



4th WICI Europe International Policy Conference

“INTANGIBLES: THE EUROPEAN STATE OF THE ART”

c/o ACE Events – Accountancy Europe
Avenue d’Auderghem 22, B-1040, Brussels
Friday 1st December 2023, 09.00-16.30
hybrid format (in-person and live streaming)

in collaboration with



WICI Europe, c/o EIASM, 38, Rue Fossé aux Loups, 1000, Brussels

INTANGIBLES: BACK TO THE FUTURE?

With this International biennial Conference series, WICI Europe, the regional jurisdiction of the Global International Association WICI (*World Intangible Capitals Initiative*), aims to investigate the central importance of intangibles and the associated information for the long-term, inclusive and balanced growth of European companies, markets and regions; in so doing, the event series intends to relaunch and foster at the policy level the crucial issues, dynamics and reflections linked to these “special” resources for the management, development and growth of a knowledge-based, digital, sustainable and inclusive global economy.

Since many years, academics and other commentators have expressed their concern that the current financial reporting model largely “hides” the contribution that the most important intangibles – especially if internally generated – make to both business performance and value creation. In this vein, several observers believe that financial reporting today does not fully reflect the real strengths of a company, its sources of competitiveness, and its capacity to create long-term value as well as its sustainability over time. And yet the pervasiveness and transversal nature as well as the elusiveness of these resources make it difficult to manage and measure them in a coherent and holistic way at organizational, industry and macro levels.

On the other hand, in this crucial moment for the promotion of the sustainable behaviour of companies, especially in the European Union, it is to be noted that the disclosure on intangibles is an integral part of the Corporate Sustainability Reporting Directive (CSRD) (new addition to art. 19(1) of the 2013 Accounting Directive). In this respect, the EU is going to be the first economically advanced region of the world to mandate the disclosure of sustainability- and non-sustainability-related intangibles in the company reporting system.

Furthermore, as pointed out in a 2021 joint WICI-Value Reporting Foundation position paper, some SDGs (growth; decent work; responsible production) cannot be achieved without the contribution of intangibles. In other words, there seems to be no contradiction between pursuing corporate sustainability and developing and disclosing intangible capitals (human, social-relational, and organizational-intellectual). Indeed, the two are the pillars of a new economic and financial system and of an innovative way to carry out business and corporate governance activity.

After the successful events held in Paris (2015), Frankfurt (2017), and Brussels (2019), and a pause due to the pandemic crisis, the objective of this hybrid format Conference is to engage with European and international institutions and a diversity of stakeholders interested in contributing, from a policy perspective, towards a better understanding, measurement, reporting and management of intangibles, thus providing new inputs and ideas towards these crucial reporting issues for the future.

FOR CONFERENCE REGISTRATION CLICK ON ONE OF THE FOLLOWING LINKS:

In-person participation in Brussels: [link](#)

Online participation: [link](#)

Participation is free of charge, but previous online registration is requested

PROGRAMME

Welcome coffee from 8.30am (ground floor)

09:00 – WELCOME (*Grande Salle*) <https://us02web.zoom.us/j/84280328002?pwd=WUllTncrV3UwL0dSS0ZqWXRzOTZlZz09>

Jean-Philippe Desmartin (Chair, WICI Europe; Head of Responsible Investment, Edmond de Rothschild Asset Management; and Co-Chair, EFFAS Commission on ESG)

Takayuki Sumita (Chair, WICI Japan, and member of the “Integrated Reporting and Connectivity Council” (IRCC), IFRS Foundation) (*video-message*)

Hans Buysse (Chair, Administrative Board, EFRAG)

09:15 – PLENARY SESSION 1 – THE PAST, THE PRESENT, AND THE FUTURE OF WICI (*Grande Salle*)

Stefano Zambon, (Secretary General, WICI Italy-O.I.B.R.; Co-founder and former Chair, WICI Global; and member of the “Integrated Reporting and Connectivity Council” (IRCC), IFRS Foundation)

