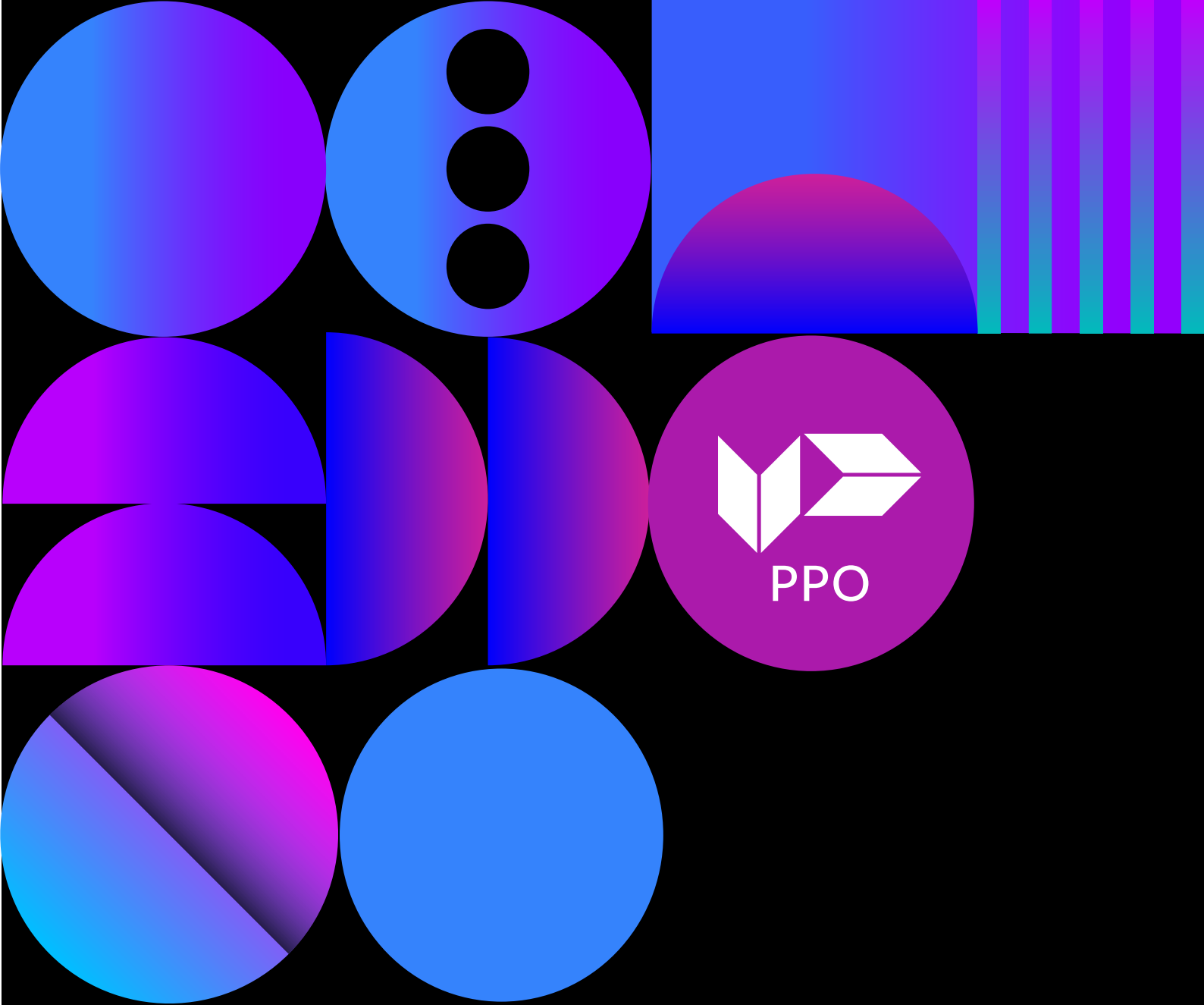




International Conference

Design Power:

Strategy. Identity. Protection.

22-23 October 2026

MINISTRY OF ECONOMIC DEVELOPMENT AND TECHNOLOGY
HALL UNDER THE DOME

PL. TRZECH KRZYŻY 3/5, WARSAW

Conference moderator:

Justyna Dźbik-Kluge, Journalist at Polish Radio, Director and Editor-in-Chief of Polish Radio's Channel Four

DAY ONE | 22 October 2026

9.30 – 10.00

Registration and welcome coffee

10.00 – 10.30

OPENING SESSION:

- *Ewa Skrzydło Tefelska*, PhD, President of the Patent Office of the Republic of Poland
- *Andrzej Domański*, Minister of Finance and Economy / tbc
- *Marta Cienkowska*, Minister of Culture and National Heritage / tbc
- *Representative of the World Intellectual Property Organization (WIPO)*
- *João Negão*, Executive Director of the European Union Intellectual Property Office (EUIPO) (video message)
- *Kamil Kiljański*, PhD, Deputy Director for IP, DG GROW, European Commission

10.30 – 10.50

KEYNOTE ADDRESS:

The Power of Design

Aneta Stuleblak, Deputy President of the Patent Office of the Republic of Poland

10.50 – 11.10

FEATURED PRESENTATION:

New Types of Designs in the EUIPO Practice: Graphical User Interfaces, Projections, Holograms, Virtual and Augmented Reality

Monika Tomczyńska, Business Operations Department, European Union Intellectual Property Office (EUIPO)

11.10 – 12.00

PANEL 1:

Industrial Design Protection in Europe – New Opportunities and New Challenges

Moderator: *Michał Mazurek*, PhD, Attorney at Law, Department of Law and Jurisprudence, Patent Office of the Republic of Poland

