

## Measuring Investment in Intangibles

Joint Conference by COINVEST and the OECD

OECD Conference Centre, 2, rue André Pascal  
75775 Paris Cedex 16, France

[WWW.OECD.ORG/CONFERENCECENTRE](http://WWW.OECD.ORG/CONFERENCECENTRE)

### Programme

#### TUESDAY JUNE 2<sup>ND</sup> 2009

Opening :

- 9:00 am YOSHIAKI TOJO, OECD  
OECD work on intangibles
- 9:20 am JONATHAN HASKEL, COINVEST  
EU FP7 COINVEST project

**OECD Work on Intangibles (Intellectual Assets)-** Work on intangible investments within OECD has been launched back in the 1980's, according to two main theories: human capital theory and the theory of innovation and technical change. With growing interest in intangible investments in the knowledge-based economy, the OECD was mainstreaming its activities through 1990s and organized an international symposium on intellectual capital in 1999. At its meeting in 2004, the OECD Ministerial Council proposed a programme of work aimed at improving understanding of the role played by intellectual assets in value creation, growth and economic performance. The study launched in response, "Creating Value from Intellectual Assets", was presented to the Ministerial Council in 2006. Recent OECD works and events on the subject can be found at [www.oecd.org/sti/ipr/iavc](http://www.oecd.org/sti/ipr/iavc).

**COINVEST-** Competitiveness, Innovation and Intangible Investments in Europe. COINVEST is a collaborative project funded under the European Commission Seventh Framework Programme (Theme 9, Socio-economic Sciences and Humanities, no 217512). A team of researchers across seven countries of the European Community aim to understand the contributions of intangible investments to innovation, competitiveness, growth and productivity in Europe. COINVEST will help European Union (EU) policy formation as well as to deepen understanding of some of the most crucial questions facing EU economic policy. The project will collect data on a wide range of knowledge investment, at macro and micro levels, incorporate these into macro and micro performance measures and thus greatly improve our understanding of knowledge-driven economies and firms and policy. The COINVEST website address is [www.coinvest.org.uk](http://www.coinvest.org.uk).

9:40 am Coffee Break

Part 1 : **Intangible Investment Estimates in the Context**

*Key Questions:*

- *Why do we wish to measure intangible investment? Capitalisation of intangible investment would correct bias in GDP growth and productivity measurement, especially when it increases its share in the total economy. Could it then also be used in extended growth accounting framework to identify contribution of intangibles to economic growth in parallel with tangible capital and labour inputs?*

9:50 am JACQUES MAIRESSE, ENSAE, France  
Comparing the Contribution of R&D and ICT in the Growth Accounting Framework :  
Issues and Orders of Magnitude for the US and French Business Sectors

10:35 am CAROL CORRADO, The Conference Board, USA. Recent work on measuring  
intangibles at the macro level. *This presentation will cover recent work on intangible  
investment in financial services and comparisons of levels of productivity between the US  
and UK including intangibles.*

11:20 am Coffee Break

**Part 2 : Intangible Investment in Europe**

*Key Questions:*

- *What are the commonalities and differences in intangible investments across countries? What could explain those differences, if any?*
- *Are there country-specific data constraints and/or modifications in the measurement methodology?*

11:30 am FRANCISCO LIMA, IST, Portugal  
Results from Portugal

11:55 pm HARALD EDQUIST, IFN, Sweden  
Results from Sweden

12:20 pm TODOR GRADEV, Club Ekonomika 2000, Bulgaria  
Results from Bulgaria

12:45 pm DIRK CRASS, ZEW, Germany  
Results from Germany

1:10 pm *Lunch*

2:10 pm SYLVIE LE LAIDIER, CNRS-GRECSTA, France  
Results from France

2:35 pm JONATHAN HASKEL, Imperial College London, UK  
Results from UK

3:00 pm Round Table Discussion

3:30 pm *Coffee Break*

### Part 3 : From Firm-level Investments to Macro-level Aggregates

#### *Key Questions:*

- *What could we learn from firm-level intangible measurements? What kind of intangibles, if any, is missing in the CHS methodology?*
- *How far are those firm-level intangible measurements comparable each other? Could we separate the value of intangible from firm-specific context (e.g. corporate strategy)?*
- *How could we aggregate firm-level intangible investments into economy-wide measurement? How serious is non-rivalry and duplication in intangible investment?*

3: 40 pm CHUCK HULTEN, University of Maryland, NBER, The Conference Board, USA  
Measuring Intangibles in companies

### Part 4 : Next Step

4:25 pm Summary of Conference + Discussion

5:00 pm Meeting adjourn

Attendance at this workshop is free of charge. Financial support is kindly provided by EU FP7 COINVEST project, grant number 217512, [www.coinvest.org.uk](http://www.coinvest.org.uk). The conference is hosted by the OECD (Organisation for Economic Co-Operation and Development) [www.oecd.org](http://www.oecd.org).

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*Note: Papers & presentations will be available via the COINVEST website,  
[www.coinvest.org.uk/bin/view/CoInvest/CoinvestMeetings](http://www.coinvest.org.uk/bin/view/CoInvest/CoinvestMeetings)*