

June 16-17, 2010 – Rome, Italy

A revolutionary new paradigm for capitalizing on uncertainty in the new millennium...

REAL OPTIONS VALUATION IN THE KNOWLEDGE ECONOMY

Energy, Real Estate & Infrastructure, Innovation/Technology and Strategy

Features

- *Practical presentations and case applications* by experts from leading corporations and universities
- *Roundtable (break-out) discussions by industry* where participants choose their area of interest and interact to address key issues & challenges (Energy, Real Estate & Infrastructure; Innovation/Technology and Strategy)
- *Panel discussions by leading experts* in various hot areas
- *Tutorials/ keynote presentations* from thought leaders
- *Networking reception* to interact with your peers in a relaxing atmosphere

Benefits of Attending

- Learn how to make flexible step-by-step decisions and adapt to change to gain competitive advantage
- Take advantage of uncertainty to capitalize on upside while limiting downside risk
- Translate your corporate strategic plans into forward-looking real option value that enhances shareholder wealth and market price
- Understand and communicate the advantages of options analysis and dynamic thinking compared to discounted cash flow analysis
- Learn how to structure your decisions & agreements to maintain valuable flexibility
- Quantify the value of strategic investment opportunities and operating options
- Value innovation/technology investments and growth opportunities
- Learn about successful applications in Energy, Real Estate and Infrastructure, R&D/Innovation, Corporate Design and Strategy
- Benefit from experiences of leading corporations that are currently using real options
- Consider the benefits and challenges of adapting real options into your organization
- Meet and interact with international thought leaders and peers from leading corporations

Organized by



Main Sponsor



LUISS BUSINESS SCHOOL

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DAY 1

Wednesday June 16, 2010

ENERGY/NATURAL RESOURCES, REAL ESTATE & INFRASTRUCTURE

8:00 Registration

8:20 Welcome/Orientation

8:25 WORKSHOP/PLENARY SESSION I

Real Options: An Overview and Applications

Luiz Brandão, PUC-Rio, Brazil

NATURAL RESOURCES, ENERGY & RENEWABLES

8.55 Assessing and Exploiting Real Options Embedded in Power Plants

Antonio Scala, Enel, Italy

9:20 WORKSHOP/PLENARY SESSION II

Real Options Applications in Energy & Natural Resources: An Overview

Gordon Sick, U. Calgary, Canada

9:50 Benchmarking Practice-based Heuristics for Natural Gas Storage Valuation

Nicola Secomandi, Carnegie Mellon U., USA

10:10 Abandonment Decisions in Oil and Gas Using Simulation

Babak Jafarizadeh, U. of Stavanger, Norway

10:30 Morning Coffee Break

11:00 Valuing Transformation Flexibility in a Fertilizer Plant

Zhen Wang, China U. of Petroleum, and Liangui Li, China National Oil Offshore Corp., China

11:15 Investing in a Bioelectricity Cogeneration Plant

Augusto Arenaro, Carlos Bastian-Pinto, Luiz Brandao and Leonardo Lima, PUC-Rio, Brazil

11:35 Valuation of a Solar Power Plant under Uncertainty

Maurizio Limiti, Mauro Villarini and Milena Bernardi, U. of Rome La Sapienza, Italy

11:55 Valuing Power Plant Greenfield Investment

Morgan Herve-Mignucci, U. Paris-Dauphine, France

12:15 ROUNDTABLE DISCUSSIONS BY INDUSTRY

A. Energy & Real Estate Roundtable (*G. Sick, L. Brandao and L. Civelli*)

B. Innovation/Technology & Strategy Roundtable (*J. Kensinger, K. Huisman & R. Oriani*)

1:15 Luncheon

REAL ESTATE & INFRASTRUCTURE APPLICATIONS

2:15 Real Estate & Development: Industry Perspective and Optionality Issues

Leo Civelli and Guido Silvestroni, REAG, and Francesco Baldi, Luiss U., Italy

2:30 WORKSHOP/PLENARY SESSION III

Real Options Applications in Real Estate & Infrastructure

Gordon Sick, U. of Calgary, Canada

2:50 Evolvable (“Future-Proof”) Infrastructure Design: A Process and Application in UK

Guilherme Biesek and Nuno Gill, U. of Manchester, UK

3:05 Real Options Valuation of Project-Financed Investments: the Case of the Pedemontana Lombarda Toll Road

Stefano Caselli, Stefano Gatti and Antonio Marciante, Bocconi U., Italy

3:20 Optionality in Presale of Real Estate Development in Brazil

Luiz Brandao, PUC-Rio, Brazil

3:35 Viability Study of a New Real Estate Venture in Brazil

Sergio M. Dos Reis, FNPP, and Jose Antonio de Sousa Neto, FDC and FEAD Minas, Brazil

3:50 Valuing Hydrogen-based Infrastructure Investment: An Application in Netherlands

Ye Li, Utrecht U., Netherlands

4:05 Afternoon Coffee Break

ALTERNATIVE PERSPECTIVES & OTHER APPLICATIONS

4:30 PLENARY SESSION IV

Real Options 'in' Meta-Economic Systems: Public Policy Implications of Systems Design

Sarah B. von Helfenstein, Braver P.C., USA

4:50 Expect the Unexpected: Survival of the Fittest Asset

Arjen Ros, Asset Management Control Center, Netherlands

5:10 Managing Real Options in Not-for-Profit Organizations: The Case of Unfinished (Shell) Space

John Kensinger, U. North Texas, USA

5:30 Real Options in Flood Risk Management

Michelle Woodward, HR Wallingford and U. Exeter, UK

5:45 Fair Risk Sharing in Target Cost Contracts

Said Boukendour, U. Quebec, Canada

6:00 Closing Remarks

DAY 2

Thursday June 17, 2010

INNOVATION/TECHNOLOGY AND STRATEGY

9:00 – 9:15 Welcome

9:15 PRESIDENT'S ADDRESS/ PLENARY SESSION V

Patent Strategies: Fight or Cooperate?

