

INTERNATIONAL CONFERENCE ON MANAGEMENT IN THE KNOWLEDGE ECONOMY

Is the knowledge economy compatible
with a sustainable development?

The Finnish example

→ 16 and 17 October 2008

→ Agora Einstein – Sophia Antipolis



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IS THE KNOWLEDGE ECONOMY COMPATIBLE WITH A SUSTAINABLE DEVELOPMENT?

Organized by CERAM Expert, the CERAM Business School Center of Expertise, an International Conference on the Knowledge Economy is held on 16 & 17 October 2008 at Sophia Antipolis.

For this 2008 edition, CERAM focuses on the theme:

**Is the Knowledge Economy compatible with a sustainable development?
The Finnish example.**

Lisbon's strategy was to make Europe the most competitive economy in the world for 2010.

This strategy rests on 3 main lines: the transition towards a competitive and dynamic economy based on the knowledge economy, a modernised social model thanks to investments in human resources and fight against social exclusion, and at last, a dissociation of economic growth with the use of natural resources. Even if this objective cannot be considered realistic any longer, the transition towards the knowledge economy and the environmental and energy stakes are still up to date.

The knowledge economy can be defined as an economy whose dynamic growth and competitive advantage come from technological innovation and intellectual capital. The key investment is the R&D and education investment, with strong consequences on structural, corporate and organisational levels. It results the development of the service sector and the predominance of immaterial production.

Located in the heart of the Sophia Antipolis technology park, **the CERAM Business School has positioned its strategy on the Knowledge Economy** and wants to be a key player in the fields of education, training, as well as management expertise for firms. Even though the economic concepts are well established, a big task remains to be done to help companies to evolve in this economy. CERAM wants to help them, especially by creating a yearly conference aimed at cross-fertilizing ideas and discuss stakes and best practices.

For this first event, the issue is to know **how to combine** the knowledge economy and sustainable development, 2 themes pointed out at the Lisbon Conference.

Finland will be the guest country which is considered well advanced on these topics.



Participants

About 100 people. CEOs, executives, managers who want to know more about the knowledge economy, its stakes, risks and opportunities.

The conference returns

- Theoretical points linked with the knowledge economy,
- An operational view on management in the knowledge economy through returns on experiences from companies,
- A focus on the link between the knowledge economy and sustainable development,
- A worldwide dimension with the example of Finland,
- Discussions and networking between participants.

Organisation

CERAM Expert

Organisation Partners

- Agora Einstein
- Chamber of Commerce and Industry Nice Côte d'Azur
- Consulat de Finlande
- Innotiimi
- Observatoire de l'Immatériel
- Team Côte d'Azur
- Technopolis

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PROGRAMME

THURSDAY 16 OCTOBER AM: FINLAND IN THE KNOWLEDGE ECONOMY

08:00-09:00	Welcome
09:00-09:15 Room Apollon	<i>Dominique Estève, President, the Chamber of Commerce and Industry Nice Côte d'Azur</i> Welcome Speech
09:15-09:30 Room Apollon	<i>Alice Guilhon, Dean, CERAM Business School</i> The knowledge economy, new horizons for management
09:30-10:00 Room Apollon	<i>Ludovic Di Biaggio, Associate Dean for Research, CERAM Business School</i> The Knowledge Economy: the stakes for the firms
10:00-10:30 Room Apollon	<i>Antti Joensuu, Deputy Director General, Ministry of Trade and Industry of Finland</i> The Knowledge Economy in Finland: myth or reality?

Coffee Break

11:00-11:20 Room Apollon	<i>Lea Lehtinen, Assistant Vice President, Service Innovations, Koné</i> Knowledge management in global service innovations
11:20-11:40 Room Apollon	<i>J.T. Bergqvist, Chairman of the Board, Elektrobit</i> The future of the Finnish industry – strategy and superproductivity combined
11:40-12:00 Room Apollon	<i>Tommi Gustafsson, CEO, Innotiimi</i> Business spirit as the driving force behind innovation in companies of the knowledge economy
12:00-12:30 Room Apollon	Q&A

