



Intangibles / Intellectual Capital
from a Community perspective
*A review of recent international
developments*

Ahmed Bounfour
European Chair on Intellectual Capital Management
University Paris-Sud
Jean-Eric Aubert
World Bank Institute

Agenda

- 1- Why communities and intangibles now ?
- 2- The European perspective
- 3- The Asian perspective
- 4- The Latin American perspective
- 5- The MENA perspective
- 6- The WBI action and programmes
- 7- The New Club of Paris research and policy agenda
- 8- Common issues

1- Why Communities & Intangibles Now ?

- 1- Communities, Intangibles and the dynamics of the knowledge economy
- 2- Two types of communities in a dynamic interaction
 - Ø Natural communities (Nations, regions and Cities)
 - Ø Emerging Communities
- 3- Intangibles/IC are good levers for reviving these communities policies and strategies
- 4- Hence the *IC for Communities World conference*, now in its Fifth edition (May/June 2009)



**Intellectual Capital for Communities
in the Knowledge Economy
Nations, Regions, Cities and Emerging Communities**

**Le Capital Immatériel des Communautés
dans l'Economie de la Connaissance
Nations, Régions, Villes et Communautés Emergentes**

**The World Conference on Intellectual Capital for Communities
Fourth Edition**

Co-organised by

The European Chair on Intellectual Capital/PESOR, the University of Paris-Sud
And The World Bank

May 22-23, 2008

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



European Patent
Office



2- The European perspective

2.1. National Governments

- Denmark / Nordic countries
- **Austria** : Arc Guidelines, the 2001 Law on Universities and Research Centres, Supreme Court of Audit in relationship to INTOSAI, National Bank IC Report, Knowledge Politics
- **Germany** (Wissenbilanz, Regions)

2- The European perspective

France

- The Levy-Jouyet report Impact- ... and the 1% missing GDP growth
- The APIE Agency
- the Clustering Process (Joint Intangibles)
- the Medef and other professional associations programmes

The Louvre in Abu Dhabi

A **30-year partnership** with the United Arab Emirates:

§ A **brand licensing contract** : **€400M**

§ **Art loans** with other French museums : **€195M**

§ **Exhibitions** : **€190M**

§ **Sponsorship**: **€25M**

§ **Art Specialized Services** to help building the new
National Museum of Fine Arts in Abu Dhabi : **€160M**

2- The European perspective (2/2)

2.2. European Institutions

- European Investment Bank (The EIB 2010 Initiative under the 7th FP)
- European Commission :
 - Ø The FP with a regional perspective
 - Ø Several programmes aiming at better understanding the impact of intangibles on economic growth at National, Regional and corporate levels (Innodrive, Intangible Capital and innovations, IAREG, Intangible Assets and Regional Growth, RICARDIS, INCAS....)

3- The Asian perspective

Japan : The most structured programme with actions at the corporate, regional and city level

- Moving from IPRs to IaBM (More than 30 companies with some)
- Using public R&D funding as a lever for increasing awareness on IA (NEDO) (240, 2007)
- Using IA for regional policy (the Agglomeration act May 11/2007) (IAC)
- JASDAC; IAMaC as a Branch of the New Club of Paris
- Joint benchmarking work with Germany
- One week dedicated to intangibles management

Japanese Experience Progress since 2004



2004 Jun. White Paper on International Trade focusing the importance of IAs

2005 Oct. Guideline for Intellectual Assets based Management Disclosure (METI)

http://www.meti.go.jp/policy/intellectual_assets/index.htm

Nov. 1st IA Week in Japan, Establishment of IA based management consortium (IAMaC)

2006 Mar. Interim Report on IAbM in SMEs (SMRJ)

<http://www.meti.go.jp/press/20060324002/20060324002.html>

Jun. New system to put much on the element of IA based management in R&D grant

Aug Check list on IAbM for financial institutions (JICPA & Osaka Chamber of Commerce)

Dec. OECD IAbM Conference in Tokyo

2nd IAbM week in Japan <http://www.meti.go.jp/information/data/c6073fj.html>

2007 Mar. Manual on IAbM for SMEs (SMRJ)

Apr. Report by WG under Financial Service Agency referring IAbM report

Apr. Amendment of innovation related laws to define the concept of IAbM

Sept. Germany- Japan IA/IC summit in Bodensee

Nov. 3rd IAbM week

International Conference on Intellectual Café

Mar. Guide for recognizing and utilizing IAs (METI)

May/June- Project to promote collaboration of regional vitality using IAs (planned)

Nov. 4th IAbM week (planned)

Nov. WICI Forum

SMRJ: Organization for Small and Medium Enterprises and Regional Innovation in Japan

3- The Asian perspective

- China : on-going actions at the level of universities
- India : the knowledge Commission programme
- Singapore, Taiwan (IPRs and intangibles) and others

4- The Latin America

- **Brazil** : The BNDES programme, designed towards achieving national goals with regards to the intensity of knowledge in the whole investment
- BNDES using its financial resources to reorient investment in Brazil towards more IA
- Actions at three levels: prototyping , rating and awareness
- **Mexico**: Specific programmes towards knowledge cities building, mostly taken at the local level (the Monterrey knowledge city programme)

5- MENA – Middle East/North Africa

- **UEA**: recycling oil resources into knowledge (Dubai success, Abu Dhabi cities approach)
- **Saudi Arabia** : A recent & huge investment effort, designed at moving towards the knowledge economy with actions at higher education (World Class universities) and Cities level
- **North Africa** : Morocco (the New Club of Paris report), Algeria, Tunisia (with a World Bank Institute initiatives)
- **Israel** : National report on IC since several years

6- THE WBI K4D EXPERIENCE

- Country studies
 - In-depth Assessments: China, India, Korea, ...
 - Surveys (CEM): Tanzania, Senegal, Brazil, Benin...
- Conferences and Workshops
 - ECA, MNA, AFRICA
 - GDLN-based Policy Dialogues
- Fostering and Support of Networks
 - Diasporas (Latin America)
 - Academics (AUF Africa)

7- The New Club of Paris research and policy Agenda

Five Steps for Finland's Future

Pirjo Säätö (ed.)

Technology Review 200/2007



Technology



8- Common policy issues

1. Demographical issues : Aging Population versus Young population and the Job creation issue
2. Diasporas building and leveraging
3. The measurement issue
4. The Subregional issue
5. The IPRs issue : Local versus global knowledge
6. The Qualitative dimension : How nations / regions / cities position themselves in space and time And the uniqueness issue
7. Tax issues
8. Ad hoc sectoral issues : Knowledge on water, knowledge on agriculture, ... knowledge on smart energy

Thank you for your attention

Contact:

Ahmed.bounfour@u-psud.fr