

EVLIA TRANSNATIONAL EXPERT WORKSHOP

SEPTEMBER 19TH, 2013 (VIENNA, AUSTRIA) AT IMPERIAL RIDING SCHOOL RENAISSANCE VIENNA HOTEL

AGENDA

- 09:30** **REGISTRATION**
- 10:00 Welcome from Host AWS
Gerald Ruppert, Head of department IPR & Market Research at aws
- 10:05 Opening Speech and introduction to EVLIA
Roberto Sandrini (on behalf of the lead partner Chamber of Commerce of Venice)

MORNING SESSION I – STATE OF THE ART OF INTANGIBLE ASSET VALORIZATION IN EUROPE AND WORLDWIDE

Chair: *Bernhard Felderer, Senior Fellow, ECONOMICA and President of the Government Debt Committee of Austria*

- 10:15 IP and Intangible Assets Valorization – an Overview of Current Activities of the European Commission.
Leonor Pires, Policy Officer, European Commission, DG Research & Innovation, Brussels
- 10:30 Intangible Asset Based Value Creation and IP Valorization - an Analysts' Perspective on Recent Experiences and Challenges.
Ingo Rollwagen, Senior Analyst, Deutsche Bank Research, Frankfurt am Main
- 10:50 The Use of Intangible Assets as Loan Collateral – Evidence and State of the Art of IP Based Collateralization in the US and in the Global Financial Market.
Maria Loumioti, Assistant Professor of Accounting, USC Marshall School of Business, Los Angeles
- 11.15** **COFFEE BREAK**
- 11:30 Current Practice of IP/Intangible Asset Valuation and Overview of Implemented Methodologies with a Specific Focus on SEE – Results of the EVLIA Global Survey.
Alexander G. Welzl, Senior Reseacher, ECONOMICA (WP3 leader)

MORNING SESSION II – METHODOLOGIES OF INTANGIBLE ASSET VALUATION BASED ON EVLIA 3-TIER MODEL

Chair: *Leonor Pires, European Commission*

- 12:00 A Methodology of Integrated Intangible Assets Valuation – Best Practice Case from Italy (According to the Tier 3 of the EVLIA Model).
Sara Giordani, founder of TTP Lab, Technology Transfer Program & Laboratory
- 12:20 Two Selected Methodologies for Patent and Brand valuation – Description of the Approach using Practical Examples (According to Tiers 1 and 2 of the EVLIA model).
Alexander G. Welzl, ECONOMICA
- 13:00 LUNCH**

AFTERNOON SESSION I – EXPERT DISCUSSION OF IP/INTANGIBLE ASSET VALORISATION METHODOLOGIES

- 14:00 Guideline for the Group Discussion,
Peter Pawlek, aws
- 14:30 Discussion of experts (divided into groups)
- 16:00 COFFEE BREAK**

AFTERNOON SESSION II – WRAP-UP SESSION AND LESSONS LEARNED FROM THE EXPERT DISCUSSION

- 16:20 Wrap-up of Discussion per Group,
Alexander G. Welzl, ECONOMICA
- 16:50 Closing Remarks
Alexander G. Welzl & Roberto Sandrini
- 17:00 END OF WORKSHOP**