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## INTERNATIONAL CONFERENCE

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### **Innovation and Creativity of Women for Economic Development – Design in Innovative Economy**

*Organized by*  
the World Intellectual Property Organization (WIPO)

*in cooperation with*

the Patent Office of the Republic of Poland (PPO)  
the Warsaw Stock Exchange

*and*

the Office of Harmonization for the Internal Market (OHIM)

**Warsaw, March 17 and 18, 2011**

PROVISIONAL PROGRAM

*prepared by the International Bureau*

Thursday, March 17, 2011

- 09:00 – 9:30 Registration
- 09:30 – 10:00 Opening Ceremony
- Alicja Adamczak, President, Polish Patent Office, Warsaw, Poland
  - Lidia Adamska, Member of the Management Board, Warsaw Stock Exchange, Warsaw
  - Binying Wang, Deputy Director General, World Intellectual Property Organization (WIPO), Geneva, Switzerland
- 10:00 – 10:30 Welcome address by:
- Waldemar Pawlak, Vice Prime Minister, Minister for Economy, Ministry of Economy, Warsaw, Poland
  - Christian Archambeau, Vice-President, Office of Harmonization for the Internal Market, Alicante, Spain
- 10.30 – 11.00 WIPO Award for Innovative Enterprises Ceremony
- 11:00 – 11:30 Coffee break
- 11:30 – 13:00 **Topic 1: The Importance of Design in an Innovative Economy**
- Moderator:** Ewa Okoń-Horodyńska, Professor, Jagiellonian University (UJ), Cracow, Poland
- Speakers:**
- Mi-Young Han, President, World Women Inventors and Entrepreneurs Association, Seoul, Korea
  - Susanne Ås Sivborg, President, Swedish Patent Office, Stockholm, Sweden
  - Li Yuguang, Vice Commissioner, State Intellectual Property Office of the Peoples' Republic of China (SIPO), Beijing, China
  - Zuzanna Skalska, Senior Consultant, Trend Research Expert, VanBerlo Design Strategy, Eindhoven, Netherlands
  - Paulina Tumiel, University of Bialystok, Bialystok, Poland
  - Lena Ekelund, Chalmers Technological University, Volvo Cars, BWAB, Göteborg, Sweden
  - Zdzislaw Sobierajski, Managing Director, PERFEKT, Nowy Sękocin, Poland

- Paulina Kordos, Designer, PERFEKT , Nowy Sękocin, Poland
- 13:00 – 14:00 Lunch break
- 14:00 – 15:30 **Topic 2:** **National, Regional and International Strategies of Using Design**
- Moderator:** Ewa Gołębiowska, Director, Silesian Castle of Art and Enterprise, Cieszyn, Poland
- Speakers:**
- Patrycja Zielińska, Deputy Chief to the Executive Officer, Polish Agency for Enterprise Development, Warsaw, Poland
  - Beata Bochińska, President, Institute of Industrial Design, Warsaw, Poland
  - Wojciech Lubawski, President of Kielce, Poland
  - Ludmila Celisova, Head, Industrial Design Section, Industrial Property Office, Prague, Czech Republic
  - Sandrine Pitaccolo Bartolomei, Senior IP Counsel, Head, Rights Acquisition Department, Richemont International SA, Geneva, Switzerland
- 15:30 – 16:00 Coffee break
- 16:00 – 17:45 **Topic 3:** **From Design to Business Success**
- Moderator:** Józef Mrozek, Academy of Fine Arts, Warsaw, Poland
- Speakers:**
- Ewa Mańkiewicz-Cudny, President, Polish Federation of Engineering Associations (NOT), Warsaw, Poland
  - Katarzyna Laskowska, University of Arts in Poznań, Poland
  - David Korzekwa, President, Association of Applied Graphic Designers, Warsaw, Poland
  - Marek Jankowski, Expert, Wronki, Poland
  - Andrzej Tomasz Rudkiewicz, designer, Finnish Association of Designers ORNAMO, Warsaw, Poland and Turku, Finland
  - Jakub Rudkiewicz, President, Design Office, NC.ART Sp., Foundation Pro-Design, Warsaw, Poland
  - Bartosz Piotrkowski, PESA Bydgoszcz SA, Bydgoszcz, Poland
  - Marcin Buszewski, Manager, Planika Sp. z o.o., Brzoza, Poland
  - Andrzej Śmiałek, Ergo Design Sp. z o.o., Cracow, Poland

18:00

WIPO Reception

Friday, March 18 2011

08:30 – 09:00 Reception

09:00 – 10:30 **Topic 4: The Importance of Design in Company Activity**

**Moderator:** Lidia Adamska

**Speakers:**

- Ewa Czekala, 4fun Media, Warsaw, Poland
- Mariola Belina-Prażmowska, Polish Pharmaceutical Group PGF, Łódź, Poland
- Iwona Wtorkowska, LUG SA, Zielona Góra, Poland
- Joanna Szymańska – Bulska, BIOTON S.A., Warsaw, Poland

10:30 – 11:00 Coffee break

11:00 – 12:30 **Topic 5: Women Designers and Their role in an Innovative Economy**

**Moderator:** Wiktor Jędrzejec, Director, Department of Art and Culture Education, Ministry of Culture and National Heritage, Warsaw, Poland

**Speakers:**

- Justyna Lauer, Academy of Fine Arts in Katowice, Katowice, Poland
- Bogumiła Jung, University of Arts in Poznań, Poland
- Alina Adamczak, Deputy Director in Education, Koszalin University of Technology, Koszalin, Poland
- Leszek Mellibruda, Business Psychologist, Warsaw, Poland
- Irmína Aksamitowska - Szadkowska, Radom University of Technology, Radom, Poland

12:30 – 13:45 Lunch break

13:45 – 15:15 **Topic 6: How to Promote and Implement Design**

**Moderator:** Weronika Rochacka, Design Council, London, Great Britain

**Topic 6** (Continued):**How to Promote and Implement Design****Speakers:**

- Katarzyna Rzehak, Director, Design Center, Institute of Industrial Design, Warsaw, Poland
- Anna Pietrzyk-Simone, Head of Communications, Lovegrove Studio, co-founder of Young Creative Poland, London, Great Britain
- Marlena Misiurska-Marczak, Head, Package Development Division, Dr Irena Eris SA, Piaseczno, Poland
- Justyna Smolec, Stylist Manager, "Dobre Wnętrze" Magazine, Warsaw, Poland

15:15 – 15:45 Coffee break

15:45 – 17:15 **Topic 7: Legal Protection of Design**

**Moderator:** Alicja Adamczak

**Speakers:**

- Marie-Paule Rizo, Head, Design and Geographical Indication Law Section, WIPO
- Krystyna Szczepanowska-Kozłowska, Profesor, Warsaw University, Warsaw, Poland
- Joanna Sieńczyło-Chlabicz, Lecturer, University of Białystok, Poland
- Edyta Demby-Siwiek, Trademark Department, PPO

17.15 – 18.00 Summary and closing ceremony

**Speakers:**

- Alicja Adamczak
- Lidia Adamska

18.00 – 19.00 Cocktail

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