

## INTERNATIONAL CONFERENCE ON DESIGN IPR Organised by BEDA Cluster Design&IPR

### INTERNATIONAL CONFERENCE PROGRAMME

Monday / 28<sup>th</sup> November

**Bálna Budapest / Hygge / 1093 Budapest, Fővám tér 11-12.**

13:30 – 14:00 Registration and welcome  
coffee

*Opening of the Conference*

14:00 – 14:05 **Welcome**

**Dr. Miklós Bendzsel**, founding president of the  
Hungarian Design Council

#### **PANEL 1 - IP toolkit in the service of efficient innovation management**

14:05 – 14:30 keynote speech: **João Negrão**,  
Director of International Cooperation and Legal  
Affairs Department, EUIPO

Individual speech – *Current practice of IPOs in  
the area of design registration procedure:*

14:30 – 14:40 **Dr. Imre Gonda**, Deputy Head,  
Trademark and Design Department, HIPO

14:40 – 14:50 **Enrico Maccallini**, Attorney at  
Law, Italian Patent and Trademark Office

14:50 – 15:00 **Magnus Ahlgren**, Head of  
Legal, Design and Trademarks Department,  
Swedish Patent and Registration Office

Panel discussion – *Recent challenges of  
protection of designs - the possible overlap  
between copyright and industrial property  
protection*

Moderator: **Dr. Imre Gonda**

15:00 – 16:00 Panellists:

- **João Negrão**, Director of International  
Cooperation and Legal Affairs Department,  
EUIPO
- **Marie-Paule Rizo**, WIPO
- **Enrico Maccallini**, Italian Patent and  
Trademark Office
- **Magnus Ahlgren**, Swedish Patent and  
Registration Office representative
- **János Héder**, designer, CEO, Manooi Light  
Creations

16:00 – 16:15 Coffee break

#### **PANEL 2 - The business value of design – IP valuation**

16:15 – 16:40 keynote speech:

**Marie-Paule Rizo**, Head of Design and  
Geographical Indication Law Section, Law and  
Legislative Advice Division of the Brands and  
Design Sector, WIPO

Individual speech

16:40 – 16:50 **Dorottya Simon**, economist,  
HIPO

16:50 – 17:00 **Iiris Adenius**, legal adviser,  
Ornamo, Finland

17:00 – 17:10 **Heike Buchfelder**, Studio Heike  
Buchfelder, Pluma Cubic, IDZ representative

Panel discussion

Moderator: **László Radácsi Ph.D.**, senior  
research fellow, Budapest Business School

17:10 – 18:10 Panellists:

- **Marie-Paule Rizo**, Head of Design and  
Geographical Indication Law Section, WIPO
- **João Negrão**, Director of International  
Cooperation and Legal Affairs Department,  
EUIPO
- **Dr. Miklós Bendzsel**, BEDA Board member
- **Krisztina Cselényi**, secretary general,  
Association of Hungarian Furniture and  
Woodworking Industries
- **Iiris Adenius**, legal adviser, Ornamo
- **Heike Buchfelder**, Studio Heike Buchfelder,  
Pluma Cubic, IDZ representative
- **Gábor Megyeri**, Hungarian designer

18:10 – 19:00 Coctail reception, networking

WORKSHOP

Tuesday / 29<sup>th</sup> November

**Bálna Budapest / Hygge**

1093 Budapest, Fővám tér 11-12.

Workshop moderators:

Carmen Wong, designer, PDR

Amy Lowe, designer, PDR

8:40 – 9:00 registration and welcome coffee

9:00 – 11:00 Workshop first session

- Stakeholder mapping – this will help the organisations to share what initiatives are already happening in their countries
- Challenge definition – the groups will identify a list of challenges and identify 3 challenges they would like to address in the BEDA Cluster
- Ideation – develop ideas and a set of activities to conduct next year

11:00 – 11:20 Coffee break

11:20 – 12:30 Workshop second session

- Develop an action plan – delegates will develop a concrete action plan for the activities including timeframe and resources.

12:30 – 13:30 Buffet lunch