08/04/2020 Events

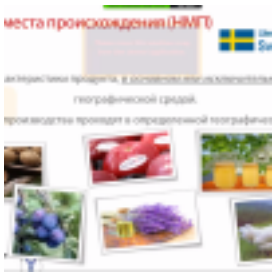
The State Agency on Intellectual Property (AGEPI) participated, on 4 August, in the online seminar “Geographical Indications and Intellectual Property-related Issues”, organized by the Chamber of Commerce and Industry of the Republic of Moldova, within the Academy of Exporters. The aim of the seminar was to enable micro, small and medium-sized enterprises (SMEs) to take advantage of the opportunities to digitize business, e-commerce and increase their competitiveness in the international market.

The event focused on practical aspects, ideas for increasing business efficiency and export opportunities for SMEs on both banks of the Dniester River, current topics in the context of COVID-19. Case studies and success stories of local enterprises were presented within the framework of the seminar.

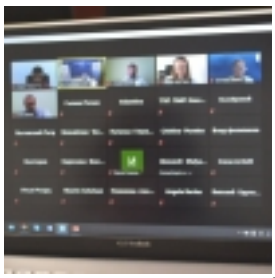
As a trainer, from AGEPI, participated Andrei Moisei, main consultant, Communication and Training Division, who spoke to the participants about the protection of intellectual property (IP), and especially about trademark, industrial design and geographical indication protection system. Thus, various aspects related to the means of individualization of products and services were discussed, the emphasis being placed on the role of IP objects in developing successful businesses, promoting quality products and consumer loyalty. Particular attention was paid to enforcement of exclusive rights in trademarks, geographical indications and other IP objects, as well as their protection mechanisms in the internal market and export markets.

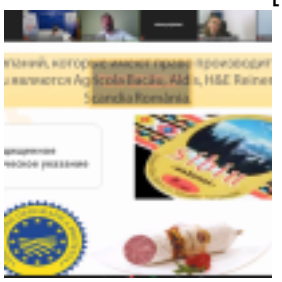
At the end of the seminar, the participants appreciated the exchange of experience they had and were open to participate in other events of this kind.

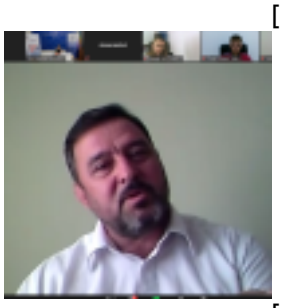
The event is part of the series of online master classes for the development of micro, small and medium-sized enterprises on both banks of the Dniester and are organized by the UNDP Project “Development of Export Capacities on the Banks of the Dniester” (AdTrade) in partnership with the Chamber of Commerce and Industry of the Republic of Moldova (CCI of RM) and with the financial support of Sweden.

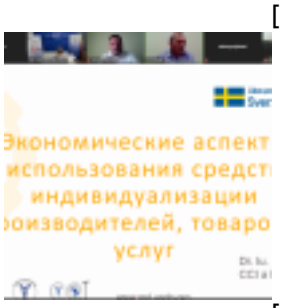

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