

What is colourless, odourless and potentially priceless?



Intangible Values.

Peer Discussion, November 2002 – Intangible Values

Organizers

Swiss Re Rüschtikon – Centre for
Global Dialogue in cooperation with
the Engineering Centre for Economic
Development

Venue

Swiss Re Rüschtikon –
Centre for Global Dialogue
Gheistrasse 37
8803 Rüschtikon
Tel.: +41 1 704 81 00
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Date

On 6 November 2002
From 8.30 to 17.00

Topic

«Measuring and Managing Intangible Values in Today's Economy»

This peer discussion addresses the latest thinking on the importance of intangible values as well as resulting risks and opportunities. You will be able to share experiences gained and hear best practices in the managing, auditing and reporting of intangible assets. Additionally, actions to introduce a new generation of value measurement and value management will be considered.

Programme

Moderated by Peter Hoppler, Swiss Re Rüschtikon – Centre for Global Dialogue

08.30 - 09.00 Welcome Coffee

09.00 - 09.15 Introduction of the participants, expectations for the day.
Brief presentation of Swiss Re Rüschtikon's values by Fritz Gutbrodt

09.15 - 10.00 Perspectives. 3 short presentations:

Investor and Stakeholder Requirements and Expectations
Presented by Nils Hagander (15')

Corporate Governance
Presented by Stewart Hamilton (15')

Valuing future business
Presented by Philipp D. Hoch (15')

10.00 - 10.45 Discussion: Identification of weaknesses, shortcomings and potential for improvement in companies' ability to measure and manage intangible values

10.45 - 11.15 Coffee break

11.15 - 12.00 Perspectives. 3 short presentations:

Risk and Vulnerability Management
Presented by Thomas Trauth (15')

New Models, Measurements and Maps
Presented by Felix Barber (15')

Reporting and Communications Developments
Presented by Jürgen Daum (15')

12.00 - 12.45	Discussion: Identification of weaknesses, shortcomings and potential for improvement in companies' ability to measure and manage intangible values
12.45 - 14.00	Lunch
14.00 - 14.45	Criteria for future solution models Identifying potential hurdles/problems in introducing new models Example of future measurement module by Peter Bretscher (15')
14.45 - 15.30	Development of strategies to tackle previously identified deficiencies and opportunities and its necessary requirements (2 working groups)
15.30 - 16.00	Coffee break
16.00 - 16.20	Findings of working groups; possible strategies and implementation opportunities (each group 10')
16.20 - 17.00	Plenary findings; actions to introduce improved value management and next steps
17.00	Closing remarks End of the event

Important information

We invite you to bring along examples of best practices from your company or industry, as well as any interesting literature and papers on the topic. The aim is to use this material to supplement the workshop discussion and integrate it in a final report. The summary with the key-messages will be sent to you shortly after the peer discussion.

Your Contact

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About Swiss Re Rüschtikon –

Centre for Global Dialogue

What happens to the world makes a big difference to a company like Swiss Re. Socially, politically, economically and environmentally, everything has an impact on the global risk market. That's why Swiss Re created the Centre for Risk Dialogue, as a place for enquiring minds to look ahead to the future.