

## **WIPO - Luiss Business School** **2<sup>nd</sup> Global INTAN-Invest Conference**

### **Intangible Assets in the Global Economy** **Better Data for Better Policy**

**5-6 May 2025, Rome**

Villa Blanc, via Nomentana, 216 – Roma

#### **5 MAY**

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**09:00** Coffee and registration

#### **09:30 Welcome**

Paolo Boccardelli, Rector, Luiss University

Raffaele Oriani, Dean, Luiss Business School and Full Professor of Corporate Finance, Luiss University

Marco Aleman, Assistant Director General, Intellectual Property and Innovation Ecosystems Sector (IES), World Intellectual Property Organization (WIPO)

#### **09:45 Introduction**

Cecilia Jona-Lasinio, Full Professor of Applied Economics, Luiss Business School

Carsten Fink, Chief Economist, Department for Economics and Data Analytics (DEDA), IES, WIPO

#### **09:55 Opening remarks by Guest of Honour**

Pier Carlo Padoan, Chairman of the Board of Directors, UniCredit Group

#### **10:10 Keynote: [“AI-powered innovation and growth through investment in intangible assets”](#)**

Keynote speaker: Jonathan Haskel, Professor of Economics, Imperial College Business School, Imperial College London

Commentator: Christian Keller, Head of Research, Barclays

Q3A

#### **10:45 Coffee break**

#### **11:00 Session 1 - Measuring intangible investment: Latest evidence from Global INTAN-Invest**

Chair: Mary O'Mahony, Professor of Applied Economics, King's Business School

##### **Presentation 1: “Global INTAN-Invest: Latest evidence from high-income economies”**

Cecilia Jona-Lasinio, Full Professor of Applied Economics, Luiss Business School

Sacha Wunsch-Vincent, Head, Section, DEDA, IES, WIPO

Massimiliano Iommi, Research Fellow, Luiss Lab of European Economics, Italian National Institute of Statistics (Istat)

##### **Presentation 2: “Intangible investment in Japan”**

Tsutomu Miyagawa, Professor, Faculty of Economics, Gakushuin University

*Disclaimer: Preliminary results shared during the conference are under embargo until the official release of the World Intangible Investment Highlights 2025 and may be subject to revision.*

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Presentation 3: **“Intangible investment in middle-income economies: Evidence from India and Brazil”**

Filippo Bontadini, Assistant Professor in Applied Economics, Luiss University

Florencia Jaccoud, Postdoctoral Researcher, University of Camerino

Commentator 1: Rodrigo Ventura, Chief Economist, Brazilian National Institute of Industrial Property (INPI)

Commentator 2: Yue Li, China National Intellectual Property Administration (CNIPA)

Q3A

12:30 Light lunch

13:30 **Session 2 - Intangible capital, productivity and growth**

Chair: Carlo Altomonte, Associate Professor of Economics, Bocconi University

Presentation 1: **“Mid-tech Europe? A sectoral account on total factor productivity growth from the latest vintage of the EU-KLEMS database”**

Plamen Nikolov, European Commission, Directorate-General for Economic and Financial Affairs (DG ECFIN), Unit B2: Economics of Structural Reforms and Investment

With W. Simons, A. Turrini and P. Voigt, European Commission, DG ECFIN, Unit B2: Economics of Structural Reforms and Investment

Presentation 2: **“Understanding productivity gaps: the nexus between intangible capital and market power”**

Enrico Marvasi, Associate Professor of Applied Economics, Roma Tre University

With C. Jona-Lasinio, Luiss Business School; S. Manzocchi, Luiss University

Presentation 3: **“The effects of investment in training on productivity growth in the European Union”**

Iulia Siedschlag, Associate Research Professor, The Economic and Social Research Institute Dublin, Adjunct Professor, Department of Economics, Trinity College Dublin

With J. Durán, The Economic and Social Research Institute (ESRI) and Department of Economics, Trinity College Dublin

Commentator 1: Jim Tebrake, Deputy Director, Statistics Department, International Monetary Fund (IMF)

Commentator 2: Jorrit Zwiijnenburg, Head of Sectoral and National Accounts, Statistics and Data Directorate, Organisation for Economic Co-operation and Development (OECD)

Q3A

15:00 Coffee break

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##### **15:15 Session 3 - Intangible investment over the business cycle**

Chair: Jonathan Haskel, Professor of Economics, Imperial College Business School, Imperial College London

##### Presentation 1: [“Intangible capital, aggregate supply, and inflation”](#)

Li Zeng, Senior Economist, International Monetary Fund (IMF)

With S. Lall, Deputy Director, Middle East and Central Asia Department, International Monetary Fund (IMF)

