

# INTANGIBLES: THE EUROPEAN STATE OF THE ART

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

## INVITATION



Tuesday 12 September 2017

from 9:30 to 16:45

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



INTEGRATED REPORTING 



ODDO BHF

**NIBR**  
*Network Italiano*  
*Business Reporting*



# Programme

- 09.00- 09.30 Registration and coffee
- 09.30-09.45 Institutional welcomes
- **Jean-Philippe Desmartin**, Chairman, WICI Europe
  - **Jean-Pierre Pinatton**, Chairman, Oddo BHF
  - **Takayuki Sumita**, Japanese Ministry of Economy and WICI Japan (video)
- 09.45-10.15 **Stefano Zambon**, Global Chairman, WICI Network, and **Jérôme Julia**, President, Observatoire de l'Immatériel/WICI France  
*Intangibles and Growth: The WICI Action at Global and National Level*
- 10.25-10.45 Representative of the European Commission or the European Competitiveness Council
- 10.45-11.05 Intangibles: A Macro View, **Jonathan Haskel**, Imperial College London
- 11.05-11.20 Coffee break
- 11.20-12.20 Roundtable on “Accounting and Intangibles: Micro vs. Macro?”  
Chair: tbd
- Eurostat representative
  - **Patrick De Cambourg**, President, Autorité des Normes Comptables (ANC)
  - **Andreas Barckow**, President, German Accounting Standards Committee (DRSC)
  - IASB Board Member
- 12.20-12.40 **Neil Stevenson**, Director, Global Implementation International Integrated Reporting Council (IIRC),  
*Intangibles and Integrated Reporting*
- 12.40-13.30 Lunch (possible Luncheon Speech)
- 13.30-14.20 1<sup>st</sup> Round of Parallel Sessions
- 1<sup>st</sup> Parallel Session on “Intangibles: Value and Valuation”*  
Chair: tbd
- **André Gorius**, Executive Vice-President Intellectual Assets Valorization, Solvay,  
*Intangibles valuation and appraisal: a new approach*
  - **Giovanni Liberatore**, University of Florence
  - **Mario Abela**, Director, “Redefining Value” Project, World Business Council for Sustainable Development (WBCSD)
- 2<sup>nd</sup> Parallel Session on “Intangibles and ESG”*  
Chair: **Jean-Philippe Desmartin**, Edmond de Rothschild Asset Management
- **Friedrich Mostböck**, Vice-Chairman, European Federation of Financial Analysts’ Societies (EFFAS), and Chairman, Commission “ESG+IC”
  - **Martina Macpherson**, Head of Sustainability Indices, S&P Dow Jones Indices
  - **Kristina Jeromin**, Head of Sustainability Group, Deutsche Boerse

14.20-14.55 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:*

- **Kai Alwert**, Alwert GmbH & Co. KG
- **Manfred Bornemann**, Intangible Assets Consulting GmbH, Graz
- Franhofer (speaker tbc)

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

- **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

14.55-15.10 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: tbd*

- **Manfred Schwaiger**, Ludwig-Maximilians-Universität Munich, *Reputation: Measurement and Impact*
- **Stéphane Trébuçq**, University of Bordeaux, *Human Capital*

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

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

- **Marco Pasquotti**, Chief Financial Officer, Dellas Spa, *The Importance of Intangibles in an International Business Strategy of an SME*
- **Sara Cirone**, Chief Executive Officer, & **Andrea Ragazzini**, Head of 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 "Long Term Value"*

*Chair: tbd*

- Black Rock [tbc]
- **Herman Heyns**, Coordinator, "Long Term Value" Project, Ernst & Young [tbc]
- **Butch Bacani**, Programme Leader, United Nations Environment Programme (UNEP) Finance Initiative, Principles for Sustainable Insurance [tbc]

*8<sup>th</sup> Parallel Session on "Integrated Reporting and Insurance Business"*

*Chair: tbd*

- **Massimo Romano**, Head, Group Integrated Reporting & CFO Hub, Assicurazioni Generali
- Director General, Unipol Insurance

16.20-16.40 **Robert Obermaier**, University of Passau, *Intangibles and performance measurement at Industry 4.0 times*

16.40-16.45 Conclusive Remarks

- **Christoph Schlienkamp**, DVFA and Lamp Bankhaus
- **Jean-Philippe Desmartin**, WICI Europe, 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

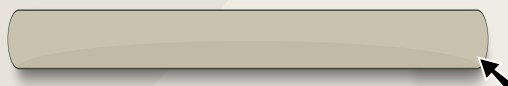
Last name

Email

Will attend

Will not attend

Slots		Slots	
Morning	Yes	No	
Lunch	Yes	No	
	Sessions		
13.30 - 14.20	session 1	session 2	
14.20 - 14.55	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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