



INTEGRATING IP, FINANCE, AND VALUATION

WORKSHOP

LJUBLJANA, SLOVENIA

February 10, 2026
2:00–5:00 pm

Ljubljana Castle | Ljubljana, Slovenia

About INTA

The **International Trademark Association (INTA)** is a global association of brand owners and professionals dedicated to supporting trademarks and complementary intellectual property (IP) to foster consumer trust, economic growth, and innovation.



Workshop Highlights

Spotlight on Europe's Knowledge Economy:

How IP and intangible assets drive innovation, competitiveness, and sustainable growth.

Capitalizing on Creativity & Innovation:

Case studies and strategies for IP financing in Slovenia and beyond.

Multi-jurisdictional Financial Collaboration:

Insights on cross-border investment, EU Capital Markets Union, and best practices.



Confirmed Speakers

Professor Dr. Gregor Anderluh, National Institute of Chemistry (Slovenia)

Jana Klarić, Dennemeyer & Associates (Slovenia)

Ljiljana Kuterovac, State Intellectual Property Office of Croatia (Croatia)

Lara Ljubicic, Lara Ljubičić Law Office (Croatia)

Igor Lončarski, University of Ljubljana (Slovenia)

Karin Lušnic, BDO Svetovanje d.o.o. (Slovenia)

Etienne Sanz de Acedo, International Trademark Association (USA)

Matej Zalar, Slovenian Export and Development Bank (Slovenia)

Karin Žvokelj, Slovenian Intellectual Property Office (Slovenia)



Why Attend?

- Engage with senior executives, legal practitioners, financial analysts, and investors.
- Address critical issues in IP-backed financing and cross-border capital flows.
- Connect with banks, policymakers, and academic leaders shaping Central Europe's innovation ecosystem.
- Amplify your visibility through INTA's global network.
- Participate in a premier setting at Ljubljana Castle.



Registration & Program Details

- Free and open to the public
- Scan the QR Code for the full program and registration



Contact For more information, contact **Helena Rother** at hrother@inta.org