Jean-Philippe Desmartin (Chair, WICI Europe; Head of Responsible Investment, Edmond de Rothschild Asset Management; and Co-Chair, EFFAS Commission on ESG)

Mario Abela (Chair, WICI Global; Strategic Advisor, Value Balancing Alliance; and member of the “Connectivity Council”, EFRAG)

9:35 – PLENARY SESSION 2 – THE VIEWS OF THE POLICYMAKERS AND SECURITIES REGULATORS (*Grande Salle*)

Sven Gentner (Head of Corporate Reporting Unit, DG FISMA, European Commission)

Futoshi Nasuno (Secretary General, Cabinet Office, Japanese Government) (*in video connection*)

Alessandro D’Eri (Senior Policy Officer, ESMA) (*in video connection*)

Chair: **Stefano Zambon** (Secretary General, WICI Italy-O.I.B.R.)

10:20 – PLENARY SESSION 3 – WHICH INFORMATION ON INTANGIBLES DO INVESTORS AND MARKETS “CONSUME” FOR THEIR DECISION-MAKING? (*Grande Salle*)

Jean-Baptiste Rouphael (Head of Sustainability Research, ODDO BHF); **François Perrin** (Head of ESG, GBL-Groupe Bruxelles Lambert)

Chair: **Jean-Philippe Desmartin** (Head of Responsible Investment, Edmond de Rothschild Asset Management; Co-Chair, EFFAS Commission on ESG; and Chair, WICI Europe)

11:00-11:20 A QUICK COFFEE BREAK

11:20 – PLENARY SESSION 4 – CORPORATES AT THE FOREFRONT: GAPS AND NEEDS ABOUT THE PRODUCTION OF INFORMATION ON INTANGIBLES (*Grande Salle*)

Tjeerd Krumpelman (Head of Advisory, Reporting & Engagement, ABN AMRO); **Ian Bishop** (Head of Accounting, Consolidation & External Reporting, Roche, and Chair, Global Preparers Forum, IFRS Foundation);

Pietro Gasparri (Head of ESG and M&A, Unieuro Consumer Electronics)

Chair: **Michel Dewolfs** (Chair, WICI Belgium, and Co-CEO, Areopa)

12:00 – THE MIDDAY KEYNOTE SPEECH (*Grande Salle*)

Andreas Barckow (Chair, International Accounting Standards Board-IASB)

Intangibles: The Roadmap of the IASB

Chair: **Hans Buysse** (Chair, Administrative Board, EFRAG)

12.15 – PLENARY SESSION 5 – INTANGIBLES AND THE VIEWPOINTS OF INTERNATIONAL SUSTAINABILITY STANDARD SETTERS (*Grande Salle*)

Patrick de Cambourg (Chair, Sustainability Reporting Board, EFRAG) (*in video connection*)

Richard Barker (Board member, International Sustainability Standards Board-ISSB)

Eelco van der Enden (CEO, Global Reporting Initiative-GRI)

Chair: **Stefano Zambon**, (Secretary General, WICI Italy-O.I.B.R. Foundation; and Professor of Business Economics, University of Ferrara)

13:00-14.00 – LUNCH

14.00 – PLENARY SESSION 6 – *THE RESPONSES: INTANGIBLES, CONNECTIVITY, AND INTEGRATION IN REPORTING: UNCONGENIAL TWINS?* (Grande Salle)

<https://us02web.zoom.us/j/84280328002?pwd=WUllTncrV3UwL0dSS0ZqWXRzOTZEZz09>

Georg Lanfermann (Chair, German Accounting Standard Setter-DRSC); **Laura Girella** (Technical Director, Connectivity and Integrated Reporting, IFRS Foundation); **Chiara Del Prete** (Chair, Sustainability Reporting TEG, EFRAG; former Chair, Financial Reporting TEG, EFRAG; and Chair of the International Forum of Accounting Standard Setters); **Seema Jamil-O'Neill** (Technical Director, UK Endorsement Board-UKEB); **Shari Littan** (Director, Corporate Reporting Research & Policy, Institute of Management Accountants-IMA)
Chair: **Mario Abela** (Chair, WICI Global)