Lenos Trigeorgis, U. Cyprus and President, Real Options Group

STRATEGY

9:45 Integrating Resourced-Based View and Real Options for Investments in Outside Opportunities

Nalin Kulatilaka, Boston U., USA and Laura Toschi, U. Bologna, Italy

10:10 Real Options and Signaling in Strategic Investment Games

Takahiro Watanabe, Tokyo Metropolitan U., Japan

10:30 Morning Coffee Break

INNOVATION EVIDENCE

11:00 Risk Dynamics and Stock Trading Behavior around New Product Introductions

Achim Himmelmann, Tech U. Darmstadt, Germany

11:20 Explaining the Remuneration Structure of Patent Licenses

Maria Isabella Leone and Raffaele Oriani, Luiss U., Italy

INNOVATION & TECHNOLOGY APPLICATIONS

11:40 Innovation, IP and Valuation of Licenses in Telecom: Industry Perspective and Optionality Issues

Marco Vulpiani, Deloitte Financial Advisory Services, Italy

WORKSHOP/PLENARY SESSION VI

11:55 Valuing R&D and Technology Investments: From Classic to Fuzzy ROV

Christer Carlsson, Abo Akademi U., Finland

12:15 Assessing Government R&D Programs: An Application to DOE's Industrial Technology Portfolio

Peter Linquti, George Washington U., USA

12:35 Valuing R&D Licensing with Options

Francesco Baldi, Luiss U., Italy

12:55 Economic Valuation of Patents: A Case Application from Pharmaceuticals

Raffaele Oriani, Luiss U., Federico Munari, U. Bologna, and Luigi Sereno, U. Pisa, Italy

1:15 Luncheon

M&A AND OTHER APPLICATIONS

2:20 M&A and Synergies: Industry Perspective and Optionality Issues

Mikael Collan, Fennicum Financial Consulting, and Jani Kinnunen, Abo Akademi U., Finland

2:40 Mergers and Market Valuation

Vera Baranouskaya, Swiss Finance Institute, Switzerland

3:00 Valuing Options to Enter a New Market: The Belvedere Coal Project Acquisition in Australia

Marcio Amaral-Baptista, Marcelo Desterro and Luiz Brandao, PUC-Rio, Brazil

3:15 Shut-down Options in the Steel Sector: An Application in Brazil

Luiz de Magalhaes Ozorio, PUC-Rio, Brazil

3:30 Afternoon Coffee Break

4:00 Keynote Address

4:45 – 5:45 Panel Discussion

Energy, Real Estate & Infrastructure vs. Innovation/Technology and Strategy Investing: Commonalities and Different Perspectives

Moderator: John Kensinger (U. North Texas, USA)

Panelists Include:

Luiz Brandao (PUC-Rio, Brazil)

Mikael Collan (Fennicum Financial, Finland)

Nuno Gill (U. Manchester, UK)

Sarah von Helfenstein (Braver PC, USA)

Piercarlo Rolando (REAG, Italy)

Gordon Sick (U. Calgary, Canada)

Marco Vulpiani (Deloitte, Italy)

5:45 - 7:15 Networking Reception

Sponsored by ROG, LUISS and REAG

About the Conference

Venue

LUISS Guido Carli University, Main Campus
Viale Pola 12, Rome, Italy

Fees & Registration

Academic attendee: US\$825 by April 17, \$990 thereafter (or equivalent in Euros)

Corporate presenter (one per paper): \$825 by April 17, \$990 thereafter

Corporate attendee: US\$1,650 by April 17, \$1,980 thereafter

Registration should be made online via the conference website www.realoptions.org

Important Administrative Information

Registration fees include the conference proceedings and other materials, gifts, lunches, coffee breaks, and receptions. Substitutions (from the same organization) can be made at any time. Cancellations made in *writing* by June 1 can be refunded, except for a 15% service charge. Those not attending or canceling after June 1 are responsible for the whole fee. The organizers reserve the right to make changes to the program without notice. Only registrations paid by April 17 are guaranteed to be confirmed and be included on the official list of participants. For information on registration and other general-type conference-related inquiries contact Eugenia (tel +357 22893606; fax +357 22892460; e-mail conference.registration@realoptions.org). For information on local logistics, LUISS or Italy contact Vicki Machin (tel +39 06 8522-2306, Fax: +39 06 8522-2308, e-mail vmachin@luiss.it).

Hotels, Airport/Transport, Registration

See www.realoptions.org or www.mba.luiss.it/international-website/real-options-2010/index.html. For accommodation see www.mba.luiss.it/international-website/real-options-2010/accommodation.html

Who Should Attend?

**CEOs, CFOs, Heads of Strategy, Vice Presidents,
Directors, Investment Bankers, and Analysts in:**

- Strategic Planning
- Corporate Finance
- Risk or Portfolio Management
- Information Technology
- Marketing
- Manufacturing/Supply Chain/Contracting
- R&D/Innovation