Lunch

THURSDAY 16 OCTOBER PM

14:30-15:30 Room Apollon	<i>Jean-Marie Descarpentries, President, Observatoire de l'Immatériel</i> The management in the era of the knowledge economy
15:30- 17:30	Participants choose 1 out of the 4 parallel workshops about the stakes in management in the knowledge economy
Room Muses 1	W1: How to innovate through partnership and network? The concept of open innovation Presented by <i>Michel Ferrary, Professor, CERAM</i> Case: Cisco
Room Muses 3	W2: How to change from an offer of product to an offer of service? Which are the associated business models? Presented by <i>Michel Bernasconi and Jonas Hoffmann, Professors, CERAM</i> Case: Gemalto, <i>Sébastien Violette, Marketing Manager, Managed services, Mobile Telecommunications</i>
Room Psyché	W3: How to develop value creation by collective intelligence? Presented by <i>François Castel and Danièle Chauvel, Innotiimi</i> Case: VTI Technologies (Finland)
Room Hermes	W4: The intangible assets, a source of competitiveness for companies. How to measure and develop them? Presented by <i>Didier Dumont, Associate Director, Goodwill Management</i> Case: several companies

Coffee Break

18:00-18:40 Room Apollon	Workshop feedback
18:40-19:15 Room Apollon	<i>Georges Dao, CEO, CARI</i> Developing a construction company in the knowledge economy

Dinner

FRIDAY 17 OCTOBER

08:30-09:30 Room Apollon	<i>Derrick De Kerckhove, Director Emeritus, University of Toronto and Professor, University of Naples Federico II</i> The management in the tag era	
09:30-10:15 Room Apollon	Round Table 1: information and communication technology industry Presented by <i>Anne Barraquier, Professor, CERAM</i> Participants: <i>Kristel Lataste, Manager Corporate Strategy, Amadeus</i> <i>Marie-Claude Santon, Director of Marketing & Communication, SAS</i> <i>Gérard Eude, Research and Strategy Division, Orange Labs</i>	3 round tables in 3 industries will handle the following question: ...❖ To what extent do the imperatives related to sustainable development impact on the business models of the company ?
10:15-11:00 Room Apollon	Round Table 2: banking industry Presented by <i>Lyvie Gueret-Talon, Professor, CERAM</i> Participants: <i>Arnaud Berger, Director of Sustainable Development, Banque Populaire</i> <i>Alain Bellaiche, Director of Development and Innovation, Crédit Agricole</i> <i>Alexandre Dohy, Manager of Partnerships Development, Solfea Bank</i>	
11:30-12:30 Room Apollon	Round Table 3: The evolution of the transport sector towards mobility services Presented by <i>Marion Mesnage, Research Manager, Accenture Technology Labs</i> Participants: <i>Georges Amar, Director of Futurology, RATP</i> <i>Sampo Hietanen, Executive Vice President, Sales and Production Management, Destia</i> <i>Bernard Favre, Director of Research, Renault Trucks</i> <i>Conrad Wagner, Consultant, CarSharing</i>	
12:30-13:00 Room Apollon	Synthesis and closing Presented by <i>Jean-Philippe Courtois, President, Microsoft International & President of CERAM Advisory Board</i> What are the sustainable development models for companies in the knowledge economy?	

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Closing Lunch

CERAM THE BUSINESS SCHOOL OF THE KNOWLEDGE ECONOMY

Since its creation 40 years ago, the CERAM Business School has become one of France's most respected management education and research centers with more than 2 600 students from 60 countries. It benefits from the outstanding beauty and climate of the French Riviera, the energy of the local economy and the special nature of the knowledge economy that has developed around Sophia Antipolis, the first European technology park built in the image of the Silicon Valley.

The ISO 9001, EFQM and Equis accreditations, awarded from 2005 to 2007, are a guarantee of the high quality of CERAM's education and of its proximity to the corporate world.

There are about 61 permanent professors from different nationalities. The teaching and research activities are structured around key expertises which are in the heart of management in the knowledge economy.

CERAM Expert

The gate for companies to the CERAM expertise in the knowledge economy, CERAM Expert aims to federate skills and practices around the areas of specialisation in the knowledge economy, which are represented by the 5 centers of expertise dedicated to entrepreneurship, economic intelligence, finance, management of tourism and sustainable development.

A pragmatic and unifying approach

CERAM Expert proposes a pragmatic approach focusing on applied research, the production of expertises and the exchange of good practices. The aim of the various centers is to bring together the knowledge, initiatives and accomplishments of all the players concerned (professors and students, companies and institutions) and to take the results into local, national and European business communities.

An approach firmly anchored in the region's existing economic scene...

- 7 clusters of competitiveness approved in the PACA region, including two international clusters: Secured Communicating Solutions, the Sea, Perfumes, Risk Management and Photonics ...
- The Sophia Antipolis Science and technology park (n°1 in Europe)
- An international culture
- High involvement in the environment



Informations and subscriptions
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