



17 September, 2026, Stockholm

08:30 Registration and Morning Coffee

09:00 Welcome from the Moderators

Karin Crafoord, Managing Partner, Head of Legal and Trademark Department, Groth & Co
Christian Hafner, Managing Partner, Head of Patent Department, Groth & Co

09:10 The Swedish Innovation System in Transition

What is required to move forward? We examine how the Swedish Intellectual Property Office (PRV) is addressing its government mandate to strengthen strategic IP knowledge.

Anna Jardfelt, Director General, PRV

09:30 Academic Perspectives: Innovation Economics and Future Patent Counsel

Why intangible assets are the key to complex innovation ecosystems. Insights from the researcher looking at the future requirements for patent expertise.

Marcus Holgersson, Associate Professor, Chalmers University of Technology

10:00 Presentation of Event Partners

10:10 Morning Coffee and Exhibition Visit

10:40 Design as a Business Decision

From building the world's first autonomous transport vehicles to running a digital design agency for Sweden's leading AI companies. Meet the founder who views design as a core business driver.

Robert Falck, Co-founder and Chairman, Einride; Co-founder, Navisalma

11:10 20 Years of Skintech Research – Science, Innovation, and Passion

Scaling a research-based brand with a relentless commercial focus on quality and scientific integrity.

Lydia Engholm, CEO, and Johanna Gillbro, Founder and Researcher, Skinome

11:40 Growth and Technical Excellence in Global Tech

Meet one of the world's fastest-growing tech companies. A discussion on technical edge, early market positioning, and the constant search for new applications.

Eric Setterberg, Head of IP, Fingerprint

12:05 Lunch and Exhibition Visit



13:15 Reassembly

13:20 The Unified Patent Court (UPC) and Strategic IP

A leading expert shares insights on the shift from complex patent litigation to Europe's new unified system, viewing IP as a strategic necessity for the future.

Oscar Björkman Possne, Expert in IP, Patent Litigation, and Licensing, Mannheimer Swartling

13:50 Sustainable Industrial Tech and Global IP Operations

Meet the IP Manager who integrates intellectual property as a central part of the business in a global industrial operation.

Andreas Hoffmann, IP Manager, Metso Oy

14:15 Panel: The Future of Patent Consulting

What is required to move forward? A conversation on AI, the surge in patent applications, and the risks and opportunities that follow.

Sara Backman, Head of Patent Department, PRV Andreas Hoffmann, IP Manager, Metso Oy

14:40 Presentation of Event Partners

14:50 Afternoon Coffee and Exhibition Visit

15:25 Commercializing Innovation and Understanding Trends

Insights from a pioneer who founded his first AI company in 2005. How to understand emerging trends and successfully commercialize new technology.

Christian Lauritzen, CEO, B3 Indes

16:00 Closing Speaker – Brain Science Meets AI

How to lead and thrive in the AI era. Understanding the biological resistance to change and how to unlock human potential through new tools.

Katarina Gospic, Entrepreneur, MD, PhD, Brain Researcher and author of eight books

16:50 Summary and Closing Remarks

17:00 – 18:00 Networking Reception

We reserve the right to make changes to the program.

18:30 Conference Dinner at L'avventura

Joint departure to the restaurant for dinner and continued networking.

Please note: Separately bookable with a limited number of seats. We reserve the right for the dinner to be fully booked.