



The Franco-German Round Table
on Intangibles' (knowledge assets)

Creation, valuation and dissemination

2012- 2014

The First workshop agenda,

Paris, September 26, 2011

MINEFI, Centre de Conférences P. Mendès France

The French–German Round Table

1- The Agenda rationale

The French–German Round Table on intangibles and knowledge assets is *a research and policy initiative* by two major universities in the two countries (as well in Europe) – The University Paris-Sud and Heidelberg University- who decided to join their recent and on-going research efforts, in order to:

- Come up with conceptual instruments;
- Provide a stimulating platform for research and action for progress among different stakeholders in France and Germany;
- Contribute, more generally, to the large dialogue in Europe and more globally, on the role of intangibles in value creation.

The Round table will bring together **researchers, policy makers, Executives and Media** from the two countries, who are interested in sharing experiences and coordinating efforts towards understanding the dynamics of intangibles and their impact on sustainability in European societies, and beyond.

The project will deal with strategic business issues as well as with meso and macro/societal issues, taking into account the importance of linking these different perspectives. Societal issues such as sustainability will be integrated into the analysis.

The Round table has been initiated, based on two ideas:

- The importance of linking research to action;
- The existence of high potential for benchlearning between different targeted communities in the two countries on intangibles investment and value creation.

2- Key topics for the agenda

Among the topics to be considered:

- 1- The status of intangibles and knowledge in our societies
- 2- Risks related to intangibles
- 3- The new forms of business modeling and their societal implications
- 4- The new forms of contracting and socio-economising
- 5- The importance of the public infrastructure for intangibles and contracting (for instance strategic funds for supporting innovation and valuing IPRs)
- 6- The degree of European and international mobility of knowledge /intangibles (the job creation dimension in Europe)
- 7- How to take advantage of aging population
- 8- Accounting, reporting and valuing intangibles: **recent experiences and projects.**

3- The agenda planning and sequences

The Round Table includes three workshops

- 1- The first workshop in Paris (26 September 2011)
- 2- A second workshop in Heidelberg (tentatively September 2012)
- 3- A third workshop (place to be determined, possibly at the European parliament)

In parallel to these formal meetings, several research initiatives and working groups will be initiated under the umbrella of the Round table

Each of the workshops will be organised around short technical presentations, to stimulate dialogue among participants and partners of the Round Table.

A draft agenda for the first workshop

Welcome , Introduction 9.00-9.20
<ul style="list-style-type: none">• Grégoire Postel-Vinay , Ministry of Economy, Finance and Industry, France• Frau Angelika Müller, Federal Ministry of Economics and Technology, Germany• Professor Jean-Jacques Girerd, Vice-President, the University of Paris-Sud• Professor Johannes Glueckler, Heidelberg University• Professor Leif Edvinsson, Lund University, Chairman, The New Club of Paris
Session 1. Intangible investment and economic growth a comparative analysis of France and Germany 9.20-10.15
<p><u>Issues :</u></p> <ul style="list-style-type: none">• What is the level of investment in intangibles in France and Germany, in comparison with other OECD nations?• Are there specific behaviours for France and Germany with regards to the level and modalities of investment?• Are there specific spaces for benchlearning processes and experimentation? <p><u>Presentations:</u></p> <ul style="list-style-type: none">• Germany and the knowledge economy agenda, Dr Uwe Thomas, former State Secretary at the German Federal Ministry for Education and Research• Intangible investments in Germany, an overall perspective , Dr Bettina Peters, Senior Economist, ZEW• Intangible investments in France, over a long term period, Pr Ahmed Bounfour, University Paris-Sud, European Chair on Intellectual Management , Vincent Delbecque, Post-Doc, European Chair on Intellectual capital management, University Paris-Sud• Intangible assets of the public sector, the French experience.Danielle Bourlange, Deputy Director General, Apie <p><u>Comments:</u></p> <ul style="list-style-type: none">• Xavier Timbeau, Director, OFCE <p><u>General discussion</u></p>

Session 2.
**Information systems and organisational capital
as complementary assets**
10.15-11.30

Issues :

- What is the relative importance of Information systems and organisational capital as intangible assets for firms?
- What is the level of maturity of firms' behavior with regard to valuation and management of these two complementary assets?
- What type of approaches to be implemented between France and Germany?

