

02/19/2008 Events

On February 5-10, 2008, in the IEC “Moldexpo”, took place the VII-th National Exhibition “Fabricated in Moldova” - 2008, organized by the Camber of Commerce and Industry (CCI) and the National Association of Producers, under the aegis of the Government of the Republic of Moldova. The general motto of the exhibition “Moldovan trademark - European quality” denotes the aspirations of the Moldovan producers to promote their products in the markets of the European Union.

The scope of the exhibition consists in contributing the realization of the Government Activity Program on 2005-2009 “Modernization of the country - common weal”, Strategy of Investments Attraction and Export Promotion, national program “Moldovan village”, “Republic of Moldova - European Union” Action Plan, as well as creation of favorable conditions in order to sustain the autochthonous producers, development of the competitiveness thereof and promotion of the Republic of Moldova image. There were invited enterprises and organizations of different branches of economy of the republic, as well as the foreign business companies. Thus, the fore brought together 343 companies from 32 regions of the republic, which have exhibited their products and services on the fairground of 2000 m², two times more in comparison with the last year. In the inauguration ceremony were presented **Vladimir Voronin**, President of the country, **Vasile Tarlev**, Prime-minister, state’s persons of high rank, diplomats and guest of the capital.

Gheorghe Cucu, president of CCI, mentioned that already seven year the exhibition “Fabricated in Moldova” is a real national event and the most important exhibition of the year. During this period the forum became a real efficient instrument of autochthonous products and services promotion, contributing to the creation of the favorable conditions in order to sustain the autochthonous producers, development of competitiveness of the products, as well as to the export the products and services. The president of CCI accentuated that the exhibition will give an impetus to the further development of the Moldovan market.

During the visit of **Vasile Tarlev**, Prime Minister, reiterated that “Fabricated in Moldova” is a unique exhibition carried out under the aegis of the Government having a scope to promote the autochthonous producer, especially, the national economy. The exhibition is a space of representing some successful history of the enterprises that had possibility to obtain stability in the appointed field of the economy. All this in general contributes to illustrate a modern image of Moldova which tends to the EU integration as an equal and effective partner.

In the frame of the additional program of the exhibition there were organized 3 conferences, 3 seminars, 7 round tables dedicated to the different matters of the business activity.

State Agency on Intellectual Property (AGEPI) took part with an informational stand referred to the national system of the intellectual property protection, giving to the participants professional advices on the modes of IPO protection in the country and abroad. The visitors had possibility to acquaint with functioning of the databases “Trademarks”, “Industrial designs”, “Inventions and utility models”, “Scientific results”. Moreover, in the frame of the business manifestations program, AGEPI in cooperation with other public institutions organized a round table **“Aspects on protection of the industrial designs in the Republic of Moldova”** and a national seminar **“Trademark and role thereof in the promotion of the autochthonous products and services”**. In the manifestations took part businessmen, ministry specialists, collaborators of ASM institutions and students.

In the frame of the round tables the accent was made on the definitions of the new provisions of the Law on protection of the industrial designs, adopted on July 12, 2007 by the Parliament of the Republic of Moldova and entered in force on December 1, 2007.

Elaboration of this Law in a new redaction was stipulated upon the necessity of harmonization of the protection standards with the EU ones, foreseen in the RM-EU Action Plan, approved by the

Government Decree No. 356 of April 22, 2005.

The title of the communication of Violeta Jalba, chief Division international trademarks, AGEPI, was **“The trademark - mode of protection in the intern and extern market”**. In the frame of the round table **“Investments in the brand - the key to the successful trade. Experience of collaboration with the autochthonous clothing producers”**, action included in the program of the exhibition “Fabricated in Moldova - 2008”.

The organizers of the session - Center for Entrepreneurship and Executive Development (CEED), financed by the USA Agency for the International Development (USAID) and the Chamber of Commerce and Industry. The Assistance was informed on the basic notions of the legislation in the given field, the legal/economic advantages provided with registration of the existent or being in elaboration trademarks. According to the AGEPI statistic today there exists 15 865 owners (national and foreign) of the certificates of trademark registration. Since the reunion was organized for the clothing producers, there was collected the detailed information about this sector of the national economy. The attention was attracted to the modes of registration of the respective trademarks under the national and international procedures, repartition in classes of the textile confections, the quote of the international registrations in RM in the textile industry, the quote of the international trademarks in the textile industry with designation of the RM, etc.

