



# Global Forum of Intellectual Capital *Competitividade e Sustentabilidade*

Auditório da Microsoft, Lisboa, Portugal

20 Novembro 2015



[www.gfic.icaa.pt](http://www.gfic.icaa.pt)



# Global Forum Of Intellectual Capital



## Apresentação do Fórum

Em março de 2000, o Conselho Europeu realizou uma reunião extraordinária para aprovar um novo objetivo estratégico para a União Europeia (EU), a fim de fortalecer a economia baseada no conhecimento. O Conselho propôs uma estratégia - a Estratégia de Lisboa - tendo em vista, em 10 anos, tornar a UE na economia baseada no conhecimento mais competitiva e dinâmica do mundo. Os 10 anos passaram, a economia mundial mudou, os centros de decisão começam a ser dominados por algumas economias emergentes e a gestão do capital intelectual tornou-se um fator que influencia a vantagem competitiva e a produtividade das empresas, regiões e até países.

O objetivo deste Fórum é reunir académicos e especialistas em gestão do conhecimento e do capital intelectual, com decisores públicos e empresários para gerar discussão e partilha de conhecimentos sobre a forma como a gestão destes ativos pode gerar maior competitividade e maior desenvolvimento económico das empresas, das cidades, das regiões e dos países.

Este Fórum será organizado pela ICAA - Associação para a Acreditação da Gestão do Capital Intelectual e todas as sessões decorrerão em língua inglesa.



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## PROGRAMA DO FÓRUM

09.00 – 09.30 – REGISTO DOS PARTICIPANTES

09.30 – 09.50 – ABERTURA DO FÓRUM

*Prof. Dr. Florinda Matos – Presidente da ICAA*

*Dr. Dália Turner - HR Director - MICROSOFT Portugal*

09.50 – 10.15 – INOVAÇÃO E CONHECIMENTO: OS DESAFIOS DA ECONOMIA PORTUGUESA

*Orador: Eng. Miguel Botelho Barbosa - Agência Nacional de Inovação*

10.15 – 11.15 – POR QUE É QUE A GESTÃO DO CONHECIMENTO E A GESTÃO DO CAPITAL INTELECTUAL SÃO IMPORTANTES PARA O SUCESSO EMPRESARIAL NO CONTEXTO DA ECONOMIA CRIATIVA?

*Orador: Prof. Dr. Marta-Christina Suciú - Bucharest University of Economics*

11.15 – 11.30 – COFFEE BREAK

11.30 – 12.45 – A GESTÃO DO CAPITAL INTELECTUAL E AS EMPRESAS PORTUGUESAS: REFLEXÕES SOBRE O PRESENTE E O FUTURO

Round Table com Empresas:

- *Dr. Dália Turner - HR Director - MICROSOFT Portugal*
- *Prof. Ernesto Morgado - Chairman - SISCOG, SA*
- *Dr. João Ornelas - Partner & Managing Director - GRANDESIGN*

*Moderador: Dr. Luís Ferreira Lopes - Jornalista*

12.45 – 14.00 – ALMOÇO

14.00 – 15.00 – DIAGNOSTICANDO O POTENCIAL DE CRIAÇÃO DE RIQUEZA DAS NAÇÕES NO CONTEXTO DA ECONOMIA DO CONHECIMENTO - REFLEXÕES SOBRE O CASO DE ESPANHA E PORTUGAL

*Orador: Prof. Dr. José María Viedma - Polytechnic University of Catalonia*

15.00 – 16.00 – O CAPITAL INTELECTUAL DAS REGIÕES - DESAFIOS PARA O AJUSTE À REVOLUÇÃO TECNOLÓGICA

*Orador: Dr. Manfred Bornemann - Intangible Assets Consulting GmbH*

16.00 – 16.30 – COFFEE BREAK

16.30 – 17.00 – PROJETOS DA ICAA: PRESENTE E FUTURO

*Orador: Prof. Dr. Florinda Matos – Presidente da ICAA*

17.00 – 17.40 – A GESTÃO DO CAPITAL INTELECTUAL COMO MOTOR DO DESENVOLVIMENTO DA CIÊNCIA E DA INOVAÇÃO

*Orador: Prof. Dr. Miguel Poiares Maduro*

17.50 – ENCERRAMENTO DO FÓRUM

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## APRESENTAÇÃO DOS ORADORES



### Prof. Dr. Florinda Matos

Florinda Matos is PhD in Social Sciences, Organizational Behaviour Studies by Technical University of Lisbon. She has a master's degree in business sciences by ISCTE - IUL Business School, an Engineer's degree, in Agricultural Engineering and a Licentiate degree in Management of Agricultural Business by Polytechnic Institute of Santarém.

She teaches several disciplines in graduate and post-graduate courses (marketing, intellectual capital, knowledge management, innovation, entrepreneurship, reward systems, human capital management) and she is a business consultant. Her main research interests are: Knowledge Management, Intellectual Capital, Measuring of Intangibles, Marketing Strategy, Innovation and Entrepreneurship.

Currently, she is ICAA's (Intellectual Capital Accreditation Association) president and she is leading the ICLab® – Research Center in Intellectual Capital.

