

programme

INTELLECTUAL PROPERTY FOR THE EUROPEAN UNION IN A WORLD OF CHALLENGES

Expert Conference Programme

19 – 20 February 2020
Zagreb

Organizer:

State Intellectual Property Office of the Republic of Croatia

Supporting partners:

European Commission
European Union Intellectual Property Office
European Patent Office
World Intellectual Property Organization



Venue: Zagreb, National and University Library

19 February, Wednesday

8:15 **Registration**

First day Conference Moderator: Ms Barbara Kolar

9:00 – 10:00 **Opening speeches**

Ms Ljiljana Kuterovac, Director General, State Intellectual Property Office (SIPO)

Mr Darko Horvat, Minister, Ministry of Economy, Entrepreneurship and Crafts (tbc)

Ms Nina Obuljen Koržinek, Minister, Ministry of Culture

Ms Blaženka Divjak, Minister, Ministry of Science and Education

Ms Amaryllis Verhoeven, Head of Unit, Intellectual Property, DG Grow, European Commission (EC)

Mr Christian Archambeau, Executive Director, European Union Intellectual Property Office (EUIPO)

Mr Francis Gurry, Director General, World Intellectual Property Organization (WIPO) - video message

Mr António Campinos, President, European Patent Office (EPO)

GLOBAL AND SINGLE MARKET CHALLENGES AND OPPORTUNITIES

10:00 – 12:50

THINK SMALL FIRST

How to use intellectual property to help them grow - revisiting reconsidering support to small and medium sized enterprises to find a missing link

10:10 – 10:40

Market success through smart commercialisation of innovation

What can we learn about SMEs from the recent studies

Mr Yann Ménière, Chief Economist, EPO

Ms Inge Buffolo, Director Customer Department, EUIPO

10:40 – 11:00

Intellectual property asset management for (more) competitive SMEs

Challenges for SMEs and how to address them

Mr Francisco Mingorance, Executive Secretary, IP EUROPE

11:00 – 11:20

One size does not fit all – a global approach

WIPO's SMEs support – the benefits of a tailor-made approach

Mr Michal Svantner, Director, Department for Transition and Developed Countries, WIPO

11:20 – 11:50

Coffee break

11:50 – 12:50

Is there a need for a new IP ecosystem for SMEs support?

How to tell a different story – a new approach: integrated and better targeted support, partnerships and effective collaborations, improved channels of information and communication

Panel discussion:

Moderator: Ms Tanja Milović, Acting Deputy Director General, SIPO

Ms Elena Kostadinova, Legal and Policy Officer, Intellectual property, DG Grow, EC

Ms Jose-Daniel Ugarte-Otero, Project Adviser – COSME, EASME

Ms Inge Buffolo, Director Customer Department, EUIPO

N.N., Ministry of Economy, Entrepreneurship and Crafts (tbc)

N.N., Croatian Agency for SMEs, Innovation and Investments (HAMAG-BICRO) – (tbc)

Mr Tomislav Uroda, Director, iCat Ltd.

12:50 – 13:10

Q & A

13:10 – 14:10

Lunch

14:10 – 15:45

THINK BIG – INTELLECTUAL PROPERTY SYSTEM FOR A GLOBALLY COMPETITIVE EUROPEAN INDUSTRY

How to make intellectual property policy better related to the new industrial strategy of the European Union

14:10 – 14:30

Smart IP policies to boost Europe's industrial competitiveness in the digital age

Ms Amaryllis Verhoeven, Head of Unit, Intellectual Property, DG Grow, EC

- 14:30 – 15:10 **Patents for technologies of the fourth industrial revolution**
Challenges and possible solutions
Standard Essential Patents and Artificial Intelligence
Ms Elena Kostadinova, Legal and Policy Officer, Intellectual property, DG Grow, EC
- Standard Essential Patents**
Ms Monica Magnusson, Vice President of IPR Policy and Communication at IPR & Licensing, ERICSSON
- 15:10 – 15:30 **Design protection for a more competitive European industry**
Is there a need for a reform of the design protection to adapt it to the digital age and technical progress?
Ms Natalia Zebrowska, Legal and Policy Officer, Intellectual property, DG Grow, EC
- 15:30 – 15:45 **Q & A**
- 15:45 – 16:00 **Coffee break**
- 16:00 – 17:35 **THINK GREEN – INTELLECTUAL PROPERTY FOR A NEW GREEN DEAL**
How to make Europe greener with intellectual property
- 16:00 – 16:20 **Green Deal**
What it is about and how could intellectual property contribute
Ms Amaryllis Verhoeven, Head of Unit, Intellectual Property, DG Grow, EC

16:20 – 16:40 **WIPO Green**
Green Technology: Trends, Challenges, and Potential Solutions from an IP Perspective
Ms Marion Dieterich, Director, Global Challenges Division, WIPO

16:40 – 16:50 **EPO Green**
Climate change mitigation technologies in Europe and further trends in “green patents”
Mr Yann Ménière, Chief Economist, EPO

16:50 – 17:20 **Market Green**
Experience from a green technology entrepreneur
Mr Tomislav Uroda, Director, iCat Ltd.

