

# The First Global Intellectual Capital Summit

22<sup>nd</sup> to 23<sup>rd</sup> August, 2009,  
Capital Hotel, Beijing, China

*Dialogue between intellectual capital experts around the world with governmental leaders, mayors and entrepreneurs*

According to the recommendation of the “Knowledge Capital League of Nations”, the First Global Intellectual Capital Summit (GICS) will be held in Beijing this summer. The purposes of the GICS are: Integrating the results of intellectual capital (IC) research around the world; exploring the energy of IC in resolving the global financial crisis; activating the national, regional and enterprises’ IC stock; discovering the untapped IC embedded in nations, regions and enterprises; and sharing research and application results of the world’s top experts in the field of intellectual capital.

Come to the GICS you can learn from top class experts from around the world the most up-to-date trends and practices of the exciting development of intellectual capital which is changing mindset, standards and organizations in the innovation era.



**Prof. Baruch Lev**  
Stern School of Business  
New York University  
USA



**Prof. Yasuhito Hanado**  
Waseda University  
Waseda IC Research  
Society, Japan



**Prof. Chen Yu**  
Chairman of the World  
New Economics Research  
Institute, China



**Prof. Stefano Zambon**  
Chair of Accounting and  
Business Economics  
U. of Ferrara, Italy



**Dr. Gordon McConnachie**  
Founder of the Intellectual  
Asset Centre, Scotland  
UK



**Duan Ruichun**  
President of China Law  
Association on Science  
and Technology



**Dr. Mao Jinsheng**  
Deputy Director-General  
IP R&D Centre, SIPO  
China



**Alexander G. Welzl**  
Chairman, EFFAS  
Commission on IC(CIC)  
Europe



**Ludo Pyis**  
President, Areopa  
International  
Belgium



**Gordon Petrash**  
Internal Consultant  
Cargill Inc.  
USA



**Dr. Serafin Talisayon**  
Director for R&D, CCLFI  
Prof. Lecturer, Univer-  
sity of the Philippines



**Waltraut Ritter**  
Director, Asia Pacific  
Intellectual Capital  
Center



**Peder Hofman-Bang**  
VP Strategic Alliances  
For Intellectual Capital  
Sweden



**Stephen Selby**  
Director, IP Department  
The Government of the  
Hon g Kong SAR



**Yoshiko Shibasaki**  
Associate Partner  
KPMG AZSA & Co.  
Japan



**Jonathan Low**  
Partner & Co-Founder  
Predictiv, LLC  
USA



**Prof. J.H. Derick Sohn**  
Faculty of Biz. Admin.  
University of Seoul  
Korea



**Dr. H.P. Baum**  
Founder/MD  
Medius Lynx Consultants  
Belgium



**Prof. Zhu Naixiao**  
Economics Faculty  
Jinan University  
China



**Joris Claeys**  
MD, ACCELERATE gscs  
VP, Areopa International  
The Philippines

*Meet the above and some more speakers at the Summit*

The Summit is co-hosted by the Development Research Center of State Intellectual Property Office of China, China Industry-University-Research Institution Collaboration Association, Association for Soft Science of China, China Hi-Tech Industrialization Research Society, Beijing Municipal Intellectual Property Management Association, AREOPA Group International, the Knowledge Capital International Union and the Consumption Capital International Union.



Organizing Committee Chairman: Prof. Chen Yu

Mr. Ludo Pyis

provoking innovative intelligence

# The First Global Intellectual Capital Summit

## PROGRAM RUNDOWN

21<sup>st</sup> August, 2009 / Registration: Beijing Capital Hotel

22<sup>nd</sup> August, 2009 / Day One (09:00 to 17:00)

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**Theme:** The New IC Wave in China - Intellectual capital reporting and application roadmap for countries, regions and enterprises

### Opening Address:

- **Mr. Chen Yu**, Chairman of the Organizing Committee, Chairman of Knowledge Capital International Union, Chairman of the World New Economics Research Institute
- **Mr. Cheng Si-wei**, the Honorary President of the Organizing Committee, Vice Chairman of the 10<sup>th</sup> Standing Committee of the National People's Congress  
And representatives from Government departments

### Keynote speeches:

- Intellectual Capital And Chinese Economics Development  
- **Mr. Li Zhi-jun**, Vice Director of Technical and Economic Dept. of Development Research Center of the State Council
- The Value Of Intellectual Capital In The International Economics Environment  
- **Prof. Stefano Zambon**, University of Ferrara
- The Theories And Practices Of Intellectual Capital  
- **Prof. Chen Yu**, Chairman of the World New Economics Research Institute

### Lunch break

### Keynote speeches:

- What Have We Learned About Things That Work And Don't Work In The Area Of Intellectual Capital Over The Last 20 Years  
- **Prof. Baruch Lev**, New York University
- Innovation Of Industry-University-Research Cooperation And Intellectual Property Protection  
- **Mr. Duan Rui-chun**, Vice president of China Industry-University-Research Institution Collaboration Association

