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## ***INTERNATIONAL POLICY CONFERENCE***

# **INTANGIBLES: THE EUROPEAN STATE OF THE ART**

**at ODDO Securities, Boulevard de la Madeleine, 12, 75009, Paris**

**6 May 2015, 10.00-16.45**

While we are moving quickly towards a knowledge-based economy, the importance of intangible resources for the development and growth of companies, markets and territories is becoming more and more central. According to estimates, between 60% and 80% of corporate value in financial markets is nowadays amenable to intangibles. And yet the pervasiveness, transversality and elusiveness of these resources make it difficult to manage and measure them in a coherent and holistic way at organizational, meso and macro level.

Until ten years ago, the European Union was at the international forefront of this area with innovative studies, proposals and policies also in terms of metrics and information on intangibles. However, over the last few years the level of attention seems to have declined, not least because of the major financial and, later, real economy crisis, meanwhile policy-makers have often neglected this area or addressed it with a piecemeal and scattered approach (**R&D, innovation, patents, training, skills, brands, culture, social cohesion, etc.**).

This International Conference aims to “rediscover” the centrality of intangibles, their measurement and the information thereon for an equilibrated and long term growth of European companies, financial markets and territories, and hence to relaunch at policy level the crucial issues linked to these “special” resources for the management and drive of a knowledge-rooted, digital, and cohesive global economy.

- 09.30- 10.00 Registration and coffee
- 10.00-10.15 Institutional welcomes  
 - Stefano Zambon, Chairman, WICI Europe, and Deputy Chairman, WICI Global  
 - Jean-Pierre Pinatton, Chairman, Oddo & Cie  
 - Eisuke Nagatomo, Chairman, WICI Japan (video)
- 10.15-10.40 Stefano Zambon, Chairman, WICI Europe, and President, Collège des Experts de l'Immatériel, French Ministry of Economy and Industry, *The Intangible Dimension of Corporate and Territorial Growth: A Policy Reconsideration in a European Perspective*
- 10.40-11.00 Mr Thomas Heinemeier, Policy Officer, Unit “Innovation Policy for Growth”, Directorate “Industrial Property, Innovation and Standards”, Directorate-General “Internal Market, Industry, Entrepreneurship and SMEs”, *Innovation in Europe – Intangibles and concrete results*
- 11.00-11.20 Jérôme Julia and Alan Fustec, President and Scientific Director, Observatoire de l'Immatériel & WICI France
- 11.20-11.40 Coffee break
- 11.40-12.00 Patrick De Cambourg, President, Autorité des Normes Comptables (ANC) (French accounting standard setter), *Intangible accounting concept*
- 12.00-12.20 Jonathan Labrey, Chief Strategy Officer, International Integrated Reporting Council (IIRC), *Intangibles and Integrated Reporting*
- 12.20-13.10 Roundtable on “Intangibles and Economic Growth: What Can We Do?”  
 - Dirk Pilat, Deputy Director, Directorate for Science, Technology & Innovation, Organization for Economic Cooperation and Development (OECD), *Knowledge-Based Capital – Evidence and Policy Implications*  
 - Jonathan Haskel, Chair in Economics, Imperial College Business School, London, *Intangibles and Growth in OECD Countries*
- 13.10-14.00 Lunch
- 14.00-15.00 1<sup>st</sup> Round of Parallel Sessions
- 1<sup>st</sup> Parallel Session on “Companies”*  
*Chair:* Stefano Zambon, Chairman, WICI Europe, and University of Ferrara  
 Massimo Romano, Head, Group Integrated Reporting & CFO Hub, Assicurazioni Generali, *The Generali Corporate Reporting Evolution*  
 André Gorius, Executive Vice-President Intellectual Assets Valorization, Solvay, *Intangibles valuation and appraisal: challenges for multinational enterprises*  
 Perrine Lantoine, Microfinance and CSR Project Manager, Fédération Nationale des Caisses d'Epargne, *The Intangible Value of «Caisses d'Epargne»*

*2<sup>nd</sup> Parallel Session on “Finance and Investors – Digital Strategy”*

*Chair:* Nicolas Jacob, Co-Head of ESG Research, Oddo Securities

Friedrich Mostböck, Vice-Chairman, European Federation of Financial Analysts’ Societies (EFFAS)

Sébastien Thevoux-Chabuel, Head of ESG Research, Comgest

*3<sup>rd</sup> Parallel Session on “Territories and Institutions”*

*Chair:* Alan Fustec, Scientific Director, Observatoire de l’Immatériel & WICI France

Danielle Bourlange, Director General, Agence du patrimoine immatériel de l’État (APIE), French Government, *Public Intangible Assets: Issues of Attractiveness*

Bruno Jacquemin, Managing Director, Chambre de Commerce et d’Industrie (CCI) du Loiret, *The Intangible Value Created by a Chamber of Commerce on Its Territory*

Raphaël Catonnet, Deputy Director General, EPADESA-La Défense, *The Intangible Value of the Business District of «La Défense»*

15.00-15.20 Coffee break

15.20-16.20 2<sup>nd</sup> Round of Parallel Sessions

*4<sup>th</sup> Parallel Session on “Intangibles and SMEs”*

*Chair:* Laura Girella, Region Lead for Italy, International Integrated Reporting Council (IIRC), and University Ca’ Foscari of Venice

Marco Pasquotti, Chief Financial Officer, Dellas, *The Importance of Intangibles in an International Business Strategy of an SME*

Anna Ferrino, Chief Executive Officer, Ferrino & C., *The Centrality of Intangibles for an Italian Historical Outdoor Brand*

Sara Cirone, Chief Executive Officer, & Andrea Ragazzini, Head of Management Control, Stafer, *The Management of Intangibles and Sustainability in an Italian SME: the case of Stafer SpA*

*5<sup>th</sup> Parallel Session on “Finance and Investors – Human Capital”*

*Chair:* Jean-Philippe Desmartin, Senior Analyst, Co-Head of ESG Research, Oddo Securities

Alix Chosson, Responsible Investment Analyst, Standard Life Investments

Marie-Pierre Peillon, Director, Head of Research, Economy, Financial and ESG Analysis, Groupama AM, and ESG & IC SFAF Commission

Julia Taeschner, Head of Corporate Responsibility, Deutsche Börse, Frankfurt

*6<sup>th</sup> Session on “Brands and Intellectual Property”*

*Chair:* Prof. Jonathan Haskel, Chair in Economics, Imperial College Business School, London

Manfredi Ricca, Chief Strategy Officer, EMEA & Latin America, Interbrand, *The Economic Value of Brands*

Yves Lapierre, General Director, National Industrial Property Institute (INPI), French Government, *The Intangible Value of INPI*

Tony Clayton, retiring UK Intellectual Property Office (IPO) Chief Economist, and Chair of Research at UK Big Innovation Centre, *“Branding Intellectual Property” – Building Trust in IP for Innovation Finance*

16.20-16.45 Conclusive Remarks

- Jean-Philippe Desmartin, Oddo Securities and WICI France
- Stefano Zambon, WICI Europe