

# **WIPO – Luiss Business School 3<sup>rd</sup> Global INTAN-Invest Conference**

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

7-8 May 2026, Rome

Villa Blanc, via Nomentana, 216 – Roma

### **7 MAY**

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09:00 **Coffee and registration**

09:30 **Welcome**

Raffaele Oriani, Dean, Luiss Business School

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

09:45 **Introduction**

Cecilia Jona-Lasinio, Luiss Business School

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

10:00 **Keynote: Entrepreneurial wealth concentration and firm performance**

Chair: Jonathan Haskel, Imperial College Business School, Imperial College London

Keynote speaker: Fabiano Schivardi, Luiss University

Q&A

10:45 **Coffee break**

11:00 **Session 1 – Latest trends in global intangible investment**

Chair: Rodrigo Ventura, National Institute of Industrial Property, Brazil

Presentation 1: **Evidence from Global INTAN-Invest**

John Lourenze Poquiz, University of Cambridge, Luiss Business School

Sacha Wunsch-Vincent, DEDA, IES, WIPO

Anmol Kaur Grewal, DEDA, IES, WIPO

Presentation 2: **Estimates of intangible capital in Canada**

Gu Wulong, Economic Analysis Division, Statistics Canada

Presentation 3: **Estimates of intangible capital in China**

Qingshan Ni, Hunan University

Commentator 1: Mark Pascasio, Philippine Statistics Authority

Commentator 2: Tsutomu Miyagawa, Gakushuin University

Q&A

**Disclaimer: Preliminary results shared during the conference are under embargo until the official release of the World Intangible Investment Highlights 2026 and may be subject to revision.**

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12:30 **Light lunch**

13:30 **Session 2 – Intangible capital and productivity growth**

Chair: Mary O'Mahony, King's Business School

**Presentation 1: Growth challenges of high intangible firms**

Rozalia Pal, European Investment Bank

With Andrea Caggese, Universitat Pompeu Fabra, Andrea Chiavari, University of Oxford, Sampreet S. Goraya, Stockholm School of Economics and Carolina Villegas-Sanchez, ESADE Business School

**Presentation 2: Impact of intangible capital on firm productivity and wages: evidence from Uruguay (2013–2023)**

Diego Aboal, Centro de Investigaciones Económicas (CINVE), Universidad de la República, Uruguay  
With Gustavo A. Crespi, Inter-American Development Bank (IDB); and Marcelo Perera, CINVE, FCEA, Universidad de la República, Uruguay

**Presentation 3: Intangible capital and labor income: firm-level evidence from India**

Abdul A. Erumban, University of Groningen

**Q&A**

14:30 **Coffee break**

14:45 **Session 3 – Digital technology, artificial intelligence (AI) and intangibles**

Chair: Gustavo A. Crespi, IDB

**Presentation 1: Digital technology diffusion in the age of AI: cross-country evidence from microdata**

Flavio Calvino, Organisation for Economic Co-operation and Development (OECD),  
With Hélder Costa, OECD; and Daniel Haerle, OECD

**Presentation 2: Artificial Intelligence: what drives adoption in EU countries?**

Giuseppe Nicoletti, LUISS Lab of Economics and Energy Transition,  
With Gilbert Cette, NEOMA Business School and Océane Vernerey, Université Bourgogne Europe

**Presentation 3: Application scenarios as intangible assets: driving AI-industry integration in China**

Juan Yang and Junfang Zhang, Chinese Academy of Science and Technology for Development

**Q&A**

16:00 **Coffee break**

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**16:30 Session 4 – Intangible capital, finance and skills**

Chair: Christoph Weiss, European Investment Bank (EIB)

**Presentation 1: Firm hierarchy and emerging technologies**

Fabio Pieri, Department of Economics and Management, University of Trento

With Ali Tariq, Department of Economics and Management, University of Trento, Massimiliano Vatiere, Department of Economics and Management, University of Trento

**Presentation 2: Chips and credit in europe – AI investment under financial frictions**

Julia Schmidt, Université Paris Dauphine-PSL,

With Lise Patureau, Université Paris Dauphine-PSL, Fabien Tripier, Université Paris Dauphine-PSL, Julie Delanote, EIB; and Marine Charlotte André, EIB

