

The maze of IPR

October 03. 2019, Pécs, Hungary

The Chamber of Commerce and Industry of Pécs-Baranya in collaboration with the Hungarian Intellectual Property Office (HIPO) and the University of Pécs „PATLIB” organize this event.

Venue: Chamber of Commerce and Industry of Pécs-Baranya (H-7625 Majorossy str. 36, Pécs)

Date: 3 October 2019; 09:00 – 12:00

The participation at the event is free of charge; the obligatory registration is open until 20 September 2019.

Open4Business Matchmaking Event 2019: <https://open4business-2019.b2match.io/>

03 October 2019

- 8.30-8.55 **Registration**
- 9.00-9.05 **Opening**
Gergely CSÁSZÁR head of department, Innovation Department,
Chamber of Commerce and Industry of Pécs-Baranya
- 9.05-9.50 **Innovation – Creativity – Industrial property - Toolkit for creative industries**
Eszter JÁMBOR head of department, HIPO Trademark and Design Division
- 9.50-10.20 **Edukáció, Education, information in the service of businesses**
SZENCZI Anna, HIPO education coordinator
- 10.20-10.30 **Presentation**
Orsolya KOTTÁSZNÉ DR. VASS, head of department, University of Pécs,
Chancellery, Department of Economic Strategy, Relations and Innovation
- 10.30-10.45 **Coffee break**
- 10.45-12.00 **Consultation** with the experts of HIPO, PATLIB and CCIPB
- **10.30-12.00** **SACHE World Café**
- 10.30-10.40 **SACHE project – „Smart Cultural and Creative Heritage”**
Krisztina POHLI, projectmanager, CCIPB
- 10.40-10.50 **The role of cultural and creative industries in tourism - CultCreaTE**
Bianka VÁMHIDY, projectmanager, CCIPB
- 10.50-11.30 **World Café**
Graffiti or work of art – what is design?
Cultural heritage in the 21st century

Open4Business

MATCHMAKING EVENT PÉCS, HUNGARY



Local products – local value
Creative business = creative resources

- 11.30-11.50 **Summarizing** – ideas, topics, discoveries
- 12.00-13.00 **LUNCH**

CreativeDialogue (TREZOR, 7621 Pécs, Király str. 11.)

- 15.00-15.10 **IP Project Pécs (I3P) Pécsi Cratives – how to work together?**
Hanna CSERKÚTHY, fashion designer, Whispering Wind Dresses
- 15.10-15.20 **Local design communities and designers**
DESIGNPATIKA, MONOKROM, P'ARTISAN, COOLLAB
- 15.20-15.30 **WORTH Partnership Project**
János KERESNYEI, president, Cultural Creative Industry Cluster
Balázs DOBAY - WORTH mentor
- 15.30-15.40 **Matchmaking Events in the fashion industry – why not use them?**
Enikő SCHMIDT - CCIPB / Enterprise Europe Network Creative Industries Sector Group
- 15.40-15.50 **Filmmaking – Pécs**
Ernő URBÁN - Filming in Pécs
Zoltán DEÁK - Pillangó Entertainment Ltd.
- 15.50-16.00 Coffee Break
- 16.00-16.45 **Hungarian Design and Fashion Agency: 100 years of Bauhaus**
DR. MOLNÁR Tamás, associate professor, architect, PTE MIK
- 16.45-17.30 Bauhaus in Pécs - students, masters and their works
architectural walk in the city
* * *
- 19.00-20.00 **DesignPécs 2019 Opening and Fashion Show**
Welcome reception and networking for Open4Business and DesignPécs Week participants
(Venue: TREZOR, Király str.11.)
- 19.00-22.00 **"Get together"** - welcome reception and networking for Open4Business and DesignPécs Week participants
(Venue: NaNa Bistro & Bar, Király str. 2.)

További információ: Császár Gergely (csaszar.gergely@pbkik.hu)