Mr Željko Riha, Chief Marketing Officer, Include Ltd.

17:20 – 17:35 **Q & A**

20:00 **Conference Dinner**

(Venue: Croatian Music Institute, Gundulićeva 6-6a, Zagreb)

20 February, Thursday

Second day Conference Moderator: Mr Mislav Togonal

DIGITAL ECONOMY CHALLENGES AND OPPORTUNITIES

9:00 – 10:40

DIAL D FOR DATA

Is it a time for a new data (protection) regime?

9:00 – 9:20

Building European data economy in the Digital Single Market

Data protection and the data economy: friends or foes?

Dr. Raphaël Gellert, Assistant Professor, Faculty of law, Radboud Universiteit

9:20 – 9:40

Data economy – results from the Finnish Presidency

Principles for a human-centric, thriving and balanced economy

Ms Lotta Engdahl, Senior Specialist, Data Department / Data Business Unit, Ministry of Transport and Communications, Finland

9:40 – 10:20

Is it a time for a new data governance?

A view from academic research

Dr.sc. Romana Matanovac Vučković, Associate Professor, Faculty of Law, University of Zagreb

Prof. Dr. Wolfgang Kerber, Professor, Philipps-Universität Marburg - School of Business & Economics

10:20 – 10:40

Q & A



- 10:40 – 11:00** **Coffee break**
- 11:00 – 15:00** **DIAL C FOR COPYRIGHT DATA**
Copyright digital infrastructure – how far did we get?
- 11:00 – 11:20 **Experience from France**
Ms Anne Le Morvan, Head of Office of Intellectual Property, Ministry of Culture, France
- 11:20 – 11:40 **Experience from scientific publishers**
Ms Mathilde Renou, Rendel Consulting, Founder and Legal Consultant, STM
- 11:40 – 12:00 **Improved governance to meet the music industry's data challenges**
Dr Hyojung Sun, Research Associate in Creative Industries, Faculty of Arts, Humanities & Social Sciences, Ulster University
Mr Dennis Collopy, Senior Research Fellow at University of Hertfordshire
- 12:00 – 12:20 **Developing the Copyright Infrastructure: Results from the Finnish Presidency**
Ms Anna Vuopala, Senior Government Counsellor, Finnish Presidency of the Council of the EU, Ministry of education and culture
- 12:20 – 13:20** **Lunch**
- 13:20 – 14:40 **Where do we go from here?**
Panel discussion:
Moderator: Ms Jelena Sekulić, IP Counsellor, Croatian Presidency of the Council of the EU
Mr Marco Giorello, Head of Unit, Copyright, DG CNECT, EC

Ms Anna Vuopala, Senior Government Counsellor, Finnish Presidency of the Council of the EU, Ministry of education and culture

Mr Matthias Schmid, Head of Division, Copyright and Publishing Law, Federal Ministry of Justice and Consumer Protection, Germany

Ms Susan Allen, Attorney Advisor with the Office of Policy and International Affairs (OPIA), United States Patent and Trademark Office (USPTO)

Ms Anne Le Morvan, Head of Office of Intellectual Property, Ministry of Culture, France

Mr Piero Attanasio, Head of international affairs at AIE – Italian Publishers Association

Ms Mathilde Renou, Rendel Consulting, Founder and Legal Consultant, STM

Dr Hyojung Sun, Research Associate in Creative Industries, Faculty of Arts, Humanities & Social Sciences, Ulster University

Mr Dennis Collopy, Senior Research Fellow at University of Hertfordshire

14:40 – 15:00

Q & A

15:00 – 15:20

Coffee break

15:20 – 17:00

DIAL 007 FOR TRADE SECRETS

Trade secret protection in digital economy

15:20 – 16:00

Global dimension and challenges of trade secrets

Cyber theft and other current issues and challenges

Mr Scott Kerin, ICHIP Attorney Advisor

Prof. Mr. Erik Vermeulen, Full Professor, Tilburg University and Tilburg Law and Economics Center (TILEC)

- 16:00 – 16:20 **European challenges in the field of trade secrets**
Has Directive brought strong(er) enforcement tools and what should we do next to tackle challenges?
Ms Natalia Zebrowska, Legal and Policy Officer, Intellectual property, DG Grow, EC
- 16:20 – 16:40 **Practical challenges of trade secrets protection for business in digital environment**
Mr Domien Op de Beeck, Counsel, Bird & Bird
- 16:40 – 17:00 **Q & A**
(Closure of the Conference)

First day Conference Moderator: Ms Barbara Kolar

Second day Conference Moderator: Mr Mislav Togonal