STATE INTELLECTUAL PROPERTY OFFICE OF THE REPUBLIC OF CROATIA
1991–2026

International Conference on the Occasion of the 35th Anniversary

of the State Intellectual Property Office of the Republic of Croatia

Competitiveness in the Knowledge Era

Innovation, Intellectual Property and the Competitiveness of Europe and Croatia

DRAFT PROGRAMME

09:00 – 09:30 Registration and Welcome Coffee

09:30 – 10:05 Opening Ceremony

Introductory video

Opening Addresses by

- **Ms Ljiljana Kuterovac**, Director General, State Intellectual Property Office of the Republic of Croatia (SIPO)
- **Mr Nikola Mrvac,** Representative of the Prime Minister of the Republic of Croatia, State Secretary, Ministry of Science, Education and Youth (MSEY)
- **Mr Daren Tang**, Director General, World Intellectual Property Organization (WIPO) (by video message)
- **Mr Habip Asan**, Director of the Division for Transition and Developed Countries, World Intellectual Property Organization (WIPO)
- **Mr João Negrão**, Executive Director, European Union Intellectual Property Office (EUIPO)
- **Mr António Campinos**, President, European Patent Office (EPO)

10:05 – 10:15 Musical Program

SESSION I Europe in the Global Race for Competitiveness

10:15 – 10:45 **The European Innovation Act: Better Connecting Research, Intellectual Property and Markets**

Mr Markus Kicia, Legal Officer, DG GROW - Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs, European Commission

10:45 – 11:15 **Where Do Europe and Croatia Stand in the Global Innovation Race?**

Mr Habip Asan, Director of the Division for Transition and Developed Countries, World Intellectual Property Organization (WIPO)

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11:15 – 11:30	Coffee Break
SESSION II	**How Does Intellectual Property Contribute to Competitiveness?**
11:30 – 12:00	**Patents as a Tool for Technological Leadership and Strategic Decision-Making** Mr Gilles Requena, Chief Patent Research and Policy Officer, European Patent Office (EPO)
12:00 – 12:30	**Unlocking Access to Finance through Intellectual Property** Mr Nathan Wajsman Chief Economist of the European Union Intellectual Property Office (EUIPO)
12:30 – 13:45	Lunch
SESSION III	**Intellectual Property in Practice**
13:45 – 14:25	**Patents Are Not the Goal – But Can Innovation Succeed Without Them?** **Panel Discussion** Moderator: Ms Gordana Turkalj, Head of Patent Department, State Intellectual Property Office of the Republic of Croatia (SIPO) Mr Dalibor Turina, Director IPR Strategy & Portfolio Management, Ericsson Mr Branimir Puškarić, Intellectual Property Counsel, Rimac Technology Mr Dalibor Marijanović, Partner, Vesna Deeptech Venture Fund
14:25 – 15:05	**How Does Intellectual Property Support Croatian Companies in Global Markets?** **Panel Discussion** Moderator: Ms Antoneta Cvetić, Head of Department for Trademarks and Industrial Designs, State Intellectual Property Office of the Republic of Croatia (SIPO) Mr Neven Vranković, Vice President for Corporate Activities, Atlantic Group Ms Rafaela Bačić Milun, Director of Legal Affairs and Sustainable Development, Jadran-galenski laboratorij Mr Josip Ćesić, Co-founder and CEO, Gideon Brothers Mr Damir Prusac, Vice President of Research Alliances, Infobip
15:05 – 15:20	Coffee Break

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15:20 – 16:00	**Copyright and Related Rights in the Creative Economy: How Content Protection Contributes to the Competitiveness of Europe and Croatia** **Panel Discussion** Moderator: Ms Daniela Kuštović Kokot, Head of Service for Copyright and European and international Affairs, State Intellectual Property Office of the Republic of Croatia (SIPO) Mr Nenad Marčec, Chief Executive Officer, Croatian Composers' Society – Collective Management Society (HDS ZAMP) Mr Nebojša Taraba, Co-founder and Producer, Drugi Plan Mr Boris Horvat, Founder and Managing Director, Aquarius Records Mr Boris Barbir, Co-founder and Chief Operating Officer, Pine Studio
16:00 – 16:40	**What Is the Value of Intangible Assets? From Intellectual Property to Investment and Market Value** **Panel Discussion** Moderator: Ms Irena Tušek, Deputy Director General, State Intellectual Property Office of the Republic of Croatia (SIPO) Mr Frank Bollman, Managing Director at VOSSIUS & Former Vice-Chairman of the International Valuation Standards Board (IVSC) Mr Dennis Scheirs, IP-Backed Finance Lead, European Union Intellectual Property Office (EUIPO)
16:40	**Closing of the Conference**