She is a member of the Research Centre Dinâmia - CET – ISCTE – IUL and of the Research Centre for History and Science, Prof. Joaquim Veríssimo Serrão, Portugal.

She is member of the scientific committee of several international conferences, where she has participated as a track chair.

She has more than 30 published academic articles, papers, book chapters and scientific specialized journals, related to knowledge management, intellectual capital and innovation. She has also been an active participant in the press, where she has published more than 200 articles of opinion on issues of economic and social actuality.

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## Eng. Miguel Botelho Barbosa

With a University graduation in Engineering and an MBA, Miguel Barbosa has an extensive experience in Innovation Policy, Strategy and Corporate Development topics.

With an international experience, early in his career, in Germany, was involved in New Business Development Analysis for

technology commercialization at the largest European applied research organization. Returning to Portugal joined an integrated telecommunications provider where it has had an intense experience in Corporate Strategy, Corporate Finance and Corporate Venturing.

Served as Executive Director of Fraunhofer Portugal Research, a not-for-profit contract research organization focused in mobile ICT. And, from March 2013 to September 2014, served as advisor to the Secretary of State for Entrepreneurship Competitiveness and Innovation at the Portuguese Ministry for Economy, offering advice in shaping the Portuguese Government policy in topics such as new venture financing (grants, public venture capital, business angels), entrepreneurship support, technology based entrepreneurship, R&D incentives and industrial innovation.

From 2008 to 2013 Mr. Barbosa was an invited lecturer at the Faculty of Engineering of the University of Porto, teaching "Business Plan Development" at the Master in Innovation and Technological Entrepreneurship (Post-Graduate Program).

Mr. Barbosa is a Board Member of the Portuguese National Innovation Agency since October 2014.



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## Prof. Dr. Marta-Christina Suciu

Full professor & PhD supervisor, Bucharest University of Economics (known also as ASE). Topics of the courses: "Economics and Economic Policies"; "Knowledge-based economy"; "Creative & Innovative Management"; "Strategies for Innovative based Competitiveness. An European perspective".

PhD supervisor "Economics", ASE PhD School, Bucharest Romania, since 2002. Post PhD supervisor, since 2010.

Research fellow (1983-1990) and senior research fellow III (1990-1993), National Institute for Economic Research, Romanian Academy, 1983-1993. Since 1993 teaching & research activities at ASE. Passing step by step the professional development routes for an academic career (from junior lecturer, 1993 towards full professor, 2000 & PhD supervisor, 2002), Economics & Economic Policies Department, ASE.

Graduate of Cybernetics, Statistics and Economic Informatics Faculty (CSIE), Academy of Economic Studies Bucharest (ASE), 1981.

Main topics of interest: Knowledge-based society, intellectual capital, KM, creative economy, Creative & Innovative Management; Knowledge Management and Innovation; Investing in people and skills; Intellectual Capital.

Researcher (member of research teams for 27 projects and coordinator/director of six national research projects dedicated to the topics such as:

"Creative economy & knowledge-based society. Challenges and opportunities for Romania", "IDEI Programme", IDEI 1224, 2007-2010 (coordinator).

"Economic convergence and knowledge-based society", "CEEX Programme", CEEX 220/2006; 2006-2008 (Director of the ASE research team. ASE had been one of the partners within this project coordinated by the Romanian Academy, National Institute for Economic Research).

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[Prof. Dr. José María Viedma](#)

José M. Viedma is a Doctor of Industrial Engineering, a graduate in Economics and Professor of Strategic Management of Intangibles at U.P.C., Polytechnic University of Catalonia and UPC School of Professional & Executive Development, Barcelona, Spain.

He has held top executive positions in computer services and management consultancy firms. He is president and founding partner of “Intellectual Capital Management System” and founding partner of M&A Fusiones y Adquisiciones. He is also founding member of the following institutions: “The new club of Paris”, CISC (Comunidad Iberoamericana de Sistemas de Conocimiento) and IAKM (International Association for Knowledge Management).

He specifically teaches and researches on the subject of knowledge management and intellectual capital management at the micro level and knowledge economy and knowledge based development at the macro level.

He is an advisory board member of the following journals:

- Journal of Intellectual Capital <http://www.emeraldinsigth.com>
- Electronic Journal of Knowledge Management <http://www.ejkm.com/>
- Journal: Knowledge Management Research and Practice <http://www.palgravejournals.com/kmrp/>
- Journal of Knowledge Management <http://www.emeraldinsigth.com>
- KMPro Journal <http://www.kmpro.org>

His current field of interest is focused on strategic management of knowledge, intellectual capital and intangible assets practical research and he has consulted and developed management frameworks and systems worldwide on those matters.

His international research has crystallized in practical methodologies such as ICBS, SCBS, CICBS, RICBS and NICBS.

Further information can be found in: <http://www.jmviedma.com/>

# Global Forum Of Intellectual Capital



## Dr. Manfred Bornemann

Diploma in business studies 1995, KFU Graz.

University Assistant at the Institute for International Management KFU Graz.

Conferral of a Doctorate, KFU Graz.

