

## 1D – Spreading intellectual resources through coordinating the knowledge transfer process

Knowledge is part of a company's assets, as a significant resource creating wealth. The speakers have highlighted during this conference the value of the knowledge transfer process in their business in a global context of sustainable development.

First, there are different types of knowledge transmission.

Indeed, **Mame K. Diene**, Founder and Executive Director of **Laboratoires Bioessence**, contributes to the transmission of ancient beauty secrets and traditional medicine in Senegal. Her SME works with cooperatives gathering about a thousand women who farm the baobab seeds and oil. This knowledge is passed from generation to generation. Bioessence thus allows those women to be paid fairly and benefit from tools adapted to their working conditions.

Furthermore, **Marc Ricau**, Country and Business Development Director at **Orange** reported on a transfer of knowledge to people in Africa through the creation of business schools (Senegal, Jordan) and distribution schools (Senegal). These investments were especially designed to train local people so that they can integrate Orange teams operating in Africa. It is therefore in this case a process of knowledge transfer to develop the skills of the company.

Last, **Paulo Weigert**, Founder and Managing Director of **Digital SK**, introduced a larger method of transmitting information through virtualizing learning services with an open source software, Moodle, designed to promote e-learning in Brazil. This mode of learning has promoted the integration of students in selective universities, knowledge development between regions and companies, but also helped to improve the Brazilian educational system.

It should also be noted that the key concept in terms of transmission of knowledge is the localisation. Indeed, Mame K. Diene emphasized that the initial information is located in Senegal, and that it stays there. Bioessence buys to the cooperatives the seeds and oil of baobab extracted and processed, ready to be used for cosmetic purposes by the laboratory. Similarly, Orange realizes investments in R&D in a number of African countries (Kenya, Madagascar, Egypt, Mali, Niger), and therefore 99% of its employees are employed locally.

In conclusion, the transmission of knowledge is done in two stages: first through communication, by speaking and listening to the interlocutor, to identify the needs and challenges for all from this transfer of knowledge. Then you have to learn and use yourself the knowledge to be transmitted, in order to accurately convey the skills.