BLACKBIRD FOR TRAINING

Benchmarking Intangibles, Developing Countries & Industry-Specific Challenges

23 – 27 November 2026
Barcelona (Spain)



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Introduction

In the age of globalization and rapid technological advancement, intangible assets now account for a significant portion of company value. However, valuing and benchmarking these assets across borders and dealing with the challenges posed by developing countries and specific industries can be a complex task. This course will enable participants to understand how to effectively benchmark intangible assets in different contexts, focusing on developing countries and sector-specific challenges.

The course also covers the latest methods and techniques for valuing intangible assets and provides practical solutions for overcoming the challenges posed by technological gaps and economic systems in developing countries. Participants will learn how to apply best practices in benchmarking intangible assets across different industries and regulatory environments.

Course Objectives

- Understanding Intangible Assets: Gain an in-depth understanding of intangible assets and their importance in business valuation.
- Benchmarking Intangible Assets: Learn how to benchmark intangible assets across companies and countries effectively.
- Challenges in Developing Countries: Understand the challenges faced by developing countries in valuing intangible assets.
- Sector-Specific Challenges: Explore the unique challenges different industries face when valuing intangible assets.
- Best Practices: Learn how to apply best practices for benchmarking intangible assets in international and sector-specific contexts.

Course Outlines

Day 1: Introduction to Intangible Assets



- Definition and Importance of Intangible Assets in Business
    - What are intangible assets? e.g., software, trademarks, patents, technical know-how, etc.
    - The role of intangible assets in increasing company value in global markets.
    - The challenges of valuing intangible assets accurately.
- Types of Intangible Assets
    - Brand-related intangible assets and intellectual property.
    - Digital and technology-related intangible assets.
    - Intangible assets tied to knowledge and expertise.

Day 2: Benchmarking Intangible Assets Across Companies and Countries

- Methods for Benchmarking Intangible Assets Across Companies
    - Benchmarks are used to assess intangible assets across different companies.
    - Methodologies employed to value intangible assets in global contexts.
    - Challenges in benchmarking intangible assets across companies in diverse economic environments.
- Challenges in Benchmarking Intangible Assets Across Countries
    - Differences in regulatory and economic frameworks between developed and developing countries.
    - Overcoming local constraints and technology gaps in developing countries.
    - The impact of international laws and regulations on intangible asset valuation.

Day 3: Challenges in Developing Countries



- Economic Challenges in Developing Countries
    - Economic and social issues that affect the valuation of intangible assets.
    - The difficulty in accessing accurate data and information in emerging markets.
    - How to manage the lack of appropriate tax and regulatory frameworks for intangible assets.
- Best Practices for Benchmarking in Developing Countries
    - Strategies for applying intangible asset valuation in difficult economic environments.
    - The role of governments in fostering transparency and strengthening regulatory frameworks.
    - Case studies from developing countries showcasing real-world solutions to challenges.

Day 4: Sector-Specific Challenges in Benchmarking Intangible Assets

- Sectoral Challenges in Valuing Intangible Assets
    - Industry-specific challenges in sectors such as technology, healthcare, and education.
    - How to apply different techniques for valuing intangible assets in these sectors.
    - Legal and tax challenges specific to different industries.
- Sector-Specific Strategies to Overcome Challenges
    - Innovative solutions for valuing intangible assets in various industries.
    - Leveraging technological tools and artificial intelligence for better intangible asset valuation.
    - Tailoring benchmarking strategies to meet the needs of each sector.

Day 5: Practical Applications and Solutions to Challenges



- Practical Solutions for Benchmarking Intangible Assets
    - How to apply modern methodologies for benchmarking intangible assets across companies and countries.
    - Case studies from different industries and countries to highlight challenges and effective solutions.
- Valuing Intangible Assets in the Global Market
    - How to utilize global data to improve intangible asset valuation.
    - Techniques for balancing local and international regulations in intangible asset benchmarking.
- Q&A Session and Course Recap
    - Discuss the key points covered throughout the course and address any questions from participants.
    - Course summary and guidelines on applying the knowledge gained.

Why Attend This Course: Wins & Losses!

- Wins in Understanding Intangible Assets: Learn how to handle intangible assets and understand their significance in business valuation.
- Wins in Benchmarking Intangible Assets Across Companies and Countries: Gain the skills to benchmark intangible assets effectively across different companies and countries.
- Wins in Handling Developing Country Challenges: Learn how to address the challenges of valuing intangible assets in developing countries.
- Avoid Losses in Inaccurate Valuation: Avoid financial and legal risks by ensuring accurate valuation of intangible assets.

Conclusion

By the end of this course, participants will have acquired a comprehensive understanding of how to benchmark intangible assets across companies and countries, as well as how to address the challenges faced by developing countries and different sectors. The knowledge gained will enable participants to apply the correct valuation methods and techniques for intangible assets in various contexts, helping them make informed decisions in their organizations.



We look forward to helping you enhance your skills and provide practical solutions for the challenges you may face in intangible asset valuation.