Additional training for "International Management" at Harvard Business School.

Self-employed as a business consultant since 1998.

Managing Director of Intangible Assets Consulting GmbH since 2005.

International teaching, publication and lecturing with the focus on "Strategic Management of Intellectual Capital" since 1998.

Founding member of the international "Arbeitskreis Wissensbilanz".

Reviewer in "Journal for Intellectual Capital" and "The Learning Organization" and for various international conferences.

Co-founder and board member of the Wissensmanagement Forum e.V.

Advisory Council Plattform Wissensmanagement e.V.

Co-founder and board member GfWM Gesellschaft für Wissensmanagement e.V.

Core team member of the Wissensregion Steiermark - Presentation of regional potentials and strategic options.

Scientific Advisory Council of the EU project InCaS – Intellectual Capital Statements in Europe.

Founding member and "Executive Board for methods and training" in the Bundesverband Wissensbilanzierung.

Further information can be found in: <http://ia-consulting.at/team/dr-manfred-bornemann/>



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## Prof. Dr. Miguel Poiares Maduro

Miguel Poiares Maduro was born in 1967. He was Director of the Global Governance Program and Professor of Law at the European University Institute in Florence, Italy. He was also Visiting Professor at the Faculty of Law at Yale University in the United States of America. Advocate-General at the European

Court of Justice in Luxembourg from 2003 to 2009.

Having been Fulbright Visiting Research Scholar at Faculty of Law at Harvard University, USA. Doctor in Law by the European University Institute, he has and won the Purpose Prize Europe for the best PhD thesis of that year.

Lecturer at numerous institutions, including: College of Europe, Catholic University of Lisbon, New University of Lisbon, London School of Economics, University of Chicago Law School, Centre for Political and Constitutional Studies of Spain, Ortega y Gasset Institute in Madrid, and Institute of European Studies of Macau.

In 2010 he was awarded with the prestigious Gulbenkian Prize for Science. Previously he has already been made Commander of the Order of Santiago da Espada by the President of the Portuguese Republic for literary, scientific and artistic merit (2006). He was the first awarded with the Rowe and Maw Prize at the European University Institute.

Among his extensive published works stand out: "We the Court - The European Court of Justice and the European Economic Constitution", "The past and Future of EU Law" and "The Plural Constitution - Constitutionalism and the European Union". He was Law consultant in several cases of international significance and joined the High Level Group of the European Commission on Media Pluralism and Freedom of Information. He was a member to the Political Committee of Aníbal Cavaco Silva's candidacy to the 2011 presidential elections.

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## Apresentação da ICAA

A ICAA é uma associação sem fins lucrativos, de âmbito internacional, criada em Santarém – Portugal, em Abril de 2010.

A ICAA é uma entidade com reconhecimento do Estatuto de Mecenato Científico (Despacho n.º 4544/2015. Diário da República n.º 87/2015, Série II de 2015-05-06).

A ICAA tem como missão ajudar as organizações a transformar capital intelectual em valor acrescentado, contribuindo para o desenvolvimento económico e social sustentável.

A ICAA tem os seguintes objetivos:

- Promover a gestão do capital intelectual das organizações;
- Fomentar a constituição de redes empresariais / organizacionais e de clusters de desenvolvimento regional integrado;
- Estabelecer parcerias com outras entidades nacionais e internacionais;
- Apoiar e / ou promover iniciativas sob a forma de seminários, conferências, colóquios ou outras formas de reflexão coletiva;
- Promover o intercâmbio mundial de experiências e ideias na área da gestão do capital intelectual;
- Fomentar a investigação aplicada ao desenvolvimento empresarial / organizacional;
- Promover a investigação científica a nível nacional e internacional;
- Dotar os recursos humanos das empresas e das organizações de ferramentas que permitam melhorar a competitividade e a produtividade;
- Contribuir para o desenvolvimento sustentável e competitivo da economia dos países, através a valorização dos seus ativos intangíveis.

A ICAA é composta por académicos, representantes de instituições públicas e executivos de empresas, com a tarefa de promover a inovação e a excelência na gestão do capital intelectual na Europa e no mundo, construindo uma rede de conhecimento que permita a partilha de melhores práticas de negócios.

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## Conselho Consultivo

O Conselho Consultivo é composto por académicos, empresários e organizações. Este Conselho é o responsável pela definição estratégica de desenvolvimento da ICAA.

## Membros do Conselho Consultivo

- Aino Kianto (Finlândia)
- Albino Pedro Lopes (Portugal)
- Alexandre Caldas (Portugal)
- António Câmara (Portugal)
- Fábio Batista (Brasil)
- Florinda Matos (Portugal)
- José Maria Viedma (Espanha)
- Leif Edvinsson (Suécia)
- Maria do Rosário Cabrita (Portugal)
- Maria Leonor Cardoso (Portugal)
- Marta-Christina Suciú (Roménia)
- Nick Bontis (Canadá)
- Peter Heisig (Reino Unido)
- Susana Rodrigues (Portugal)
- Válder Vairinhos (Portugal)
- Câmara Municipal de Santarém (Portugal)

