

10/12/2024 Events

On October 11, 2024, representatives of the State Agency on Intellectual Property (AGEPI) participated in the Exhibition of small and medium-sized enterprises ENTREPRENEUR EXPO, which takes place from October 10 to 13, 2024, at the International Exhibition Center “Moldexpo” in Chisinau. AGEPI specialists provided free consultation and distributed informational materials on the protection of intellectual property rights. Beneficiaries of the consultations were economic agents participating in the exhibition, and also representatives of associations of producers, farmers and other actors interested in business promotion.

AGEPI representatives spoke about the importance of using intellectual property objects, such as trademarks, industrial design and geographical indications, as essential tools for increasing the competitiveness of domestic products on the European market. Topics discussed included the use of distinctive signs in promoting the image of enterprises and the economic benefits they bring. Economic agents participating in the exhibition had the opportunity to find out details about how the protection of these intellectual property objects can contribute to expanding into new markets and strengthening national brands.

Last but not least, AGEPI specialists came up with a series of practical recommendations on the registration and use of trademarks and industrial design, with concrete examples from the experience of local entrepreneurs. Information was also provided on the steps required to obtain international protection for these objects, highlighting the importance of a coherent intellectual property strategy for businesses wishing to expand their presence in foreign markets.

The ENTREPRENEUR EXPO exhibition in its 3rd edition is organized by the Moldexpo International Exhibition Center and the Organization for Entrepreneurship Development, representing a platform for interaction and collaboration between local entrepreneurs, potential investors, suppliers and institutional partners, in order to stimulate economic growth and strengthening the position of SMEs in global markets.



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