



UNITED NATIONS  
DEPARTMENT OF ECONOMIC AND SOCIAL AFFAIRS  
STATISTICS DIVISION

IA/01  
13 July 2006

**Seminar**  
**Creation, Recognition and Valuation**  
**of**  
**Intellectual Assets**

**New York, 13 – 14 July 2006**  
United Nations, Conference room 6

**AGENDA**

**Thursday, 13 July 2006**

*Morning (9:30am – 1:00pm)*

*Registration of participants (9:00-9:30)*

First session. Chair: Ivo Havinga, UNSD

1. **Opening statements**  
Mr Paul Cheung, Director, UNSD  
Mr Bob Shearer, Program Director, National Knowledge & Intellectual Property Management Taskforce
2. **Keynote** - Baruch Lev, Stern school of Business NYU.  
*To draw attention to the magnitude and importance of research and development and intellectual assets and provide perspective on its affects economic developments and its value in capital markets and international trade.*
3. **Introduction and objectives of the meeting, agenda.**
4. **Intangible capital and economic growth** – Charles Hulten, NBER, University of Maryland.
5. **The role of research and development and intellectual assets in the 1993 System of National Accounts (1993 SNA) – UNSD.**  
*Overview of discussions and conclusions on research and development and intellectual assets in the 1993 SNA update process.*

*Afternoon (2:30pm – 6:00pm)*

Second session. Chair: Robin Lynch, ONS, UK

6. **Research and development satellite account** – Sue Okubo, BEA.  
*BEA's work on the research and development satellite account.*
7. **Creating values from intellectual assets** – Yoshiaki Tojo, OECD.  
*Report on the work of the OECD on intellectual assets*
8. **Measuring research and development and knowledge capital formation in open economies**– Dirk van den Bergen, Statistics Netherlands.  
*Research and development expenditure in the Dutch national accounts*

**Friday, 14 July 2006**

*Morning (9:00am – 1:00pm)*

Third session: Chair: Bob Shearer, NK&IPMTF

9. **Business accounting standards** - Halsey Bullen, Regenia Cafini, FASB.  
*An update on current international and national accounting standards for R&D and intangible assets, including how changes in accounting for business combinations affect this area of interest. Insights into ongoing current convergence efforts and possible future projects at the IASB and FASB.*
10. **Financial information and corporate valuation** – Steven Henning, Marks Paneth & Shron.  
*The role of intellectual property in capital markets.*
11. **Enhanced business reporting** – Roland Burgman, AssetEconomics Inc,  
*Providing information to make better decisions.*
12. **Brands and marketing investments** – Joanna Seddon, Millward Brown Optimor.  
*Investment decisions, return on investment, shareholder value and linking brand and marketing decisions to business financials.*
13. **Intellectual assets in business decisions** – Mike Geoffrey USG Corporation  
*The utilization of intellectual property valuation in business decisions.*

*Afternoon (2:00pm – 5:00pm)*

Fourth session. Chair: Karen Wilson, Statistics Canada

14. **Valuation and value creation in a knowledge economy** – Bo Heiden, CIP, Chalmers University of Technology.  
*The valuation and management of intellectual assets, property, and capital.*
15. **Public sector intellectual property management for public health outcomes: implications for statistical analysis and valuation.** – Ms Roya Ghafele, WIPO  
*Intellectual property valuation and reporting in the context of life sciences.*
16. **Conclusions**  
Summary, conclusions and considerations for follow up.