- *Lavinia Brâncuși*, PhD, Institute of Law Studies of the Polish Academy of Sciences
- *Anna Tischner*, Professor at the Faculty of Law and Administration, Jagiellonian University
- *Elżbieta Błach*, Deputy Director of the Trademarks Department, Patent Office of the Republic of Poland
- *Łukasz Żelechowski*, PhD, Professor at the Faculty of Law and Administration, University of Warsaw

12.00 – 12.20

Coffee break

12.20 – 12.40

FEATURED PRESENTATION:

Design as a Driver of Sustainable Growth and Prosperity in Europe

Christina Melander, Chief Design Officer, Danish Design Center

12.40 – 14.00

PANEL 2:

Public Support for Design Development

Moderator: *Ewa Gołębiowska*, Deputy President of the SPFP Design Association

- *Representative of the Ministry of Economic Development and Technology / tbc*
- *Representative of the Ministry of Funds and Regional Policy / tbc*
- *Aleksandra Szymańska*, Director of the Institute of Creative Industries
- *Joanna Zembaczyńska-Świątek*, Deputy President of the Polish Agency for Enterprise Development (PARP)

- **Joanna Kupka**, Deputy Director of the Communication Department, Patent Office of the Republic of Poland
- **Piotr Świątek**, Manager of Design & Innovation Policy, PDR – International Centre for Design & Research, Cardiff Metropolitan University

14.00 – 15.00

Lunch

15.00 – 15.20

FEATURED PRESENTATION:

Supporting Design Effectively – The Portuguese Experience

Ana Bandeira, President of the Portuguese Institute of Industrial Property (INPI)

15.20 – 16.30

PANEL 3:

Education in Design and Intellectual Property

Moderator: **Piotr Brylski**, Counsellor in the Communication Department, Patent Office of the Republic of Poland

- **Representative of the Ministry of National Education** / tbc
- **Representative of the Ministry of Culture and National Heritage** / tbc
- **Agnieszka Jacobson-Cielecka**, PhD, Curator, Design Critic, Programme Director of School of Form, Dean of the Faculty of Design, SWPS University in Warsaw / tbc
- **Joanna Czajkowska**, President of the Institute of Industrial Design Foundation
- **DesignEuropa Awards 2026 Laureate** / tbc

16.30 – 16.40

Summary of the Day One

DAY TWO | 23 October 2026

9.30 – 10.00

Welcome coffee

10.00 – 10.20

FEATURED PRESENTATION:

The International Design System – Benefits of the Hague System

Representative of the World Intellectual Property Organization (WIPO)

10.20 – 10.40

FEATURED PRESENTATION:

Industrial Design Registration at the Patent Office of the Republic of Poland

Kamil Kaszlikowski, Examiner of the Trademarks Department, Patent Office of the Republic of Poland

10.40 – 11.50

PANEL 4:

Polish Design – Between Tradition and Modernity

Moderator: **Elżbieta Błach**, Deputy Director of the Trademarks Department, Patent Office of the Republic of Poland

- **Krystyna Łuczak-Surówka**, PhD, Design Historian and Critic, Academy of Fine Arts in Warsaw
- **Lucyna Ligocka-Kohut**, President of Koniaków Lace Foundation
- **Iwona Plik**, President of Krosno Glass / tbc
- **Wojciech Bajor**, Chief Designer and President of the Management Board, BAJO Wooden Toys

11.50 – 12.10

Coffee break

12.10 – 12.30

FEATURED PRESENTATION:

Design in a Polish Manufacturing Company – A Modest Addition or the Foundation of Competitiveness?

Michał Maciukiewicz, PhD, Industrial Designer, Lecturer at the Jan Matejko Academy of Fine Arts in Cracow and Cracow University of Technology

12.30 – 14.10

PANEL 5:

Design as a Driver of Economic Growth – Success Stories from Polish Industries

Moderator: *Justyna Dźbik-Kluge*, Journalist at Polish Radio, Director and Editor-in-Chief of Polish Radio's Channel Four

- *Antonina Samecka*, Co-founder and Designer, Risk Made in Warsaw
- *Dorota Koziara*, Designer, Dorota Koziara Studio
- *Andrzej Wodzyński*, Founder and Owner of Tubądzin Group / tbc
- *Andrzej Piszczewski*, Sales and Marketing Director, Member of the Management Board, Paged Meble
- *Prof. Bartosz Piotrowski*, Director of Product Development and Chief Designer, PESA Bydgoszcz
- *Representative of Deante Sp. z o.o.*

14.10– 15.10

Lunch

15.10 – 15.30

FEATURED PRESENTATION:

AI-Assisted Design – The Legal Perspective

Damian Flisak, PhD, Attorney-at-Law, Lubasz i Wspólnicy Attorneys-at-Law

15.30 – 16.30

PANEL 6:

Infringement and Enforcement of Industrial Design Rights

Moderator: *Małgorzata Szymańska-Rybak*, Director of the Trademarks Department, Patent Office of the Republic of Poland

- *Joanna Gęga*, Senior Group Manager, Intellectual Property Team, Allegro
- *Marcin Czosnek*, Lt. JSD, Head of the Economic Crime Department, Economic Crime Bureau, Polish National Police Headquarters
- *Grzegorz Kozłowski*, Director of the Customs Department, National Revenue Administration

16.30 – 16.40

Summary of the Conference

ORGANIZERS



CO-ORGANIZERS



Ministry of Economic Development and Technology
Republic of Poland



MEDIA PATRONAGE



POLSKA AGENCJA PRASOWA