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
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
programme

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
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<th>Time</th>
<th>Session</th>
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| 16:20 – 16:40 | **WIPO Green**                | Green Technology: Trends, Challenges, and Potential Solutions from an IP Perspective  
**Ms Marion Dietterich**, 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)
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<td>16:00 – 16:20</td>
<td><strong>European challenges in the field of trade secrets</strong>&lt;br&gt;Has Directive brought strong(er) enforcement tools and what should we do next to tackle challenges? &lt;br&gt;<strong>Ms Natalia Zebrowska</strong>, Legal and Policy Officer, Intellectual property, DG Grow, EC</td>
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<td>16:20 – 16:40</td>
<td><strong>Practical challenges of trade secrets protection for business in digital environment</strong>&lt;br&gt;<strong>Mr Domien Op de Beeck</strong>, Counsel, Bird &amp; Bird</td>
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<td><strong>Q &amp; A</strong>&lt;br&gt;(Closure of the Conference)</td>
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Second day Conference Moderator: Mr Mislav Togonal