### Theme presentations:

- IC Accounting And Reporting  
- **Mr. Ludo Pyis**, President of Areopa Group International
- The Experience Of METI In Japan With IC Reporting, And An International Attempt For Standardization  
- **Prof. Yasuhito Hanado**, Waseda University
- Intellectual Capital Reporting And Valuation In Europe - Current Status And The Road Ahead From The Perspective Of European Financial Analysts  
- **Mr. Alexander G. Welzl**, Chairman, EFFAS Commission on Intellectual Capital (CIC)
- Intellectual Capital And The New Generation Of Industrial Revolution  
- **Mr. Xiong Ji-guang**, CEO, ISA Shanghai Co., Ltd.

**Open Forum** – Q&A, Free talks

End of Day One

**Theme:** Introducing and exploring how intangible assets can be applied with case studies

## Panel Sessions

### 1 - Think tank of CFO: how can IC be valued in an organization

(Speaker) **Mr. Peder Hofman-Bang**, VP Strategic Alliances for Intellectual Capital Sweden

(Speaker) **Dr. H.P. Baum**, Founder/MD, Medius Lynx, VP R&D Areopa

(Moderator) Prof. Yasuhito Hanado (Panel experts) Mr. Alexander G. Welzl, Dr. Serafin Talisayon

### 2 – Think tank of CEO: how can we use IC to report increased value to shareholders

(Speaker) **Mr. Gordon Petrash**, Internal Consultant, Cargill Inc.

(Speaker) **Mr. Stephen Selby**, Director, IP Department, the Government of the Hong Kong SAR

(Moderator) Ms. Waltraut Ritter (Panel experts) Ms. Yoshiko Shibasaka, Mr. Joris Claeys

### 3 – Protection and compliance of intellectual capital

(Speaker) **Dr. Mao Jinsheng**, Deputy Director-General IP R&D Centre, State Intellectual Property Office, China

(Speaker) **Mr. Jonathan Low**, Partner & Co-Founder, Predictiv, LLC

(Speaker) **Mr. Liu Hai-bo**, Researcher, Institute of Policy and Management, Chinese Academy of Science

(Moderator) **Mr. Feng Yu-lin** VP WNERI (Panel experts) Prof. Jung Hoon Derick Sohn, Dr. Gordon McConnachie

### 4 – How can IC be used in a M&A situation

(Speaker) **Prof. Jung Hoon Derick Sohn**, University of Seoul

(Speaker) **Ms. Yoshiko Shibasaka**, Associate Partner, KPMG AZSA & Co.

(Moderator) Mr. Jonathan Low (Panel experts) Dr. Mao Jinsheng

## Lunch break

### 5 – How can we use IC to define value for the social economy

(Speaker) **Dr. Gordon McConnachie**, Founder of the Intellectual Asset Centre, Scotland

(Speaker) **Dr. Serafin Talisayon**, Director for R&D, CCLFI

(Moderator) Mr. Peder Hofman-Bang (Panel experts) Mr. Stephen Selby, Dr. H.P. Baum

### 6 – Cost saving and value creation with IC

(Speaker) **Mr. Joris Claeys**, MD ACCELERAT gscs, VP International Operation Areopa

(Speaker) **Ms Waltraut Ritter**, Director of Asia Pacific Intellectual Capital Centre

(Moderator) Mr. Gordon Petrash (Panel experts) Mr. Ludo Pyis, Prof. Zhu Naixiao Jinan University

### 7 – The Significance of Consumption Capitalization Theory in the study and practice of Intellectual Capital

(Speaker) **Prof. Chen Yu**, Chairman of the World New Economics Research Institute

(Moderator) **Prof. He Xiao-ying**, Vice President of the Council cum Secretary of China High-Tech Industrialization Association

(Panel experts) **Mr. Li Yu-hua**, President, FEBAY International E-commerce Limited, **Mr. Cao Wen-hui**, CEO of Jian Mei Le Business Information Consulting Co., Ltd.

**Closing ceremony** - Announcing the Joint Declaration and Closing remarks

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# The First Global Intellectual Capital Summit

## Enrolment Form

Company/Organization Name: \_\_\_\_\_

Postal address: \_\_\_\_\_

Contact person: \_\_\_\_\_ Mobile number: \_\_\_\_\_

Fax number: \_\_\_\_\_ E-Mail: \_\_\_\_\_

We would like to enroll the following \_\_\_ members to the Summit:

(Name)	(Position)	(E-mail)
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

**Summit Fee:** RMB 3,800/participant (Overseas participants please check with the Organizer for rates and payment method)  
Fee includes 2 nights hotel accommodation from 21<sup>st</sup> to 23<sup>rd</sup>, meals, expert reports, conference materials and souvenirs.

**Fax or email the Registration form to:**

Global Intellectual Capital Summit 2009 Organizing Committee

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