



CONFERENCE "KREATIVITA A INOVACZE"

Date: 10. 6. 2026

Place: Assamly hall of the University of South Bohemia in České Budějovice

Address: Studentská 1410/23, 37005 České Budějovice

The conference is organized
under the auspices of the Governor of the South Bohemian Region, Dr. Martin Kuba
and under the auspices of the Mayor of the Statutory City of České Budějovice,
Associate Professor Dagmar Škodová Parmová

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**creative
region**

Accompanying program - Tuesday 9. 6. 2026

14.00 – 16.30 Workshop "WIPO Support for Universities and Public Research Organizations and New Trends in Technology Transfer" concluded with an open discussion with WIPO representative

17.00 – 19.00 Guided tour of the city centre of České Budějovice

Main conference program – Wednesday 10. 6. 2026

08.30 – 9.30 Registration

09.30 Opening: prof. Ing. Pavel Kozák, Ph.D., rector of the University of South Bohemia in České Budějovice

09.45 – 10.30 Introductory Greeting

MUDr. Martin Kuba, Governor of the South Bohemian Region
doc. Dr. Ing. Dagmar Škodová Parmová, Mayor of the Statutory City of České Budějovice
RNDr. et Mgr. Růžena Štemberková, Ph.D., MPA, Chairwoman of Transfera.cz
prof. RNDr. Libor Grubhoffer, CSc., Hon. D.Sc., dr. h. c., Director of the Biological Center CAS
Elisabeth Ulbrich MA MSc., Johannes Kepler University Linz

10.30 – 11.00 Innovation Success on the International Stage

Blanka Matragi, a prominent Czech fashion designer and designer based in Beirut and Prague. She is one of the prominent figures in the Czech fashion industry, known especially for her models for royal families and the wives of oil magnates in the Persian Gulf region. She has received numerous awards for her work, including the František Kupka Prize, the Salvador Dalí International Prize, and the Outstanding Czech Woman in the World award.

11.00 – 11.15 A Global Perspective on Creativity and Innovation

Cameron Munter, US Ambassador Emeritus.
He served as ambassador to Pakistan during the operation against Bin Laden and as ambassador to Serbia during the crisis surrounding Kosovo's declaration of independence. He worked in the White House under Presidents Clinton and Bush. He headed the Office of NATO Enlargement at the State Department.

11.15 – 11.45 I. Panel - Supporting Innovation as a Necessity of Today, moderator Růžena Štemberková

prof. Ing. Pavel Kozák, Ph.D., rector of the University of South Bohemia in České Budějovice
doc. Ing. Lucie Kozlová, Ph.D., Vice-Governor of the South Bohemian Region
doc. Dr. Ing. Dagmar Škodová Parmová, Mayor of the Statutory City of České Budějovice
prof. RNDr. Libor Grubhoffer, CSc., Hon. D.Sc., dr. h. c., Director of the Biological Center CAS
dr. Florian Wienczek, Johannes Kepler University Linz

11.45 – 12.15 Coffee Break

12.15 – 12.45 From Sharing to Innovation: Creativity in Open Science

Mgr. Marika Hrubá, Open Science manager at the Masaryk University.
She is dedicated to the development of open science at the institutional level - from strategic anchoring to support for open publishing and open (FAIR) data, which involves intensive communication with the scientific community.

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12:45 – 13:45 Lunch Break

13.45 – 14.30 Generative AI in Knowledge Transfer: Meaningful Use, Effective Prompting and Security Frameworks

Michal Kolomazník, Principal Project Manager and Agile Coach in Microsoft.

He focuses on practical deployments of generative AI from prototype to production, including industrialized RAG, agent patterns, readiness, and guardrails. He has led cross-functional delivery across approximately 70 contributors across a \$65 million AI transformation portfolio and co-founded the Business Value Program. He also has experience in cybersecurity and monitoring, working with Microsoft Sentinel, Defender for Endpoint, and Azure Security Center, and in change management as a Prosci Advanced Instructor, helping leaders drive change adoption in large AI transformations..

14.30 – 15.00 Introduction to WIPO Services and Initiatives – What's New?

15.00 -15.30 WIPO Perspective: New Trends and Initiatives in Technology Transfer

Michael Mbogoro, Head of Technology Transfer Section, Intellectual Property for Innovators Division, Intellectual Property and Innovation Ecosystems Sector, WIPO

15.45 – 16.00 Coffee Break

16.00 – 16.45 II. panel - Creativity in Practice, moderator Vít Vavřinec Pavlík, Association of South Bohemian Artists

Michal Trpák, sculptor

Petr Peřinka, representative of the European Capital of Culture 2028

Georg Tremetzberger, CEO Creative Region

Gerin Trautenberger nebo Alexander Diesenreiter, EIT Culture&Creativity

Benedikt Mrázek, student of Theological Faculty of the University of South Bohemia

16.45 – 17.00 Technology Transfer – One of the Tools of the Innovation Process

Assoc. Prof. Ing. Pavel Švejda, CSc., FEng, Secretary General of the Association of Innovative Entrepreneurship of the Czech Republic (AIP ČR) and President of the Society of Science and Technology Parks of the Czech Republic (SVTP ČR)

17.00 Conference conclusion

19.00 – 23.30 Social Evening with Musical Accompaniment and Surprise



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Accompanying program - Thursday 11. 6. 2026

at 10.00 Budvar brewery guided tour

at 10.00 guided tour of the university microbrewery on the campus of the University of South Bohemia

at 10.00 guided tour of the university aquaponics greenhouse on the campus of the University of South Bohemia

Accompanying program - Wednesday 10. 6. 2026 and Thursday 11. 6. 2026

Escape game Submarine – selection dates will be sent to registered participants in early May 2026, after registration close

Please note that when registering for the conference, you must also register for the accompanying programs you choose in the registration form. Without this selection, participation in the accompanying activities cannot be guaranteed.

Program subject to change.



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