1st SLOT OF PARALLEL SESSIONS (15.00-15.40)

15:00 - PARALLEL SESSION A – *THE VALUE OF IP AND HUMAN CAPITAL IN COMPANY VALUE CREATION* (care of WICI France/Institut Français de l'Immatriel-IFI) (Grande Salle)

<https://us02web.zoom.us/j/84280328002?pwd=WUllTncrV3UwL0dSS0ZqWXRzOTZEZz09>

Stéphane Trébuq (Professor of Human Capital & Global Perfor., University of Bordeaux) (*in video connection*)

André Gorius (President, WICI France-Institut Français de l'Immatriel-IFI)

Chair: **Michael Kos** (Intellectual Property Finance and Valuation Expert, World Intellectual Property Organization-WIPO)

15:00 - PARALLEL SESSION B – *INTANGIBLES AND BANKING CREDIT MERIT* (care of WICI Belgium)

(Salle Maastricht et Rome – 4th floor) <https://us02web.zoom.us/j/81612295328?pwd=Z3pSKzVnRWwrbHVuU2V1dnpXZXFyZz09>

Tjeerd Krumpelman (Head of Advisory, Reporting & Engagement, ABN AMRO)

Karien Husson (Senior Investment Manager, PMV)

Marco Pasquotti (Chairman, Italian CFOs Association (ANDAF) – North-Eastern Section, and Partner, Escaluscapital Ltd)

Chair: **Michel Dewolfs** (President, WICI Belgium, and Co-CEO, Areopa Group)

2nd SLOT OF PARALLEL SESSIONS (15.40-16.20)

15:40 – PARALLEL SESSION C – *INTANGIBLES AND SMEs* (care of WICI Italy) (Grande Salle)

<https://us02web.zoom.us/j/84280328002?pwd=WUllTncrV3UwL0dSS0ZqWXRzOTZEZz09>

Ludo Pyis (Founder and President, Areopa)

Gianluca Manca (European Banking Federation and EFRAG SMEs Working Group) (*in video connection*)

Chair: **Alessandro Lai** (President, WICI Italy/Italian Foundation for Business Reporting-O.I.B.R.)

15:40 – PARALLEL SESSION D – *ACADEMIC STUDIES ON INTANGIBLES – The EAA Intangibles Study Group* (Salle Maastricht Rome–4th floor) <https://us02web.zoom.us/j/81612295328?pwd=Z3pSKzVnRWwrbHVuU2V1dnpXZXFyZz09>

8-minute presentations by:

Christina Dargenidou (University of Exeter) and **Jan Marton** (University of Gothenburg), “*Study the Past if You Would Define the Future*”: evidence from the consistency between capitalized and expensed intangible expenses

Jan Marton (University of Gothenburg) and **Catalin Starica** (University of Neuchâtel), *Recognition of intangibles from investors' perspective*

Laura Girella (University of Modena and Reggio Emilia) and **Stefano Zambon** (University of Ferrara), *The usefulness of disclosures on unaccounted intangibles for CFOs and Investors: an international investigation*

Janice Denoncourt (Nottingham Law School, Nottingham Trent University), *Corporate governance reporting and intangible assets: connectivity between trademark law and sustainability to regulate greenwashing risks*

Clemence Garcia (Gakushuin University, Tokyo), **Janice Denoncourt** (Nottingham Law School, Nottingham Trent University), and **Alberto Quagli** (University of Genoa), *Taxonomies for intangibles: tagging and XBRL*

Chair: **Stefano Zambon** (Professor of Business Economics, University of Ferrara)

16:20 – CONCLUSIVE PLENARY SESSION (Grande Salle)

Jean-Philippe Desmartin (Chair, WICI Europe; Head of Responsible Investment, Edmond de Rothschild Asset Management; and Co-Chair, EFFAS Commission on ESG)