



INTELLECTUAL AND HUMAN CAPITAL

The Accounting of Innovation

International Conference

Parma, April 19th 2007

Barilla LAB Auditorium

PROGRAM

9,00 - 9,30 - Registration and Welcome

9,30- 10,30

Leif Edvinsson

Intellectual Capital and Longitude Leadership

The hidden and invisible aspects for value creation as capital in waiting

Former the World's first Corporate Director of Intellectual Capital at Skandia (Sweden), Professor Edvinsson is a key contributor to the theory of IC. He is professor at Lund University and at The Hong Kong Polytechnic University. He is also serving as Board of Director in several enterprises. He was in 1996 prototyping the world's first innovation lab for organisations, Skandia Future Centre, then followed by many other countries. In 2006 was listed as one of «the 50 Most influential Thinkers in the World».

10,30 - 11,15

Karl-Heinz Leitner

**Intellectual Capital Reporting as instrument for managing innovation
and human capital in a research driven organisation**

Karl-Heinz Leitner, PhD in Business Administration, works at the Department of Technology Policy - Austrian research Centers in Wien.

11,15 - 11,30- Break

11,30 - 12,15

Juergen Daum

**Supporting the High Performance Organisation through an IC perspective
Case studies and learnings for general management, HR and finance**

Juergen H. Daum, Chief Solution Architect at SAP and President and founder of the International Institute of Enterprise - Heidelberg

12,15 - 13,00

Q&A Session

13,00 - 14,00 - Lunch

14,00 - 14,30

Raoul Nacamulli
Intangibles and Management of Innovation

Full professor of Organization Theory and Management at Università degli Studi di Milano-Bicocca; Director of FOR, the degree in Education, Organizational Development and ITC of Università degli Studi di Milano-Bicocca.

14,30 - 15,15

Luciano Graziotti
The Brembo Case History

HR Director of Brembo (Italy). Beginning from 1999, Brembo publishes a «Bilancio del valore tangibile e intangibile» using 28 Intellectual Capital measurements indicators.

15,15 - 16,30

Round Table Session

Discussants:
Raoul Nacamulli (Chairman)
Juergen Daum
Leif Edvinsson
Luciano Graziotti
Karl-Heinz Leitner
Paolo Martinez
Robert Singer

16,30 - 16,50

Q&A Session

16,50 - 17,10

Robert Singer
Final remarks

Guido Barilla
Conclusion