

Capitalizing on the Long-Term – Intellectual Capital Valuation for financial professionals

Topic

Intangible assets from staff skills to innovation and customer relations have become the pivotal drivers of corporate competitiveness and growth in most industries. Yet their importance is poorly reflected in today's disclosure and valuation practices. The associated adverse effects could be far-reaching. Many companies' cost of capital could stay inadequately high and they might lose traction with their customers as they are not able to communicate their true (intangible) strengths to their stakeholders. Many investors and lenders risk missing out on potential opportunities, as they lack sufficient information on companies' crucial growth drivers.

The objective of this seminar is to present an overview of global best practices and the most important challenges the financial industry will face these next years to improve corporate analysis and investment decisions based on intellectual capital disclosure and valuation.

Content

- From double accounting to Intellectual Capital Reporting – the global framework: historical development in brief and status quo worldwide
- Towards a new balance between short-term and long-term performance – introduction of new metrics and models: methodologies in measuring, reporting and valuation of intellectual capital, EFFAS Commission on Intellectual Capital's goals, agenda and guidelines
- Intellectual Capital Reporting - the corporate side: introduction in reading Intellectual Capital Reports for financial professionals, understanding structure, messages and metrics based on selected business cases from corporates and financial services industry worldwide
- Intellectual Capital Valuation - the perspective of financial professionals: implementation of basic principles in practice using current business cases, intellectual capital valuation in the telecom industry (EFFAS CIC blueprint for valuation of corporate IC-reports and information), intellectual capital valuation of listed companies, an IC-valuation scheme of a large bank

Who should attend?

Financial professionals who want to be informed efficiently and pragmatically about the current state and new developments of Intellectual Capital measurement, reporting and valuation.

Speaker



Alexander G. Welzl is the Chairman of the Standing Commission on Intellectual Capital (CIC) of the European Federation of Financial Analysts Societies (EFFAS) based in Frankfurt am Main/Germany. Besides this honorary position on European level he is a Senior Researcher with ECONOMICA – Institute of Economic Research, a Vienna/Austria based think tank. He is also a Member of the Austrian Association for Financial Analysis and Asset Management (OVFA).

Mr. Welzl is an affiliate of Harvard Business School and was invited to give the HBS Centennial Lecture on Intellectual Capital in Boston in 2008, the year of HBS' centennial celebrations. He is a frequently invited expert to give presentations and lectures at worldwide leading institutions like World Bank, OECD, European System of Central Banks, University of Oxford/UK, INSEAD/France, Waseda University/Japan and World New Economy Research Institute/China.

In previous years Mr. Welzl held amongst others positions as internal advisor of the Austrian Federal Ministry of Finance, as Executive Consultant for corporate disclosure and enhanced valuation techniques and as Head of Staff Unit 'Spin-off and Venture Management' in Austria's largest Research and Technology Holding Organisation (Austrian Institute of Technology/AIT, formerly called Austrian Research Centers/ARC).

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Language

German

Time and Venue

09:00 – 12:00 and 13:30 – 16:30

SIX Swiss Exchange, ConventionPoint, Selnastrasse 30,
8021 Zürich (www.conventionpoint.ch)

Seminar fees

SFAA members' attendance is free of charge.

For non SFAA members the fee is CHF 540.– and includes documentation and refreshments.

Registration

Register online (www.azek.ch/campus) or apply with the Registration form on the reverse.

Information

For more information please contact the secretariat of AZEK at:

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AZEK Campus – Anmeldung

Online Anmeldungen unter www.azek.ch/campus

Ich melde mich für das AZEK Campus Seminar «**Capitalizing on the Long-Term – Intellectual Capital Valuation for financial professionals**» vom 22. Januar 2010 in Zürich an

Ich bin nicht SFAA Mitglied; die Seminarteilnahme kostet CHF 540.-*

* Die Kosten beinhalten die Kursunterlagen sowie die Seminar Getränke.

Ich bin SFAA Mitglied*

* SFAA Mitglieder müssen lediglich Name, Vorname und E-Mail angeben.

Ich möchte Mitglied der SFAA werden; bitte kontaktieren Sie mich

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Allgemeine Bedingungen

Die Teilnahmegebühren sind von den Teilnehmern, die nicht Mitglied der SFAA sind, unmittelbar nach Erhalt der Rechnung zu entrichten.

Die Seminare finden nur bei ausreichender Teilnehmerzahl statt. Unter bestimmten Umständen kann AZEK ein Seminar spätestens 5 Arbeitstage vor dem Seminartermin absagen.