##### Presentation 2: [“On the countercyclicality of intangible economies in Europe”](#)

Petros Varthalitis, Assistant Professor in Macroeconomics, Athens University of Economics and Business

With V. Dimakopoulou, National and Kapodistrian University of Athens; S. Sakkas, University of Cyprus

##### Presentation 3: [“Why has investment been weak? A cross-country analysis”](#)

Fatih Ozturk, Economist, Organisation for Economic Co-Operation and Development (OECD)

With D. Dlugosch, P. Gal, J. Hooley, and F. Unsal, Organisation for Economic Co-operation and Development (OECD)

Commentator 1: David Wasshausen, Associate Director for National Economic Accounts, Bureau of Economic Analysis (BEA)

Commentator 2: Andrea Caggese, [Associate Professor of Economics, Universitat Pompeu Fabra, Barcelona](#)  
Q3A

##### **16:45 Coffee break**

##### **17:00 Industry roundtable: “Unlocking the potential of intangible investment”**

Chair: Sacha Wunsch-Vincent, Head, Section, DEDA, IES, WIPO

Lorenzo Coruzzi, Valuation Director, Brand Finance

Stella Padovani, Intellectual Property and Brand Protection Senior Manager, Moncler

Antonello Mordegli, Member of the Board, Danieli SpA and President, Danieli Automation

Sergio Lasca, Head of Intellectual Property, Patents and Know How, Pirelli

##### **17:45 Adjournment**

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09:30 **Welcome coffee**

10:00 **Session 4 - AI, data and new intangibles: Expanding the intangible asset boundary**

**Chair:** Carol Corrado, Senior Policy Scholar, Georgetown University

Presentation 1: [“Data, Uncertainty and R&D Investments”](#)

Siavash Mohades, Postdoctoral Fellow, London Business School, Maastricht University, Luiss University  
With M. Savona, London Business School, Luiss University

Presentation 2: [“A sectoral taxonomy of AI intensity”](#)

Lea Samek, Economist, Organisation for Economic Co-Operation and Development (OECD)  
With F. Calvino, H. Dernis, and A. Ughi, Organisation for Economic Co-operation and Development (OECD)

Presentation 3: [“AI innovation and the labor share in European regions”](#)

Francesco Venturini, Associate Professor, Department of Economics, University of Urbino  
With A. Minniti, University of Bologna; K. Prettnner, Vienna University of Economics and Business and University of Economics in Bratislava and SGH Warsaw School of Economics

Presentation 4: [“Beyond classification: Patent landscaping without industry codes and patent classes”](#)

Maria Isabella Leone, [Management and Corporate Business, Luiss University and Luiss Business School](#)  
With P. Belingheri and T. Panahli, Luiss University

Commentator 1: Jonathan Haskel, Professor of Economics, Imperial College Business School, Imperial College London

Commentator 2: [John Lourenze Poquiz, Research Associate, Bennett Institute for Public Policy, University of Cambridge](#)  
Q3A

12:00 **Light lunch**

13:30 **Session 5 - Intangible assets, firm performance and market power: Implications for competition policy**

**Chair:** Alessandra Perri, Full Professor of Management, Luiss Business School

Presentation 1: [“Intangibles, innovation and firm dynamics”](#)

Francesca Lotti, Bank of Italy and Adjunct Professor of Strategic Management, Innovation and Sustainability, Graduate School, Luiss University



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Presentation 2: “[Exploring the evolution and the state of competition in the EU](#)”

Sara Calligaris, Senior Economist, STI, Organisation for Economic Co-Operation and Development (OECD)

With M. Chaves, NIPE/University of Minho; C. Criscuolo, IFC, Centre for Economic Performance; J. De Lyon, OECD, Centre for Economic Performance; A. Greppi, and O. Pallanch, OECD

Presentation 3: “[Intangible assets as drivers of firm performance](#)”

Diego Santilli, Chief, Economic research and statistical analysis, Canadian Intellectual Property Office (CIPO)

Commentator 1: Christoph Weiss, Senior Advisor on Innovation, European Investment Bank (EIB)

Commentator 2: [Carol Corrado, Senior Policy Scholar, Georgetown University](#)

Q3A

15:00 Closing keynote: “[Intangibles, firm dynamics and market power](#)”

Keynote speaker: Thomas Philippon, Stern School of Business, New York University

Chair: Carsten Fink, Chief Economist, DEDA, IES, WIPO

Q3A

#### **15:30 Conclusion**

Stefano Manzocchi, Deputy Rector for Research, Luiss University

Carsten Fink, Chief Economist, DEDA, IES, WIPO

