
LAUNCH

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Launch of the WIPO Pilot Study on “Gender Gap in Industrial Designs of Central European and Baltic States”

organized by
the World Intellectual Property Organization (WIPO)

March 10, 2025

Hosted on Zoom:

https://wipo-int.zoom.us/webinar/register/WN_K4yHEcrrTfm0UPWyEVhfLA#/registration

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Monday, March 10, 2025 (C.E.T.)

10:00 – 10:10 Opening session

Speaker: Mr. Marco Aleman, Assistant Director General, IP and Innovation Ecosystems Sector, WIPO

10:10 – 10:30 WIPO Pilot Study on Gender Gap in Industrial Designs of CEBS – Key Findings

Speakers: Mr. Julio Raffo, Head, Innovation Economy Section, Department for Economics and Data Analytics, WIPO

Ms. Carlotta Nani, Fellow, Innovation Economy Section, Department for Economics and Data Analytics, WIPO

Q&A session

10:30 – 11:00 Panel 1: Designer's Journeys – Challenges and Opportunities Faced by Creators

Moderator: Ms. Virag Halgand, Head, Section for Central European and Baltic States and Mediterranean Countries, Division for Transition and Developed Countries (TDC)

Panelists: Ms. Soňa Stančíková, Designer, Participant of WIPO CEBS WEP, Slovakia

Ms. Jadwiga Husarska-Sobina, Expert in Innovation and Design, Owner of Husarska Design Studio, Warsaw, Poland

Ms. Zoe Szokalopulosz, Graphic Designer, G-Green, Budapest, Hungary

Ms. Marina Malcoci, Engineer, Designer, Chisinau, Moldova

Q&A session

11:00 – 11:45 Panel 2: Empowering Innovation and Creativity through Education and Awareness Raising

Moderator: Ms. Mihaela Cerbari Simmons, Program Officer, Section for Central European and Baltic States and Mediterranean Countries, TDC

Panelists: Ms. Liubov Maidanyuk, Deputy Director, Copyright and Creative Industries, Ukrainian National Office for Intellectual Property and Innovations (UANIPIO), Kyiv, Ukraine

Ms. Karolina Badzioch-Brylska, Head, Promotion Division, Innovation and Communication Department, Polish Patent Office, Warsaw, Poland

Ms. Lilla Fanni Szakács, Head of Department, Trademark and Design Department, Hungarian Intellectual Property Office, Budapest, Hungary

Ms. Audronė Drungilaitė, Director, Design Innovation Centre, Vilnius Academy of Arts, Vilnius, Lithuania

Q&A session

11:45 – 11:55 Presentation on the International Design System

Speaker: Mr. Louis Meunier, Senior Information Officer, Hague Information and Promotion Section, The Hague Registry, WIPO

11:55 – 12:00 Conclusions and Closing

Speaker: Mr. Habip Asan, Director, TDC, Department for Development Cooperation, Regional and National Development Sector, WIPO

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