Contributions :

- Organisational capital, Human capital as strategic resources, **Martin Schneider**, Professor, University of Paderborn (on-line)
- Valuing IS & organisational assets, a French perspective, **Ahmed Bounfour**, University Paris-Sud

Comments:

- **Dr. Thomas Endres**, Head of Group Information Management, Deutsche Lufthansa AG, Spokesperson, CIO colloquium Executive Committee (tbc)
- Modeling and valuing IT assets for the digital enterprise, **Bruno Ménard**, President, CIGREF
- Modeling and valuing organisational capital, **Daniel Stévenin**, President, Afope

Coffee-Break : 11.30-11.50

Session 3.
**Reporting and valuing intangibles:
The financial analyst perspective**
11.50-13.00

Issues :

- What type of expectations do financial analysts express with regards to intangibles reporting?
- Is there a real need for a standardized approach?
- Is such an approach feasible due to the idiosyncratic nature of (some) intangibles?

Presentations :

- Reporting on intangibles : the financial analyst view , Dr Henrick Garz/ Claudia Garz **The German Association of Financial Analysis** and Asset Management (tbc),
- Reporting on intangibles: the financial analyst view; **Alban Eysette**, Chairman, "Intangibles Commission", **SFAF, France**

Comments:

- **Patricia Lavaud**, Responsable Club Finance & Assurance, ORSE - Observatoire de la Responsabilité Sociétale des Entreprises
- **Guenther Szogs**, The Leonardo Secretary General, German Ambassador of the New Club of Paris
- **Guenther Koch**, General Secretary, The New Club of Paris

General discussion

13.00-14.15 : Lunch break

Session 4.
**Reporting and valuing intangibles
(with a specific focus on SMEs)**
14.15-15.30

Issues :

- Lessons from the Wissenbilantz experience in Germany
- Is there a specific approach to SMEs ?
- What type of trade-off / equilibrium between reporting and managing intangibles, especially for knowledge intensive SMEs?

Presentations :

- IC & KM in German SMEs, **Pr. Dr Peter Pawlowsly**, Chemnitz University
- The Wissenbilantz recent projects in Germany, Pr. **Dr Inge Wulf**, Clausthal University
- Intangibles valorization in SMEs, the Vissensbilanz experience in Germany, The policy dimension, **Hans-Jürgen Herrmann**, DLR
- How to approach value creation in SMEs, the OSEO experience, **Annie Geay**, Directrice de l'Evaluation et des Etudes, OSEO

Comments:

- **Takayuki Sumita**, Chairman, World Intellectual Capital Initiative
- **Marie-Ange Andrieux**, Ordre des Experts comptables, & GPS Medef, France

General discussion

Session 5.
**IPRs, public funding
and open innovation practices**
15.30-16.30

Issues :

- To what extent does open innovation introduce a different the way to deal with knowledge assets?
- What is the diffusion of open innovation practices in France and Germany?
- Are there specific behaviours with regards to patents?

Presentations

- "Open innovation and the services economy", **Bror Sarmelin**, Advisor to the DG Information Society and Media , The European Commission
- "'Open innovation versus proprietary knowledge'", **Nikolaus Thumm**, Chief Economist , EPO
- "Using open innovation as an innovative means for technology transfer", **Prof. Dr Robin Kleer**, RWTH Aachen University

Comments :

- **Thierry Sueur**, Vice-Président, Air Liquide, Président du Comité de la propriété intellectuelle du MEDEF
- **Yves Lapiere**, Director General, INPI
- **Patrick Terroir**, Director General , CDC Propriété industrielle
- **Alfred Chaouat**, Senior-Vice President, Technicolor, President LES France
- **Professor Christian Osterrieth**, Partner at Reimann, Osterrieth, Köhler & Haft, **Guido von Scheffer**, IP-Strategists, LES Deutschland

General discussion:

Coffee-Break : 16.30-16.45

Session 6.
**Looking at the future :
Value creation in Knowledge markets,
networks and communities**
16.45-18.00

Issues :

- Taxonomies for the new forms of knowledge transaction and exchange
- New practices and new forms of innovation within global innovation networks
- Knowledge networks and markets and public policies

Presentations :

- "Is knowledge as mobile as we generally assume?", **Pr. Dr. Meusbürger**, University of Heidelberg
- "Creating value in network and the peripheral voice", **Pr. Dr. Johannes Gluekler**, University of Heidelberg
- "Value creation in markets and networks", **Fernando Galindo-Rueda**, OECD

Comments:

- **Pr Pirjo Stahle**, Finland Futures Centre
- **Frédérique Sachwald**, The French Ministry of Higher Education and Research

General discussion

18.00. Concluding remarks, the next steps

Contact and practical information

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- Scientific coordination : Prof. Ahmed Bounfour : ahmed.bounfour@u-psud.fr

Working languages / langues de travail

- French, German, English

Registration / inscriptions

<https://rech.jm.u-psud.fr/colloque/colloque.php?evt=32>

- Participation is free but only on invitation, number of seats limited in order to facilitate the dialogue
- Participation libre, mais sur invitation, en raison du nombre de places, volontairement limité afin de faciliter les échanges

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