



**W I C I**

World Intellectual Capital /Assets Initiative

The World's Business Reporting Network

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**WICI**

**World Intellectual Capital/Assets  
Initiative Network**

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# World Intellectual Capital Initiative (WICI)

1<sup>st</sup> Informal Meeting – 1<sup>st</sup> October 2007 – OECD, Paris  
Monaco Annex, 2, rue du Conseiller Collignon



Participants (from left to right): Prof. Yasuhito HANADO, Waseda University (Tokyo/Japan), Desirée VAN WELSUM, OECD (Paris/France), Douglas LIPPOLDT, OECD (Paris/ France), Alexander WELZL, European Federation of Financial Analysts Societies EFFAS (Frankfurt a. M./Germany), Yoshiko SHIBASAKA, KPMG (Tokyo/Japan), Bob LAUX Microsoft Corporation (Redmond/USA), Amy PAWLICKI, American Institute of Certified Public Accountants AICPA (New York/USA), Gert-Jan KOOPMAN European Commission (Bruxelles/Belgium), Annabel BISMUTH, OECD (Paris/France), Prof. Stefano ZAMBON, University of Ferrara (Ferrara/Italy), Grant KIRKPATRICK, OECD (Paris/France), Michael KRZUS, Grant Thornton (Chicago/USA), Christina BOEDKER, Society for Knowledge Economics (Crows Nest/Australia); Participants not on the picture: Rainer GEIGER, OECD (Paris/France), Jean-Philippe DESMARTIN, ODDO Securities (Paris/France), Yoshiaki TOJO, OECD (Paris/France);

# Who is WICI ([www.wici-global.com](http://www.wici-global.com))



● WICI was formed in November 2007 and participants include organizations representing companies, analysts and investors, the accounting profession and academia.

## **The Promoting Parties of WICI are:**

### **Enhanced Business Reporting Consortium (EBRC) (USA)**

(American Institute of Certified Public Accountants (AICPA), Microsoft Corporation and PricewaterhouseCoopers)

### **European Federation of Financial Analysts Societies (EFFAS)**

### **Japanese Ministry of Economy, Trade and Industry (METI)**

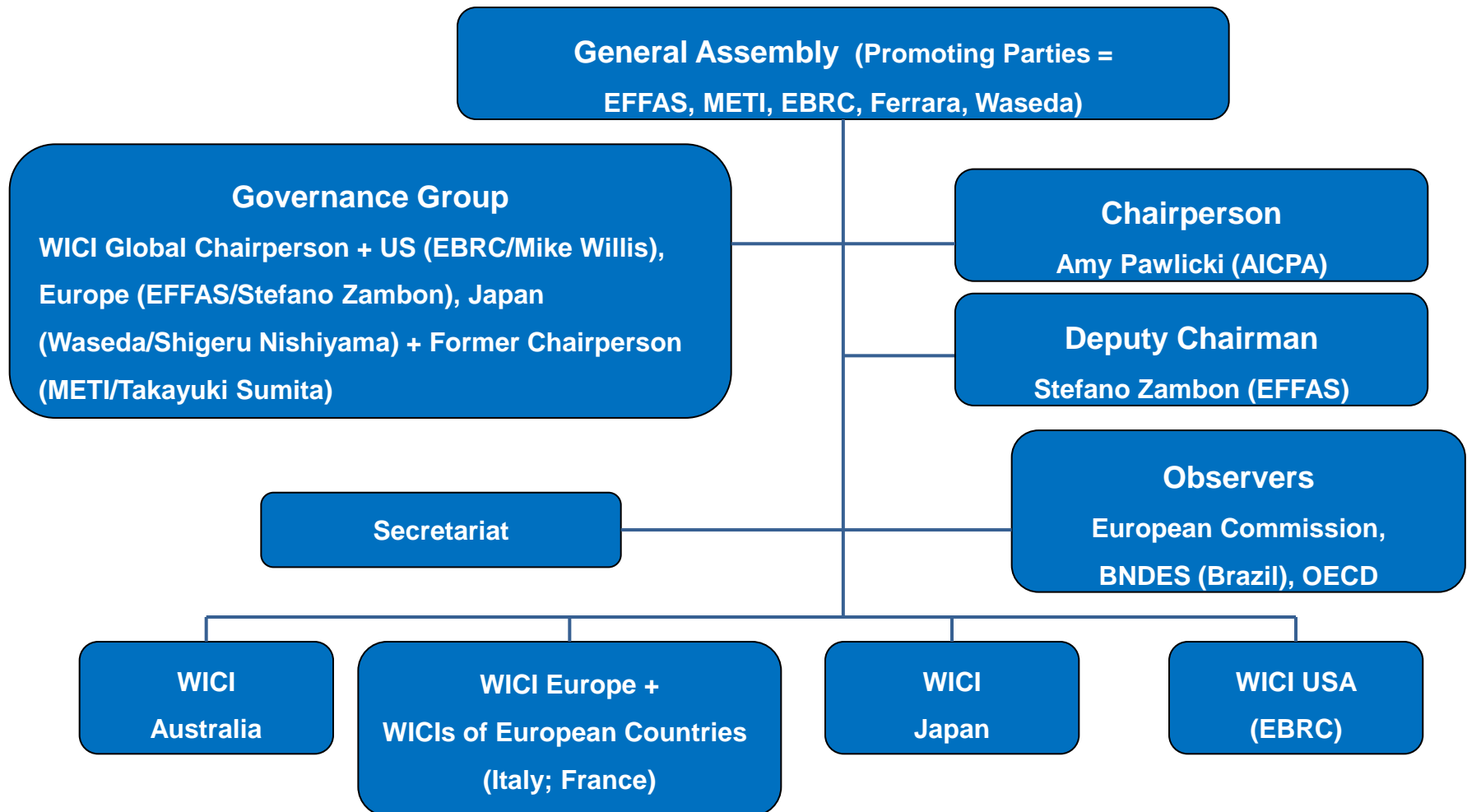
### **Society for Knowledge Economics**

### **University of Ferrara**

### **Waseda University**

The European Commission, the OECD, and the Brazilian Development Bank (BNDES) participate in WICI as Observers.

# The Organisational Structure of WICI



# WICI Vision and Goals

## Our Vision

WICI, the world's business reporting network, is a private/public sector collaboration aimed at improving capital allocation through better corporate reporting information

## Our Goals

- The first is to develop a voluntary new global framework for measuring and reporting corporate performance to shareholders and other stakeholders.
- The second is to develop guidelines for measuring and reporting on industry-specific key performance indicators (KPIs).
- The third is to facilitate the development of XBRL taxonomies for this content.



**We believe that such better information will improve capital allocation decisions both within companies and between investors and companies. The result will be more value creation for a better world economy.**