



# Global Forum of Intellectual Capital *Competitiveness and Sustainability*

Microsoft Auditorium, Lisbon, Portugal

20<sup>th</sup> November 2015



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

# Global Forum Of Intellectual Capital



## Global Forum Presentation

In March 2000, the European Council held a special meeting to approve a new strategic goal for the European Union (EU) in order to strengthen the knowledge-based economy. The Council proposed a strategy - the Lisbon Strategy - with a view of making, in 10 years, the EU the most competitive and dynamic knowledge based economy in the world. 10 years have passed, the world economy has changed, the decision-makers are beginning to be dominated by emerging economies and the management of intellectual capital has become a factor influencing the competitive advantage and productivity of businesses, regions and even countries.

The purpose of this Forum is to bring together academics and experts in knowledge management and intellectual capital with public decision-makers and entrepreneurs to generate discussion and sharing of knowledge on how the management of these assets may generate greater competitiveness and greater economic development of companies, cities, regions and countries.

This Forum will be organized by ICAA - Association for Accreditation of Intellectual Capital Management.



# Global Forum Of Intellectual Capital



## FORUM PROGRAMME

09.00 – 09.30 – REGISTRATION OF PARTICIPANTS

09.30 – 09.50 – FORUM OPENING

*Prof. Dr. Florinda Matos - ICAA President*

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

09.50 – 10.15 – INNOVATION AND KNOWLEDGE: THE CHALLENGES OF THE PORTUGUESE ECONOMY

*Keynote Speaker: Eng. Miguel Botelho Barbosa - Portuguese National Innovation Agency*

10.15 – 11.15 – WHY KNOWLEDGE MANAGEMENT AND INTELLECTUAL CAPITAL MANAGEMENT ARE IMPORTANT TO BUSINESS SUCCESS IN THE CONTEXT OF CREATIVE ECONOMY?

*Keynote Speaker: Prof. Dr. Marta-Christina Suciu - Bucharest University of Economics*

11.15 – 11.30 – COFFEE BREAK

11.30 – 12.45 – THE INTELLECTUAL CAPITAL MANAGEMENT AND THE PORTUGUESE COMPANIES: REFLECTIONS ON THE PRESENT AND THE FUTURE

*Round Table with Companies:*

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

*Chair: Dr. Luís Ferreira Lopes - Journalist*

12.45 – 14.00 – LUNCH

14.00 – 15.00 – DIAGNOSING NATIONS' WEALTH CREATION POTENTIAL IN THE KNOWLEDGE ECONOMY CONTEXT – REFLECTIONS ON THE CASE OF SPAIN AND PORTUGAL

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

15.00 – 16.00 – THE INTELLECTUAL CAPITAL OF REGIONS - CHALLENGES TO ADJUST TO A TECHNOLOGICAL REVOLUTION

*Keynote Speaker: Dr. Manfred Bornemann - Intangible Assets Consulting GmbH*

16.00 – 16.30 – COFFEE BREAK

16.30 – 17.00 – ICAA PROJECTS: PRESENT AND FUTURE

*Keynote Speaker: Prof. Dr. Florinda Matos – ICAA President*

17.00 – 17.40 – THE INTELLECTUAL CAPITAL MANAGEMENT AS DRIVER OF DEVELOPMENT OF SCIENCE AND INNOVATION

*Keynote Speaker: Prof. Dr. Miguel Poiares Maduro*

17.50 – FORUM CLOSING

# Global Forum Of Intellectual Capital



## SPEAKERS PRESENTATION



### 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 Dinâmica - 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 Suciú

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/>



# Global Forum Of Intellectual Capital



## 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.

# Global Forum Of Intellectual Capital



## ICAA Presentation

ICAA - Intellectual Capital Accreditation Association is an international, non-profit association, created in Santarém - Portugal, in April 2010.

ICAA was acknowledged as a beneficiary of the status of scientific patronage (The Ministerial Order nº 4544/2015. Diário da República n.º 87/2015, Series II of 2015-05-06).

ICAA's mission is to help organizations to transform intellectual capital into added value, contributing to economic and social development.

ICAA has the following objectives:

- To promote and encourage the management of organizations intellectual capital;
- To encourage the formation of business networks / clusters of organizational and integrated regional development;
- To establish partnerships with other national and international organizations;
- To support and / or promote initiatives in the form of seminars, conferences, workshops or other forms of collective reflection;
- To promote the worldwide exchange of ideas and experiences in the intellectual capital management field;
- To promote applied research on business development;
- To promote scientific research at national and international levels;
- To provide the enterprises and organizations human resources of tools to improve productivity and competitiveness;
- To contribute to the sustainable and competitive development of the economy of the countries, through the valuation of their intangible assets.

ICAA is composed of academics, representatives of public institutions and executives of companies, with the task to promote innovation and excellence in the management of intellectual capital in Europe and in the World, building a network of knowledge that allows the sharing of best business practices.

# Global Forum Of Intellectual Capital



## ICAA Advisory Board

The Advisory Board is composed of academics, entrepreneurs and organizations. This Council is responsible for the development of ICAA's strategy.

### Members of Advisory Board

- Aino Kianto (Finland)
- Albino Pedro Lopes (Portugal)
- Alexandre Caldas (Portugal)
- António Câmara (Portugal)
- Fábio Batista (Brazil)
- Florinda Matos (Portugal)
- José Maria Viedma (Spain)
- Leif Edvinsson (Sweden)
- Maria do Rosário Cabrita (Portugal)
- Maria Leonor Cardoso (Portugal)
- Marta-Christina Suciú (Romania)
- Nick Bontis (Canada)
- Peter Heisig (United Kingdom)
- Susana Rodrigues (Portugal)
- Válder Vairinhos (Portugal)
- City Council of Santarém (Portugal)

