



INTERNATIONAL CONFERENCE

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Innovation and Creativity of Women for Economic Development – Designing the Quality of Life in a Modern Economy

organized by

the World Intellectual Property Organization (WIPO),

in cooperation with

the Patent Office of the Republic of Poland (PPO),

the Office of Harmonization for the Internal Market

and

the Warsaw Stock Exchange

Warsaw, March 22 and 23, 2012

PROVISIONAL PROGRAM

document prepared by the International Bureau

Thursday, March 22, 2012

09:00 – 9:30 Registration

09:30 – 10:00 **Opening Ceremony**

Welcome addresses by:

Mrs. Alicja Adamczak, President, Polish Patent Office, Warsaw

Mrs. Lidia Adamska, Member of the Management Board, Warsaw Stock Exchange, Warsaw

Mrs. Binying Wang, Deputy Director General, World Intellectual Property Organization (WIPO), Geneva

The representative of the Office of Harmonization for the Internal Market (OHIM), Alicante, Spain

Mr. Tian Lipu, Commissioner, State Intellectual Property Office of the People's Republic of China, Beijing (tbc)

10:00 – 10:20 **Key-note speech:**

Mrs. Ewa Rumińska-Zimny, Senior Social Affairs Officer, United Nations Economic Commission for Europe, Geneva, Switzerland

10:20 – 10:40 Coffee Break

10:40 – 12:45 **Topic 1: Responsible Designing**

Moderator: Mrs. Michelle Berryman, Designer, Board Member, Industrial Designers Society of America, Atlanta, United States of America

Speakers: Mrs. Zuzanna Skalska, Senior Consultant, VanBerlo, Eindhoven, The Netherlands

Mr. Gian Luca Amadei, Product Editor, Blueprint, United Kingdom

The representative of Muji, Tokyo (to be confirmed)

Mrs. Ewa Łabno-Fałęcka, PR Director, Mercedes-Benz, Berlin

12:45 – 14:00 Lunch Break

14:00 – 15:30 **Topic 2: A Designer for a Demanding Society**

Moderator: Mrs. Ewa Golebiowska, Director, Silesian Castle, Warsaw

Speakers: Mrs. Czesława Frejlich, Chief Editor, "2+3D", Warsaw

Mrs. Deborah Szebeko, Founding Director, Think Public, London

Mr. Pete Kercher, Ambassador, Design for All
Europe, Milan, Italy

Mrs. Monika Brzywczy, Designer, Warsaw

15:30 – 16:00 Coffee Break

16:00 – 17:45 **Topic 3:** Information Design

Moderator: Mrs. Małgorzata Majewska, Lecturer,
Jagiellonian University, Cracow, Poland

Speakers: Mrs. Justyna Kucharczyk, Designer of Visual
Information System for Katowice Airport,
Katowice, Poland

Mr. Jacek Utko, Creative Director, Bonnier,
Warsaw

Mrs. Kinga Pawłowska, President, Polish-
Japanese Institute of Information Technology,
Warsaw

To be confirmed

18:00 Reception

Friday, March 23, 2012

08:30 – 09:00 Reception

09:00 – 10:45 **Topic 4:** Creativity in the Public Space

Moderator: Mrs. Weronika Rochacka, Project Manager,
Design Council, London

Speakers: Ms. Mi Young Han, President, World Women
Inventors and Entrepreneurs Association, Seoul
(to be confirmed)

Mrs. Agnieszka Rumińska, Editor of "Bryla.pl",
Warsaw

Mrs. Magdalena Ponagajbo, Designer of Visual
Information System of Copernicus Science
Center, Warsaw

To be confirmed

10:45 – 11:15 Coffee Break

11:15 – 13:00 **Topic 5:** Protection of Design in a Global Economy

Moderator: Mrs. Alicja Adamczak

Speakers: Mrs. Ewa Nowińska, Intellectual Property
Institute, Jagiellonian University, Cracow, Poland

Mrs. Krystyna Szczepanowska-Kozłowska,
Warsaw University, Warsaw

Ms. Ingrid Baele, Vice-President, Philips
Intellectual Property and Standards, Eindhoven,
the Netherlands

Mrs. Biserka Strel, Head, Central European,
Mediterranean and Baltic States Section, Division
for Certain Countries in Europe and Asia
(DCEA), WIPO

13:30 – 15.00 Lunch Break

15:00 – 17:15 **Topic 6:** **Design and a Company's Position in the Stock Exchange**

Moderator: Mrs. Lidja Adamska

Speakers: Mrs. Anna Pietrzyk-Simone, Co-founder of
Creative Project Foundation & Head of
Communications at Lovegrove Studio, London

Mr. Vito Orazem, Managing Director of the
Design Zentrum Nordrhein Westfalen, Westfalen,
Germany

Mr. Michał Biernacki, Designer, Moho Design,
Warsaw

The representative of Marmorin, Warsaw

17:15 – 17:45 **Closing key-note: Design in the Age of Modern Technologies**

Speaker: Mrs. Ewa Okoń-Horodyńska, Jagiellonian
University, Cracow, Poland

17.45 – 19.00 Cocktail

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