

About the Conference

Venue

The conference will be hosted at the premises of London Business School at Regent's Park in London, UK. London has been voted Europe's best city for business for 16 consecutive years. London is home to 75% of the Fortune 500 companies, has more international banks than any other city and accounts for 43% of the global foreign equity market. Among its cultural attractions, the city boasts 200 museums and galleries and 150 theatres. For information about LBS, life in the City and the London experience, see www.london.edu/theschool/londonexperience.html

Fees & Registration

Academic attendee: US\$825 by April 20, \$990 thereafter (or equivalent in Euros)

Corporate presenter (one per paper): \$825 by April 20, \$990 thereafter

Corporate attendee: US\$1,650 by April 20, \$1,980 thereafter

Registration fees go up by 20% after April 20. Registration should be made online via the conference website www.realoptions.org (Registration)

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 20 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 22893605; fax +357 22895030; e-mail conference.registration@realoptions.org). For information on local logistics, LBS or London contact Stefania Ucheddu (tel +44(0)207008250, e-mail suceddu@london.edu).

Hotels, Airport/Transport

For hotels/accommodation see www.realoptions.org (Hotels). The closest international airport is Heathrow (13 miles). Closest underground station is Baker Street. For guidelines to the school and transportation details see www.london.edu/contactus/gettingtotheschool.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

REAL OPTIONS VALUATION IN THE EUROPEAN ECONOMY

Energy, Infrastructure, Innovation/Technology, Strategy and Managerial Applications

June 27-28, 2012 London, UK

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

Features

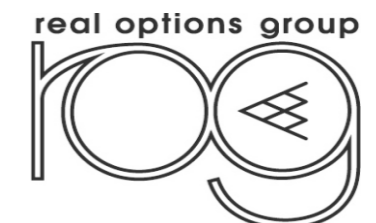
- *Practical presentations and case applications* by experts from leading corporations and universities
- *Roundtable (break-out) discussions by industry* where participants choose their area of interest and interact to address key issues & challenges (Energy, Infrastructure, Innovation/Technology and 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

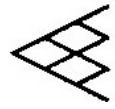
Benefits of Attending

- 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 & Renewables, Infrastructure, R&D/Innovation, Corporate 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

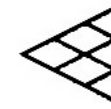
**London
Business
School**





Wednesday June 27, 2012

DAY 1



Thursday June 28, 2012

DAY 2

INFRASTRUCTURE, INNOVATION/TECHNOLOGY, ENERGY & RENEWABLES

8:15 Registration

8:55 Welcome/Orientation

9:00 WORKSHOP/PLENARY SESSION I
Real Options: An Overview and Applications
Luiz Brandão, PUC-Rio, Brazil

INFRASTRUCTURE & INNOVATION/
TECHNOLOGY INVESTMENTS

9:30 Real Options Strategy in the Construction Industry
Anne MacDonnell, Empire Company Limited, Canada, and Pornsawan Evans, Swansea University, UK

9:50 Migration to Next Generation Access Networks
Mathieu Tahon, Sofie Verbrugge, Ghent University Belgium, Peter J. Willis and Paul Botham, British Telecom, UK, Didier Colle and Mario Pickavet, Ghent University, Belgium

10:15 Morning Coffee Break

10:50 Design for Evolvability in New Infrastructure Development
Guilherme Biesek and Nuno Gil, University of Manchester, UK

11:15 Capturing the Value of Innovation Teams
Marie Talnack, University of Southern California, USA

11:35 A Fuzzy Compound Real Option Model for Patent Valuation
Christer Carlsson and Xiaolu Wang, Åbo Akademi University, Finland

11:55 IT Investment Evaluation: An Application of RFID Technology in the Supply Chain
Adriana Dimakopoulou, Katerina Pramataris, and Andrianos Tsekrekos, Athens University of Economics and Business, Greece

12:20 ROUNDTABLE DISCUSSIONS BY INDUSTRY

A. Energy & Real Estate Roundtable
G. Sick, L. Brandao
B. Innovation/Technology & Strategy Roundtable
(J. Kensinger, B. Lambrecht)

1:15 Luncheon

2:15 WORKSHOP/PLENARY SESSION II
Real Options Applications in Energy & Natural Resources: An Overview
Gordon Sick, University of Calgary, Canada

NATURAL RESOURCES, ENERGY &
RENEWABLES

2:50 Oil Trading Using Two-Factor Price Model and Simulation
Babak Jafarizadeh, Statoil, Norway

