



INTERNATIONAL CONFERENCE

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Women in Tradition, Innovation, Creativity and Entrepreneurship

30th Anniversary of the General Directorate of Industrial Property of the Republic of Albania (GDIP)

organized by
the World Intellectual Property Organization (WIPO)

and
the European Patent Office (EPO)

in cooperation with
the General Directorate of Industrial Property

Tirana, October 19 and 20, 2023

PROVISIONAL PROGRAM

document prepared by the International Bureau of WIPO

Venue (in person): Plaza Maritim Tirana Hotel
Rruga Abdi Toptani 18 - 1001 Tirana (AL)

Thursday, October 19, 2023

09.30 – 10.00 Registration of participants

10.00 – 10.50 **OPENING CEREMONY**

Moderator: Mr. Xhani Shqerra, Tirana

Video with the key important moments of the establishment of the GDIP (1993-2023)

Welcome Addresses by:

- Ms. Rovena Beqiraj, Director General, General Directorate of Industrial Property (GDIP) of the Republic of Albania, Tirana;
- Ms. Adela Xhemali, Deputy Minister, Ministry of Finance and Economy of the Republic of Albania, Tirana;
- Ms. Ruth Huber, Ambassador, Swiss Embassy, Tirana;
- Mr. Daren Tang, Director General, World Intellectual Property Organization (WIPO), Geneva (recorded message);
- Mr. Christoph Ernst, the Vice-President for Legal and International Affairs, European Patent Office (EPO), Munich, Germany;
- Mr. Habip Asan, Director, Division for Transition and Developed Countries (TDC), world Intellectual Property Organization (WIPO), Geneva;
- Mr. Ignacio De Medrano, Head of International Cooperation Service, International and Institutional Department (ICD) European Union Intellectual Property Office (EUIPO), Alicante, Spain

10.50 – 11.30 **SESSION I: HISTORICAL MOMENTS SINCE THE ESTABLISHMENT OF THE GDIP**

Speakers: Ex founders / Ex- Directors of the GDIP (1993-2023)
Ms. Vjollca Shomo, (Ex-Chairwoman of Section for Trademark in Tirana, Chamber of Commerce and Industry – 1978-1994) /Co-founder of Euromarkpat Albania, Tirana;
Mr. Dr. Eng. Fatos Dega, Managing Director, StudioDriar (ex-director at the Science and Technology Committee), Tirana;
Mr. Prof. Asoc. Doc. Spartak Bozo, Dean, Faculty of Applied Sciences at “Logos” University College, Tirana (Ex-Director - 1997-2005)

11.30 – 11.40 Question & Answers

11.40 – 11.55 Coffee Break

- 11.55 – 12.55 **SESSION II: WOMEN IN IP AND INNOVATION CHALLENGES AND FUTURE PLANS**
- Speakers: Ms. Rovena Beqiraj;
 Ms. Patrycja Czubkowska, Vice President, Patent Office of the Republic of Poland, Warsaw;
 Ms. Vladia Borissova, President, Patent Office of the Republic of Bulgaria, Sofia;
 Ms. Irena Tušek, Acting Deputy, Director General State Intellectual Property Office of the Republic of Croatia, Zagreb;
 Ms. Irina Urbonė, Director, State Patent Bureau of the Republic of Lithuania, Vilnius
- 12.55 – 13.10 **Presentation: Empowering Women: Fuelling Inventive Progress**
- Speaker: Ms. Roberta Romano Götsch, Chief Sustainability Officer, EPO (online)
- 13.10 – 14.15 Lunch Break
- 14.15 – 14.45 **SESSION III: INSPIRING WOMEN INVENTORS, CREATORS AND ENTREPRENEURS**
- Speakers: Ms. Lorena Gjana, CEO of BEEZ Studio, Game Developer, Tirana;
 Ms. Aurora Piranej, Founder of Margjelo, Tirana;
 Ms. Lindita Vrushi, Co-Founder and CEO of “Essential,” Elbasan, Albania
- 14.45 – 14.55 Question & Answers
- 14.55 - 15.10 Coffee Break
- 15.10 – 15.40 **SESSION IV: ROUNDTABLE ON GEOGRAPHICAL INDICATION AS A TOOL TO VITALIZE THE RURAL DEVELOPMENT AND THE ECONOMY OF A COUNTRY**
- Key Speakers: Ms. Julinda Bare, Head, Sector of Programming, Monitoring and Policies for Agricultural and Rural Development, Ministry of Agriculture and Rural Development, Tirana
 Mr. Agron Çakalli, Representative, Olive Oil in Elbasan – GI in process, Tirana;
 Ms. Brunhilda Stamo, National Consultant, Rural Development, GI expert, Tirana
 The representative of ALSIP PROJECT
- 15.40 – 15.50 Questions and Answers
- 18.00 – 22.00 Anniversary Ceremony and Reception

Friday, October 20, 2023

- 09.00 – 09.30 Registration of participants
Moderator: Mr. Xhani Shqerra
- 09.30 – 10.20 **SESSION V: ROLE OF IP FOR WOMEN TRADITIONAL HANDICRAFT ENTREPRENEURS**
Speakers: Ms. Virag Halgand, Head, Section for Central European and Baltic States and Mediterranean Countries, Division for Transition and Developed Countries (TDC), WIPO;
Ms. Monica Boța Moisin, Founder, Cultural Intellectual Property Rights Initiative (CIPRI), Oradea, Romania;
Ms. Brunhilda Stamo;
Ms. Flutura Xhabija, Chairwoman, National Association of Entrepreneurial, Professional and Artisan Women, Tirana;
Ms. Armida Alikaj, Co-founder of “Social Development Investment,” Tirana
- 10.20 – 10.30 Question & Answers
- 10.30 – 10.50 Coffee Break
- 10.50 – 11.45 **SESSION VI: NEW DEVELOPMENTS IN BOOSTING STARTUPS AND ENTREPRENEURSHIP IN EUROPE AND BEYOND**
Speakers: Ms. Delina Ibrahimaj, Minister of State for the Protection of Entrepreneurship of Republic of Albania, Tirana (tbc);
Mr. Kushtrim Shala, CEO, ICT LAB, Tirana;
Mr. Szabolcs Farkas, President, Hungarian Intellectual Property Office (HIPO), Budapest;
Ms. Albana Laknori, General Secretary, Chamber of Commerce, Tirana
- 12.00 – 12.10 Questions & Answers
- 12.10 – 13.00 **SESSION VII: IP AND CREATIVITY EDUCATION FOR YOUTH**
Speakers: Ms. Sonila Meka, Head of Coordination, Analysing and Reporting Sector, GDIP;
Mr. Astrit Dautaj, Head of Curricula, Sector at Agency for Quality Assurance for Pre-University Education (ASCAP), Tirana;
Ms. Patrycja Czubkowska, Vice-President, Patent Office of the Republic of Poland, Warsaw;
Ms. Ermelinda Durmishi, Director, Directory of the Policies, Universities and Scientific Research, Ministry of Education, Tirana
- 13:00 – 13:15 **CLOSING CEREMONY**
Light Networking Lunch

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