

5th International Conference
Innovation and Creativity of Women

designing quality of life in modern economy

Warsaw, 22-23 March 2012

**Under the honorary patronage of
the President of the Republic of Poland
Bronisław Komorowski**

Conference organized by:
the Patent Office of the Republic of Poland (PPO),
the World Intellectual Property Organization (WIPO),
the Office of Harmonization for the Internal Market (OHIM),
the Warsaw Stock Exchange.

Program of the Conference

The President of the Patent Office
of the Republic of Poland,
Dr. Alicja Adamczak,
has the honour to invite you to

5th International Conference
Innovation and Creativity of Women

designing quality of life in modern economy

22 March 2012

Column Hall,
Seat of the Sejm of the Republic of Poland

23 March 2012

Trading Floor, Warsaw Stock Exchange

8:30-9:30 Registration

9:30-10:10 Opening speeches

- Alicja Adamczak, President, Patent Office of the Republic of Poland
- Wang Binying, Deputy Director General, World Intellectual Property Organization, Switzerland
- Tian Lipu, Commissioner, State Intellectual Property Office of the People's Republic of China

10:10-10:40 Keynote speeches

- Ewa Rumińska-Zimny, Senior Social Affairs Officer, United Nations, Lecturer at the Warsaw School of Economics, Poland
Challenges for economic development - women and design
- Josephine Green, Director, Beyond20, United Kingdom
From scarcity to abundance: a new paradigm for a new age

10:40-11:10 Coffee break

Panel 1

11:10-13:20 Responsible design in confrontation with challenges of modern civilization - ergonomics, ecology, innovation...?

Moderator:

- Michelle Berryman, Designer, Industrial Designers Society of America, USA

Invited speakers:

- Zuzanna Skalska, Senior Consultant Trend Research, VanBerlo, Netherlands
- Gian Luca Amadei, Product Editor for "Blueprint", United Kingdom
- Asako Shimazaki, Merchandise Development Manager, Muji, Japan
- Piotr Wójcik, Marketing & Product Manager, Mercedes-Benz, Poland
- Andrzej Śmiątek, Designer, Ergo Design, Poland
- Tomek Rygalik, Designer, Rygalik Studio, Poland

13:20-14:20 Lunch break

14:20-16:20 **Creating quality of life - design and needs of various social groups**

◀ Panel 2

Moderator:

- Ewa Gołębiowska, Director, Silesian Castle, Poland

Invited Speakers:

- Czesława Frejlich, Editor in Chief of "2+3D" quarterly, Poland
- Josephine Green, Director, Beyond20, United Kingdom
- Pete Kercher, EIDD, Design for All Europe, United Kingdom
- Katarzyna Rzehak, Promotion Director, Institute of Industrial Design, Poland
- Deborah Szebeko, Founding Director, ThinkPublic, United Kingdom
- Monika Brzywczy, Designer, Poland

16:20-18:20 **Enhancing social communication through designing information in media and everyday life**

◀ Panel 3

Moderator:

- Juliusz Donajski, CEO, VFP Communications Ltd., Poland

Invited Speakers:

- Jacek Utko, Creative Director, "Bonnier", Poland
- Justyna Kucharczyk, Designer, Poland
- Ewa Satalecka, Polish-Japanese Institute of Information Technology, Poland
- Andrzej Elias, Advisor to the Minister, Head of Promotion Division, Support Instruments Department, Ministry of Economy, Poland
- Magdalena Ponagajbo, Designer, Poland

8:45-9:30 Reception

◀ Panel 4

9:30-11:30 Friendly public space - how to create it?

Moderator:

- Weronika Rochacka, Design Networks Manager, Design Council, United Kingdom

Invited Speakers:

- Jürgen Mayer, Architect, Germany
- Agnieszka Rumińska, Editor of "Bryla.pl", Poland
- Håkon Iversen, President, Chairman & Founder, Nordic Urban Design Association, Nordic Urban Light Competition, Norway
- Piotr Sarzyński, Journalist, News Magazine "Polityka", Poland
- Mi Young Han, President, World Women Inventors and Entrepreneurs Association, Korea

11:30-12:00 Coffee Break

◀ Panel 5

12:00-13:45 Global economy as a challenge for effective protection of design

Moderator:

- Alicja Adamczak, President, Patent Office of the Republic of Poland

Invited Speakers:

- Krystyna Szczepanowska-Kozłowska, Warsaw University, Poland
- Ingrid Baele, Vice-President, Philips Intellectual Property and Standards, Netherlands
- Lila Bolocan, Director General, State Agency on Intellectual Property of the Republic of Moldova
- Zeng Wei, Beijing University of Technology, People's Republic of China
- Justyna Petsch, Office for Harmonization in the Internal Market, Spain

13:45-14:45 Lunch break

Panel 6

14:45-16:45 Company's position on the stock exchange - role of design in business strategy

Moderator:

- Lidia Adamska, Member of the Management Board, CFO, Warsaw Stock Exchange, Poland

Invited Speakers:

- Anna Pietrzyk-Simone, Co-founder of Creative Project Foundation, Head of Communications at Lovegrove Studio, United Kingdom
- Beata Bochińska, President, Institute of Industrial Design, Poland
- Jens Timmich, Designer, Solaris Bus & Coach S.A., Studio FT, Germany
- Patrycja Zielińska, Vice-President, Polish Agency for Enterprise Development, Poland
- Vito Orazem, Managing Director, Design Zentrum Nordrhein Westfalen, Germany
- Gao Shuchun, General Manager, Shenyang Tim-High Material Development Co., Ltd, People's Republic of China

16:45 Closing speeches:

- Alicja Adamczak, President, Patent Office of the Republic of Poland
- Lidia Adamska, Member of the Management Board, CFO, Warsaw Stock Exchange, Poland

Organizers:



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REPUBLIC OF POLAND



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