**Presentation 3: Intangible capital meets skilled labor: the implications for productivity dynamics**

Suleyman Faruk Gozen, University of Bristol

With Yusuf Ozkara, Boston College

**Q&A**

**17:45 Poster session and reception**

Olli Ropponen, Etila Economic Research, Heli Koski, Etila Economic Research, Sanoj Kumar, Centre for Studies in Science Policy, School of Social Sciences, Jawaharlal Nehru University; Alessandro Zona Mattioli, Universiteit van Amsterdam; Andrea Tacchella, Centro Ricerche Enrico Fermi; Khawla Mohammad Arab Albanna, One World Intellectual Property; Enrico Maria Fenoaltea, University of Barcelona; Juan Miguel Gallego Acevedo, Universidad del Rosario

**19:00 Conference dinner**

**8 MAY**

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**09:00 Welcome coffee**

**09:30 Keynote: Intangible investment driving innovation in an immaterial economy**

Chair and opening remarks: Stefano Manzocchi, Deputy Rector, Luiss University

Keynote speaker: Gelsomina Vigliotti, European Investment Bank (EIB)

**Q&A**

**10:15 Coffee break**

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10:30 **Session 5 – Intangibles, firm strategy, and innovation**

Chair: Anna Giunta, University of Rome 3

Presentation 1: **Effective industrial policy for innovation: Standing on the shoulders of hidden giants**

Pierre Mohnen, Maastricht University,

With Charlotte Guillard, University College London, Ralf Martin, International Finance Corporation, Catherine Thomas, London School of Economics and Political Science, and Dennis Verhoeven, KU Leuven

Presentation 2: **Business groups, strategic acquisitions and innovation**

Carlo Altomonte, Bocconi University

With Nevine El Mallakh, European Commission and Tommaso Sonno, University of Bologna

Presentation 3: **Business investment in the face of digital transformation**

Fatih Ozturk, OECD

With Filiz Unsal, OECD , Peter Gal, OECD and John Holey, OECD

Presentation 4: **Technology equalizers: How digital platforms level the playing field for small firms**

Christoph Weiss, EIB

With Juan Santaló, IE University

### **Q&A**

12:00 **Light lunch**

13:00 **Session 6 – Measuring investment in intangible assets: recent advancements**

Chair: Jim Tebrake, International Monetary Fund (IMF)

Presentation 1: **Marketing assets estimation for the Netherlands: a new benchmark estimate**

Klaas de Vries, Statistics Netherlands

Presentation 2: **Counting AI: A blueprint to integrate AI investment and use into U.S. national statistics**

Christos Makridis Arizona State University and Gallup

With Erik Brynjolfsson, Stanford University

Presentation 3: **Intangible capital and the U.S. production structure: a value-chain decomposition across final demand**

Gonca Senel, U.S. Bureau of Economic Analysis (BEA)

With Jon D. Samuels, BEA

Presentation 4: **Monopoly and capital**

Josh Martin, King's College London, Bank of England, and Economic Statistics Centre of Excellence

With Leonard Nakamura, Federal Reserve Bank of Philadelphia, and Rachel Soloveichik, BEA

### **Q&A**

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14:30 **Coffee break**

14:45 **Session 7 – Formulating the future agenda for intangibles: policy and measurement**

Chair: Francesca Lotti, World Bank

**Presentation 1: Intangible assets and innovation policy — a forward-looking agenda**

Jonathan Haskel, Imperial College Business School, Imperial College London

Sacha Wunsch-Vincent, DEDA, IES, WIPO

**Presentation 2: Formulating an agenda for better measurement of intangible investment**

Jorrit Zwijnenburg, Sectoral and National Accounts, Statistics and Data Directorate, OECD

**Presentation 3: Improving the measurement of intangible investment: Lessons from the Spanish Statistical Office**

Sixto Muriel, National Statistics Institute of Spain (INE)

With Juan Cervigón, INE

**Q&A**

15:45 **Conclusion**

Bart van Ark, The Productivity Institute, University of Manchester

Carsten Fink, DEDA, IES, WIPO

16:00-17:30 **Steering Committee meeting**

