

Jean-Philippe Desmartin

Chair, WICI Europe

Welcome speech – Brussels – November 7, 2019

Dear Colleagues of the World Intellectual Capital Initiative (WICI), dear Stakeholders, dear Friends.

I am happy to contribute to the opening of this great conference, the 3rd edition of the WICI Europe conference, here in Brussels, after Paris in 2015 and Frankfurt in 2017, in this wonderful place that is the University Club Foundation.

My name is Jean-Philippe Desmartin. It is an honor for me to chair WICI Europe since 2015. In 2006-2007, I had the pleasure to be part of the launching of WICI initiative in Paris under the umbrella of the OECD, the Organisation for Economic Co-operation and Development.

The title of the conference is again “Intangibles: European State of the Art”. The objective of being in Brussels this year, is clearly to engage with European Institutions and a diversity of stakeholders (corporates, investors...) interested in contributing, from a European policy perspective, to improve the understanding, measurement, reporting and management of intangibles. As a key conclusion, many speakers and participants will address today the central importance of intangible resources for European growth and sustainable development.

WICI Europe is also happy to see the development of contacts and collaborations with key global organizations such as the IIRC, the International Integrated Reporting Council, and the WBCSD, the World Business Council for Sustainable Development, which recognize the legitimacy and credibility of WICI to explore, work and progress on Intangibles. These collaborations

clearly help us to have more impact to promote the awareness and understanding of intangibles.

It is also noteworthy that since last year WICI Europe has strengthened because our national jurisdictions have become more and more recognized. In particular, WICI Italy (OIBR) has transformed into a legal Foundation, while WICI France (Observatoire de l'Immatériel) has become involved in a French standard setter project on the consolidation of the extra-financial information world. Meanwhile, WICI France and WICI Europe have issued a new set of WICI-KPIs focused on the food and beverage industry and that aim to catch the value processes typical of this sector.

But it is high time to conclude. The programme is dense and diverse with top quality speakers and issues addressed. Then, to conclude, I wish you a great conference for all of you.

Thank you for your attention.

Jean-Philippe Desmartin
Chair WICI Europe
Edmond de Rothschild AM, Head of Responsible Investment