



International Conference

**Heritage that Inspires –
Geographical Indications,
Local Craftsmanship
and Design**



Warsaw, 25–26 November 2025

International Conference

Heritage that Inspires – Geographical Indications, Local Craftsmanship and Design

Venue: National Institute of Polish Rural Culture and Heritage
66 Krakowskie Przedmieście Street, Warsaw

ORGANISER:



CO-ORGANISERS:



HONORARY PATRONAGE:



Day 1

FROM TRADITION TO REGULATION – THE POTENTIAL OF GEOGRAPHICAL INDICATIONS FOR INDUSTRIAL AND HANDICRAFT PRODUCTS

Conference Moderator: *Magdalena Miernik-Grzesiowska*, Patent Attorney, Advocate,
Founder of Lookreatywni Law For Creatives®

9:30–10:00 Registration of participants

10:00–10:30 Conference opening

Ewa Skrzydło-Tefelska, PhD, President of the Patent Office of the Republic of Poland
Representative of the Ministry of Culture and National Heritage / tbc

Daren Tang, Director General, World Intellectual Property Organization (video message)

João Negrão, Executive Director, European Union Intellectual Property Office (video message)

Edyta Demby-Siwiek, Deputy Executive Director, European Union Intellectual Property Office

Kamil Kiljański, PhD, Deputy Director for IP, DG GROW, European Commission

Zbysław Ziemacki, Director of the Innovation and Industrial Policy Department,
Ministry of Development and Technology

10:30–10:50 Keynote Speech:

Introduction to the Concept of Geographical Indications

Edyta Całka, PhD, Professor at the Maria Curie-Skłodowska University in Lublin,
Department of European Union Law, Faculty of Law and Administration

10:50–11:30 PANEL 1

New EU Regulations: Geographical Indications for Industrial and Handcraft Products

Valerie Marie d'Avigneau, Legal and Policy Officer, IP Unit, DG GROW, European Commission (online)

Blanka Bułacz-Kmieciak, Examiner of the Trademark Department, Patent Office
of the Republic of Poland

Ernesto Abarca Cuenca, Head of Service from the Business Operations Department,
European Union Intellectual Property Office

11:30–11:50 Keynote Speech:

The International System of Appellations of Origin and Geographical Indications - Advantages

Florence Rojal, Senior Legal Officer, Lisbon Registry, Department for Trademarks, Industrial
Designs and Geographical Indications, Brands and Designs Sector, World Intellectual
Property Organization

11:50–12:10 Coffee break

12:10–13:10 – PANEL 2

The European Experience Map – How GIs Support Local Heritage and Economies

Ana Margarida Bandeira, President of the Portuguese Institute of Industrial Property

Antoine Ginestet, Craft GI Policy Officer of the National Industrial Property Institute, France

Žaneta Vinopalova, Trademark and Geographical Indications Expert, Industrial Property Office, Czech Republic

Maya Filipova-Demireva, Vice President, Patent Office of the Republic of Bulgaria

13:10–13:55 Lunch break

13:55–15:10 – PANEL 3

Two Systems, One Idea of Origin Protection: Agricultural vs. Industrial and Handcraft GIs in the EU

Magdalena Głodek, Head of Quality Systems and Programmes Unit, Organic Farming and Food Quality Department, Ministry of Agriculture and Rural Development

Lucyna Ligocka-Kohut, President of the Koniakow Lace Foundation

Maciej Majewski, Co-founder and advisor to the Board of the Sady Grójeckie Association

Lukáš Zmatlík, CEO of the Crystal Valley, Czech Republic

Péter Molnár, PhD, President of the Tokaj Council of Wine Communities, Hungary

15:10–16:25 – DEBATE

Polish Products with Soul – How to Connect Law, Promotion and Practice?

