

# INTANGIBLES: THE EUROPEAN STATE OF THE ART

2<sup>nd</sup> International Policy Conference

## INVITATION



Tuesday 12 September 2017

from 9:15 to 17:00

at ODDO BHF, Bockenheimer Landstrasse 10, 60323, Frankfurt am Main



**WICI Europe**  
*Regional Jurisdiction of the*  
**Global WICI Network**  
the world's business reporting network

in collaboration with



The Second International Policy Conference **“Intangibles: The European State of the Art”** will pursue the same aim and format of the 1<sup>st</sup> Conference held in Paris at Oddo in May 2015.

The objective of the Conference is to bring together all the diverse stakeholders interested in contributing to a European policy perspective for improving the understanding, measurement, reporting and management of intangibles to enhance value creation processes and the risk profile of companies and other organizations. Indeed, while we are moving quickly towards a knowledge-based economy and “Industry 4.0”, the importance of intangible resources for the European growth is more and more central. And yet the pervasiveness, transversal nature 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.

Notwithstanding the economic importance of these resources, over the last years the level of attention seems to have declined, not least because of the major financial and, later, real economy crisis, meanwhile European policy-makers have often neglected this area as a whole, addressing it with a piecemeal and scattered approach (R&D, innovation, patents, training, skills, brands, culture, social cohesion, etc.).

This International Conference series aims to “rediscover” the centrality of intangibles, their measurement and the information thereon for an equilibrated and long term growth of European companies, 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 inclusive global economy.

# Programme

- 08.45-09.15 Registration and coffee
- 09.15-09.30 Institutional welcomes  
- **Jean-Philippe Desmartin**, Chair, WICI Europe  
- **Jean-Pierre Pinatton**, Chairman, Oddo BHF  
- **Eisuke Nagatomo**, Deputy Chair, WICI Network, and Chair, WICI Japan (video)
- 09.30-10.00 **Stefano Zambon**, Global Chair, WICI Network, and **Jérôme Julia**, President, Observatoire de l'Immatériel/WICI France  
*Intangibles and Value Creation: The WICI Action at Global and National Level*
- 10.00-10.20 **Jonathan Haskel**, Imperial College London, *Intangibles: A Macro View*
- 10.20-10.40 **Tony Clayton**, CEO, OROPo (Open Register of Patent Ownership), and former Chief Economist, UK IP Office  
*Making IP Markets Work for European Innovation – Challenges and Opportunities*
- 10.40-11.00 Coffee break
- 11.00-12.00 Roundtable on “Accounting for Intangibles: Macro vs. Micro?”  
Chair: **Stefano Zambon**, Chair, WICI Network, and University of Ferrara  
- **John Verrinder**, Head, National Accounts Methodology, Eurostat  
- **Patrick De Cambourg**, President, Autorité des Normes Comptables (ANC)  
- **Andreas Barckow**, President, German Accounting Standards Committee (DRSC)  
- **Tom Scott**, Board Member, International Accounting Standards Board (IASB)
- 12.00-12.20 **Philippe Peuch-Lestrade**, Strategic Senior Executive, International Integrated Reporting Council (IIRC), *Intangibles and Integrated Reporting*
- 12.20-13.10 Lunch
- 13.10-14.00 1<sup>st</sup> Round of Parallel Sessions
- 1<sup>st</sup> Parallel Session on “Intangibles Valuation: Methodologies and Analyses”*  
Chair: **Jérôme Julia**, President, Observatoire de l'Immatériel/WICI France  
- **Friedrich Mostböck**, Vice-Chairman, European Federation of Financial Analysts' Societies (EFFAS), and Chairman, EFFAS Commission “ESG+IC”  
- **Giovanni Liberatore**, University of Florence, *Approaches and methodologies for intangibles valuation*  
- **André Gorius**, Executive Vice-President Intellectual Assets Valorization, Solvay, *Intangibles valuation and appraisal: a new approach*
- 2<sup>nd</sup> Parallel Session on “ESG (Environment, Social, Governance), Intangibles and Stock Exchanges”*  
Chair: **Jean-Philippe Desmartin**, Edmond de Rothschild Asset Management  
- **Kristina Jeromin**, Head of Group Sustainability, Deutsche Börse  
- **Martina Macpherson**, Head of Sustainability Indices, S&P Dow Jones Indices  
- **Michael Schatzschneider**, Director – Germany Representative, Euronext