3:15 Afternoon Coffee Break

3:50 Evaluating the Effects of Market and Environmental Uncertainties on Oil Sands Projects
Sebastian Jaimungal, Laleh Kobaris and Yuri Lawryshyn, University of Toronto, Canada

4:15 Valuing Sugarcane Biomass for Energy Generation
Rafael Igrejas, Luiz Brandão, Leonardo Gomes, PUC-Rio, and Carlos Bastian-Pinto, Unigranrio, Brazil

4:35 Resource Valuation and Optimisation
Geoffrey Evatt, University of Manchester, UK

5:00 Closing Remarks

EVIDENCE, METHODOLOGY & OTHER APPLICATIONS

8:30 Welcome

8:45 PRESIDENT'S ADDRESS/ PLENARY SESSION III

Valuing Brand Leveraging Strategies
Lenos Trigeorgis, University of Cyprus, LBS and President, Real Options Group

MARKET VALUATION/ EMPIRICAL EVIDENCE

9:15 Uncertain Climate Policy Decisions and Investment Timing: Evidence from Small Hydropower Plants
Kristin Linnerud, CICERO, Ane Marte Heggedal and Stein-Erik Fleten, NTNU, Norway

9:35 Evidence on the Corporate Diversification-Value Puzzle
Pablo de Andrés, Autonoma University of Madrid, Gabriel de la Fuente and María del Pilar Velasco, University of Valladolid, Spain

9:55 Evidence on Revenue Rises vs. Cost Savings in Investors' Valuation of Growth Options
Susana Alonso Bonis, Valentín Azofra Palenzuela and Gabriel De La Fuente Herrero, University of Valladolid, Spain

10:15 Morning Coffee Break

BASIC METHODOLOGICAL ISSUES

10:45 The Choice of Stochastic Process in Real Option Valuation
Luiz Ozorio, Ibmecc, Carlos Bastian-Pinto, Unigranrio, and Luiz Brandao, PUC-Rio, Brazil

11:10 Are Results Consistent Among Different ROV Methodologies? A Copper Mine Application
Pietro Guj, University of Western Australia, and Atul Chandra, Curtin University, Australia

11:35 General Real Option Valuation with Application to Real Estate
Carol Alexander and Xi Chen, University of Reading, UK

12:00 Luncheon

BASIC ENERGY/POLICY APPLICATIONS

1:15 Clean Development, Stochastic Permit Prices and Energy Investments
David Schüller, University of Duisburg - Essen, Germany, and Philipp Hieronymi, University of Illinois at Urbana-Champaign, USA

1:35 Opportunistic Behavior in Government Energy Concessions

Carlos Bastian-Pinto and Marta Dalbem, UnigranRio, Luiz Brandão, Leonardo Lima Gomes, and Rafael Igrejas, PUC-Rio, Brazil

1:55 Modeling Electricity Prices: Application in a Biomass Power Plant in Brazil
Carlos F. Fontoura, Luiz Brandão, Leonardo Gomes, PUC - Rio, and Carlos Bastian-Pinto, Unigranrio, Brazil

OTHER MANAGERIAL ISSUES &
APPLICATIONS

2:15 The Cost of Wrong Timing: Real Options and Monitoring Costs
Barbara Bukhvalova, BI Norwegian Business School, Norway, and Alexander Bukhvalov, St. Petersburg State University, Russian Federation

2:30 Abandonment Option for Small and Large Firms with Different Capital Structures
Tero Haahtela, Aalto University, Finland

2:50 Evaluating Flexible Processes as Multiple Switching Options
Andrew Chen, Southern Methodist University, James Conover, and John Kensinger, University of North Texas, USA

3:10 Licensing Real Options
Nicos Savva, London Business School, UK

3:30 Afternoon Coffee Break

4:00 Keynote Address
Avinash Dixit, Princeton University
A Real Options Perspective on the Future of the Euro

4:45 Panel Discussion
Energy & Real Estate Investing vs. Innovation/Technology and Strategy: Commonalities and Different Perspectives
Moderator: John Kensinger (U. North Texas, USA)

Panelists Include:
Luiz Brandao (PUC-Rio, Brazil)
Nuno Gill (U. Manchester, UK)
Peter Monkhouse (BHP Billiton Ltd, Australia)
Gordon Sick (U. Calgary, Canada)
Babak Jafarizadeh (Statoil, Norway)

5:45 - 7:00 Networking Reception
Sponsored by ROG and London Business School