Marina Djafarova, the independent advisor of CEED Project, represented a communication “The brand as a competitive advantage in the severe competition medium” being examined the rebranding of the Moldovan trademark Ravetti. Since the object of the CEED project consists in increasing the competitiveness of the Moldovan enterprises in the international market by promoting the best management practice, the advisers thereof rend the multilateral assistance to those 20 beneficiaries of the project. The project also facilitates the access to the financing that permits to the enterprises to make investments, increase the circulating assets and enlarge the activity volume. Marina Djafarova remembered to the assistance that branding play the role of quality guarantor and in some cases the value thereof may attain up to 80% of the company market value, thus the company capitalization may increase with 40% owing to the successful implementation of a new brand. In the case of the company Rivetti it was accentuated the determining of the main scope: product politic, cost politic, distribution and promotion.

The opinion on the trademark Rivetti rebranding results were also expressed by Olga Ceban, owner and manager of the above mentioned enterprise. “Participation in the CEED project was a positive experience offering valuable studies in marketing”, marked Mrs. Ceban. Owing to the valuation, as a result of rebranding implementation, the selling volume constituted 44%, and the prices of the collection articles rose up to 50%, the economic advantage being evident.

On February 7, in the Palace of the Republic, AGEPI organized **a national seminar “Trademark and role thereof in promotion of the autochthonous products and services”**. The scope of the seminar was stimulation of the economic agents to carry out effective protection of the individual properties of products and services. The successive products become often objects of imitation, counterfeit and falsification by many producers in the field having the rapid selling scope. In order to resist such acts of the unfair competition the enterprises shall register their names, trademarks and commercial signs. The registered trademarks constitute a property the value of which may be considerably more than the value of other material assets of the enterprise.

Dorian CHIROSCA, director general AGEPI underlined at the inauguration of the manifestation that exhibitions of such scale are a great ground to acquaint the economic agents with the notions “trademarks” and “brands”, with the legal aspects of filing the applications and registration of the trademarks. It should be mentioned that on current February 8 the new draft of the Law on trademarks and appellations of origin of products and services was adopted by the legislative body in the first reading. Up today this field was administered by the law on trademarks and appellations of origin of products, adopted in 1995. In view of the fact that this law needed too more amendments, we decided to elaborate a new draft that was also stipulated in the RM-UE Action Plan.

At the closing, on current February 8, there took place the official ceremony of presentation of the “State prize for realizations in the field of quality in 2007”, as well as awards to the winners of the

Competition **“The trademark - 2007”** and the title **“The best tax-payer of 2007”**. In order to take part in the competition “The best tax-payer of 2007” there were represented nearly 180 requests from the economic agents, in the competition “The trademark - 2007” - 75 requests and 50 economic agents pretend to the “State Prize for realizations in the field of quality”.

The winners of the competition “The trademark of the year” are the following companies: **„Sudzucker Moldova”, „Giuvaier”, „Moldoagroproduct”, „Aroma”, „Dionysos-Mereni”, „Investprivatbank”, „Poșta Moldovei”, „Barza Alba”, „Alfa Nistru”, the economic free zone „Ungheni-Business”, Întreprinderea de Stat „Registru” etc.** those as well as the other brands shall be included in the official catalogue “The well-known trademarks”.

The organizers of the competition “The trademark of the year”, the Chamber of Commerce and industry and the State Agency on Intellectual Property are convinced that the competition is contributing to the development of business activity in the Republic of Moldova, popularization of the national trademarks and increasing the belief of the consumers in the autochthonous products. Under the organizer’s estimation, in the frame of exhibition there were signed 70 contracts on cooperation and protocols on intentions. The exhibition was visited by about of 44. 000 persons, the autochthonous products being commercialized in the rate of cca 10 million Leis (772. 000 USD \$).

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