14.00-14.50 2<sup>nd</sup> Round of Parallel Sessions

*3<sup>rd</sup> Parallel Session on “The Experience of Wissensbilanz and Intangibles Reporting in German-Speaking Countries”*

*Chair: **Laura Girella**, Coordinator, <IR> Leading Practice and Research Programmes, International Integrated Reporting Council (IIRC)*

- **Kai Alwert**, Alwert GmbH & Co. KG

- **Manfred Bornemann**, Intangible Assets Consulting GmbH, Graz

- **Markus Will**, Corporate Management Division, Fraunhofer Institute, Berlin

*4<sup>th</sup> Parallel Session on “Long Term Value”*

*Chair: **Carole Abbey**, Observatoire de l’Immatériel/WICI France, and Managing Director, Strategic Holdings, Caisse des Dépôts, Paris*

- **Allister Wilson**, Senior Audit Partner, and member of the “Long Term Value” Project, Ernst & Young UK

- **Mario Abela**, Director, The “Redefining Value” Project, World Business Council for Sustainable Development (WBCSD),

- **Andreas Feiner**, Co-Founder and Head of ESG Research and Advisory, Arabesque Partners Asset Management

14.50-15.10 Coffee break

15.10-15.45 3<sup>rd</sup> Round of Parallel Sessions

*5<sup>th</sup> Parallel Session on “Brand, Reputation and Human Resources”*

*Chair: **Elisabetta Magnaghi**, Associate Professor of Accounting, Catholic University of Lille*

- **Manfred Schwaiger**, Ludwig-Maximilians-Universität Munich, *Reputation: Measurement and Impact*

- **Stéphane Trébucq**, University of Bordeaux, *Human Capital*

*6<sup>th</sup> Parallel Session on “Intangibles and Integrated Reporting for SMEs”*

*Chair: **Markus Will**, Fraunhofer Institute, Berlin*

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

- **Sara Cirone**, CEO and Director General, & **Andrea Ragazzini**, CFO and Management Control, Stafer Spa, *The Management of Intangibles and Sustainability in an Italian SME: the case of Stafer Spa*

15.45-16.20 4<sup>th</sup> Round of Parallel Sessions

*7<sup>th</sup> Parallel Session on “Intangibles, Integrated Reporting and Integrated Thinking: A New View for Managing the Boards?”*

*Chair: **Philippe Peuch-Lestrade**, International Integrated Reporting Council-IIRC*

- **Livia Piermattei**, Managing Director, Methodos, and Coordinator, NIBR (Italian Business Reporting Network) Working Group on Integrated Thinking

- **Irina Ivashkovskaya**, Higher School of Economics, Moscow Campus

*8<sup>th</sup> Parallel Session on “Integrated Reporting and the Insurance Business”*

*Chair: **Nicolas Jacob**, Head of ESG Research, ODDO BHF Asset Management*

- **Massimo Romano**, Head, Group Integrated Reporting & CFO Hub, Assicurazioni Generali

- **Maria Luisa Parmigiani**, Head of Sustainability, Unipol Group

16.20-16.50 Final Plenary Session

**Jochen Schweitzer**, Corporate Development - Sustainability, Siemens

**Robert Obermaier**, University of Passau

*Industry 4.0: The Impact of Digitalization on Sustainable Value Creation*

16.50-17.00 Conclusive Remarks

- **Christoph Schlienkamp**, DVFA and Bankhaus Lampe KG

- **Jean-Philippe Desmartin**, WICI Europe, and Edmond de Rothschild Asset Management

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## Registration

Please fill in the registration form and return it by mail before Friday 1<sup>st</sup> September, 2017

Institution

First name

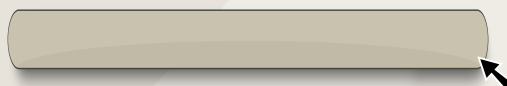
Last name

Email

Will attend

Will not attend

Slots		Slots	
Morning	Yes	No	
Lunch	Yes	No	
	Sessions		
13.10 - 14.00	session 1	session 2	
14.00 - 14.50	session 3	session 4	
15.10 - 15.45	session 5	session 6	
15.45 - 16.20	session 7	session 8	



Contacts Corporate Access

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