



# XIV COTEC EUROPE SUMMIT

NOVEMBER 17TH, 2022

## PROGRAM

### THE TRANSITION TO THE INTANGIBLE ECONOMY IN EUROPE

#### ▶ XIV COTEC EUROPE SYMPOSIUM

Edgar Neville Auditorium, Málaga

One of the main differences between the old growth model and the new growth model, the knowledge economy, lies in a shift in investment flows from tangible to intangible assets. The generation of value is increasingly linked to the commitment that countries, at the macroeconomic level, or companies, at the microeconomic level, make to an emerging set of intangible assets, ranging from R&D, patents, databases, workforce training, design, advertising, or organizational structure, among others.

In this sense, for the digital and green transitions - the two priorities of the European economic policy strategy in the post-covid scenario - to be successful, it is a necessary condition to also bet on investment in intangible assets.

Intangible assets are not indeed well recorded in either official statistics or company accounts. Their growing importance and the particularity of their characteristics should lead to a needed adaptation of decision-making processes in business, economic policy or the financial sector.

14:30 – 15:30      **Registration**

15:30 – 15:45      **SESSION 1 – WELCOME WORDS**

**Jorge Barrero**, General Director, Cotec Spain

**Jorge Portugal**, General Director, Cotec Portugal

**Carlotta Quattro Ciochi**, General Director, Cotec Italy

15:45 – 16:15      **SESSION 2 – THE INTANGIBLE ECONOMY IN PORTUGAL, ITALY AND SPAIN**

One of the main challenges is to properly measure this reality. At the international level, mainly in developed countries, there are partial exercises that facilitate this measurement. Cotec Spain will share unpublished research which provides an insight into the situation and evolution of intangible assets in Spain, Italy and Portugal, also within the European perspective.

**Matilde Mas**, Instituto Valenciano de Investigaciones Económicas (IVIE)

**Rui Lopes Ferreira**, CEO of Super Bock Group.

**Andrea Prete**, President of Unioncamere (Unione italiana delle Camere di commercio industria artigianato e agricoltura).

16:15 – 17:00      **COFFEE Break**

17:00 – 17:15

**SCREENING OF THE VIDEO “THE VALUE OF INTANGIBLES”**

17:15- 18:00

**SESSION 3 – THE CHALLENGES OF THE INTANGIBLE ECONOMY FOR THE PUBLIC AND PRIVATE SECTORS**

The unique characteristics of this type of assets involve major transformations for economic policy making in the private and public sectors. To better understand this process, we will listen to three relevant and complementary perspectives.

*Business vision:*

**José Ignacio Goirigolzarri**, President, CaixaBank

**José María Álvarez Pallete**, President, Telefónica

*Institutional vision*

**Nadia Calviño**, First Vice-President of the Government of Spain and Minister for Economic Affairs and Digital Transformation

*Moderated by:*

**Cristina Garmendia**, President, Cotec Spain

18:00 – 18:30

**CLOSING SESSION**

**H.E. Marcelo Rebelo de Sousa**, President of the Republic of Portugal

**H.E. Sergio Mattarella**, President of the Republic of Italy

**H.M. the King of Spain**

▶ **XIV COTEC EUROPE OFFICIAL DINNER**

**Gran Hotel Miramar**

19:15 – 21:15

**OFFICIAL DINNER**