innovative SMEs, Johji Kitano, President, e-parcel • Knowledge Supply Chain, Susan Alexander

Café Break and Networking
10.30-11.00

Key Note Speech:

Innovation Strategies in a Global firm: EADS
Jean Botti, Chief Technical Officer
Member of the Executive Committee

11.00-12.00

Lunch : 12.00-13.30

**Session 8 : Societal Innovations
13.30-15.00**

- Building the future through societal innovations : Leif Edvinsson , University of Lund
- Promoting Social Entrepreneurs : O. Kayser , prev. Ashoka Europe (tbc)
- Strategies for a wishable future: Ph. Lukacs (tbc)

**Café Break and Networking
15.00-15.30**

**Session 9: Panel Discussion (VC Connection with Washington DC)
15.30-17.00**

Innovation Policies in the XXIst century: What will they look like ?

Moderator: Jean-Eric Aubert

Introductory Summary : Ahmed Bounfour, Professor, University Paris-Sud

- Dr Parveen Arora, Ministry of Science and Technology, India
- Leif Edvinsson, Chairman, The New Club of Paris
- Eduardo Rath Fingel, Director, BNDES, Brazil
- Bror Sarmelin, Advisor, European Commission
- Takayuki Sumita, Director, METI, Japan

Conclusion and Next Steps : 17.00-17.15

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Registration :

<https://rech.jm.u-psud.fr/colloque/colloque.php?evt=6>