

## Information

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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

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### 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

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**Thursday, 13<sup>th</sup> 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

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- 10:00**            **Welcome**  
*Mr. Stefan Zickgraf (CEA-PME),  
Coordinator of the InCaS project*
- 10:05**            **Innovation in small and medium-sized  
European companies**  
*Françoise Le Bail, SME Envoy and Deputy  
Director-General of DG  
Enterprise and Industry (tbc)*
- 10:20**            **Presentation of the InCaS project**  
*Prof. Kai Mertins, Fraunhofer IPK,*
- 10:35**            **“Know how to value”: How European  
companies benefit from InCaS**  
*Markus Will, Fraunhofer IPK,*
- 10:50**            **Coffee break**
- 11:00**            **Experiences of SMEs with InCaS**  
*SMEs from five countries report about  
their hands-on experiences with InCaS*
- 12:00**            **Lunch break**
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- 13:00-14:45**    **Lunch and Debate in cooperation with the  
Hanns Seidel Foundation**
- 13:00**            **Welcome**  
*Heidrun Piwernetz, Head of the Representation of  
the Free State of Bavaria to the EU*
- 13:05**            **Knowledge-management and innovation  
- R&D via SMEs, DG Research**  
*Dr. Bernd Reichert, Head of Unit – Research and  
SMEs, DG Research*
- 13:20**            **Intellectual Capital as a key resource for SMEs  
in a global economy**  
*Prof. Leif Edvinsson, leading expert on  
Intellectual Capital*
- 13:40**            **“The role of Intellectual Capital in the  
knowledge-based Economy”**  
*- Representative of the Commission (tbc)  
- Dr. Paul Rübig (MEP)  
- InCaS Experts (Prof. Humphreys, LSE; Prof  
Viedma Marti, UPC; et al.)*
- 14:35**            **Final statement**

## Programme

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- 15:00**            **Coffee Break**
- 15:15-16:00**    **InCaS in practice: how to benefit?**  
*Information sessions with experts and Q&A  
with participants*  
*- Benefits for entrepreneurs*  
*- Benefits for financial institutions*  
*- Benefits for InCaS-partners*
- 15:15**
- 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.*
- 16:00**            **Short summary of the sessions:**  
*- 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

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

### CEA-PME

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