

Information

We are honoured to invite you to the multiplier conference on the Intellectual Capital Statement under the patronage of Günter Verheugen, EU-Commissioner for Enterprise and Industry.

Europe has a long history innovation and economic growth thanks to the ability of businesses to create and share knowledge effectively. The concept of Intellectual Capital Statement is based on this idea and provides businesses with the opportunity to use their core assets to their advantage.

Intellectual Capital Statement – Made in Europe (InCaS) is a Research Project funded by the European Commission under FP6 collective research, whose aim is to strengthen the competitiveness and innovation potential of European SMEs through their intellectual capital. The Intellectual Capital Statement (ICS) is the instrument to assess and develop the intellectual resources of a company, and communicate them to its employees, partners and creditors. After three years of research, development and practical implementation in pilot companies across Europe, InCaS has a proven record of improving management processes and access to finance to the benefit of SMEs.

The conference will be composed of presentations, debates and information sessions on Intellectual Capital and its potential for the success of small and medium companies across the EU. The multiplier conference is divided into three parts. In the morning, the scope and the results of InCaS will be presented to the audience. After lunch, the debate will focus around the broader theme of management innovation as a strategic objective for the success of European SMEs. In the afternoon, interested participants are invited to inform themselves about practical benefits and modalities of the InCaS project.

We look forward to welcoming you at the Representation of the Free State of Bavaria and are at your disposal for any questions or comments.



Stefan Zickgraf
Coordinator of the InCaS Project



European Multiplier Conference

InCaS

Intellectual Capital Statement

A new approach to make SMEs successful

With the support of the Commission of the European Union – FP 6 Collective Research

Thursday, 13th of November 2008

10:00 am – 4:30 pm



**Representation of the Free State
of Bavaria to the EU**

Rue Wiertz 77
1000 Brussels

Under the patronage of Günter Verheugen
European Commissioner for Enterprise and Industry



Programme

10:00	Welcome <i>Mr. Stefan Zickgraf (CEA-PME), Coordinator of the InCaS project</i>
10:05	Innovation in small and medium-sized European companies <i>Françoise Le Bail, SME Envoy and Deputy Director-General of DG Enterprise and Industry (tbc)</i>
10:20	Presentation of the InCaS project <i>Prof. Kai Mertins, Fraunhofer IPK,</i>
10:35	“Know how to value”: How European companies benefit from InCaS <i>Markus Will, Fraunhofer IPK,</i>
10:50	Coffee break
11:00	Experiences of SMEs with InCaS <i>SMEs from five countries report about their hands-on experiences with InCaS</i>
12:00	Lunch break

13:00-14:45	Lunch and Debate in cooperation with the Hanns Seidel Foundation
13:00	Welcome <i>Heidrun Piwernetz, Head of the Representation of the Free State of Bavaria to the EU</i>
13:05	Knowledge-management and innovation - R&D via SMEs, DG Research <i>Dr. Bernd Reichert, Head of Unit – Research and SMEs, DG Research</i>
13:20	Intellectual Capital as a key resource for SMEs in a global economy <i>Prof. Leif Edvinsson, leading expert on Intellectual Capital</i>
13:40	“The role of Intellectual Capital in the knowledge-based Economy” <i>- Representative of the Commission (tbc) - Dr. Paul Rübig (MEP) - InCaS Experts (Prof. Humphreys, LSE; Prof Viedma Marti, UPC; et al.)</i>
14:35	Final statement

Programme

15:00	Coffee Break
15:15-16:00	InCaS in practice: how to benefit? <i>Information sessions with experts and Q&A with participants</i> <ul style="list-style-type: none">- Benefits for entrepreneurs- Benefits for financial institutions- Benefits for InCaS-partners
15:15	
<i>These sessions serve as means for the participants to inform themselves about practical benefits and modalities of the InCaS project. Please register separately for these sessions.</i>	
16:00	Short summary of the sessions: <ul style="list-style-type: none">- Benefits for entrepreneurs- Benefits for financial institutions- Benefits for InCaS-partners
16:05	
16:10	
16:15	Discussion & Conclusion Moderated by Dr. Manfred Vohrer
16:30	End of the conference

Contact Details

Registration by postal mail, e-mail or fax to:

CEA-PME

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