Moderator: *Katarzyna Kozyra-Kuryłowicz*, Examiner of the Trademark Department, Patent Office of the Republic of Poland

Edyta Doboszyńska, Director General of the Polish Craft Association

Joanna Dziadowiec-Greganić, PhD, Lecturer at the Faculty of International and Political Studies, Jagiellonian University in Kraków, IMAGO Folk Art Centre in Kraków

Małgorzata Jaszczółt, Plenipotentiary of Director of the National Institute of Polish Rural Culture and Heritage

Prof. Wojciech Kowalski, PhD, National Institute of Polish Heritage, Akademia Humanitas

Waldemar Majcher, President of the Executive Board of the Association of Folk Artists

16:25–16:40 – Summary and conclusion of Day 1

Day 2

INNOVATION AND CREATIVITY IN THE ECONOMY – TRADITION IN MODERN DESIGN

Conference Moderator: *Magdalena Miernik-Grzesiowska*, Patent Attorney, Advocate,
Founder of Lookreatywni Law For Creatives®

9:30–10:00 Registration of participants

10:00–11:15 – PANEL

Geographical Indication, Industrial Design, Trademark, Traditional Knowledge – Opportunities and Challenges

Małgorzata Szymańska Rybak, Director of the Trademark Department,
Patent Office of the Republic of Poland

Tomás Lorenzo Eichenberg, Senior Expert, DG GROW, European Commission (online)

Isabella Estabile Rocha De Jesus, Legal Officer, Traditional Knowledge Division, Global
Challenges and Partnerships Sector, World Intellectual Property Organization (WIPO)

Anna Zielkiewicz, PhD, Intellectual Property Researcher, Luiss Guido Carli University in Rome, Italy

11:15–11:35 Coffee break

11:35–11:55 Keynote Speech:

Design Rooted in Tradition – Between Heritage and Modernity

Ewa Klekot, PhD, anthropologist, Assistant Professor at SWPS University

11:55–12:55 – DEBATE 1

Tradition-Based Innovation and Creativity

Moderator: *Elżbieta Błach*, Deputy Director of the Trademark Department, Patent Office of the Republic of Poland

Dorota Cenecka, Polish jewellery designer and Master of goldsmithing and amber

Ewa Gołębiowska, Vice-President of the SPFP Design Association, Co-founder of the first
regional design centre in Poland – Castle Cieszyn

Aleksandra Majdzik-Cisowska, architect and designer

Monika Osinkowska, NÓW. New Craft Poland Association

Sebastian Pietkiewicz, Chief Designer at Julia Crystal Glassworks in Piechowice

12:55–13:40 Lunch break

13:40–14:55 – DEBATE 2

Tradition 2.0 – How Design and New Technologies Support Heritage

Joanna Czajkowska, President of the Institute of Industrial Design Foundation

Magdalena Gazur, PhD, Chief Designer at "MANUFAKTURA in Bolesławiec",

Lecturer at the Department of Interdisciplinary Activities in Ceramics and Glass at the Academy of Art and Design in Wrocław

Agnieszka Jacobson-Cielecka, PhD, Programme Director at the School of Form,

Dean of the Warsaw Faculty of Design, SWPS University

Piotr Pryk, designer, Lecturer at the Academy of Fine Arts in Katowice

Lubomira Trojan, PhD, Assistant Professor at WSB University, Design Observatory

14:55–15:05 – Keynote speech:

Cezary Łutowicz, Master Goldsmith and artist craftsman, discoverer of striped flint

15:05–16:05 – DEBATA 3

Enforcement of Intellectual Property Rights – How to Effectively Protect Local Heritage?

Marcin Czosnek, Lt. JSD, Head of Economic Crime Department, Economic Crime Bureau, Polish National Police Headquarters

Mateusz Czechowski, Intellectual Property Team Leader, Trust & Safety Department, Allegro

Bogdan Jasiński, Ethnographer, the Opole Village Museum in Opole

Jarosław Rutyna, Elder of the Ceramic Brotherhood in Bolesławiec, Co-owner of WR Ceramika

16:05–16:20 – Summary of Day 2 and conclusion of the Conference

Representative of the Management of Patent Office of the Republic of Poland