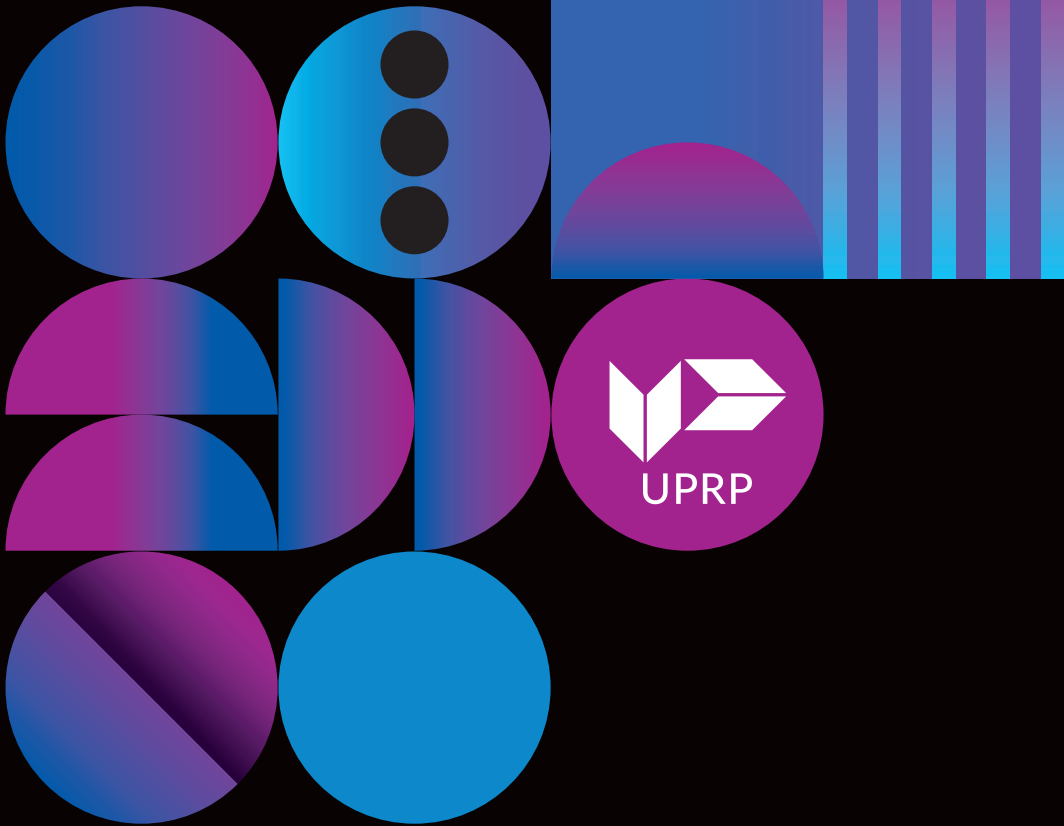




International Conference

Design Power.

Strategy. Identity. Protection.

22-23 October 2026

Ministry Of Economic Development And Technology
Hall Under The Dome

Plac Trzech Krzyży 3/5
Warsaw

Conference moderator:

Justyna Dźbik-Kluge, Journalist at Polish Radio

DAY ONE 22 October 2026

9:30–10:00

Registration and welcome coffee

10:00–10:30

OPENING SESSION

- *Michał Jaros*, Deputy Minister of Development and Technology
- *Marta Cienkowska*, Minister of Culture and National Heritage / tb
- *Ewa Skrzyżło Tefelska*, PhD, President of the Patent Office of the Republic of Poland
- *Daren Tang*, Director General of the World Intellectual Property Organization (WIPO)/ video message
- *João Negrão*, 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

- *Dariusz Łukaszewski*, Deputy Director of the Department of Innovation and Space Policy, Ministry of Economic Development and Technology

- *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
- *Joanna Czajkowska*, President of the Institute of Industrial Design Foundation
- *Maria Gil*, designer, winner of the DesignEuropa Awards 2026
- *Agata Nowak*, Faculty of Design, School of Form, SWPS University

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

- *Grégoire Bisson*, Senior Director, The Hague Registry, Brands and Designs Sector, World Intellectual Property Organization

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 Piłk*, President of Krosno Glass / tbc

- **Mihaela Cerbari Simmons**, Program Officer, Section for Central European and Baltic States Countries and Mediterranean Countries, TDC, World Intellectual Property Organization
- **Arkadiusz Grzesikowski**, CEO of Zakłady Ceramiczne „BOLESŁAWIEC” Sp. z o.o.
- **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

- **Antonina Samecka**, Co-founder and Designer, Risk Made in Warsaw
- **Dorota Koziara**, Designer, Dorota Koziara Studio
- **Anna Słowińska-Owczarek**, Product Manager, Deante Sp. z o.o
- **Andrzej Piszczewski**, Member of the Management Board, Paged Meble, Sales and Marketing Director
- **Prof. Bartosz Piotrowski**, Director of Product Development and Chief Designer, PESA Bydgoszcz

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

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MEDIA PATRONAGE



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