

The State Agency on Intellectual Property (AGEPI), with the support of the Swiss Partnership Moldova Project and in partnership with the Investment Agency of the Republic of Moldova, organized on August 6, 2026 the training session for the business environment **“Trademark in Export: Protection and Promotion”**. The event was held in a hybrid format, also bringing together at the Courtyard by Marriott in Chisinau online representatives of the business environment interested in the protection and promotion of trademarks in international markets.

In the opening of the session, Natalia Mogol, Deputy Director of AGEPI, emphasized the importance of trademark protection for strengthening the competitiveness of Moldovan companies and creating a strong image in foreign markets. Greeting messages were also sent by Irina Tolstousov, Deputy Director of the Investment Agency, who highlighted the support provided to exporters through the institution's programs, as well as by Ana Palii, associate of the Swiss Partnership Moldova Project, who noted the role of international cooperation in the development of the business environment.

During the training, Andrei Moisei, principal specialist in the Promotion and Training Section of AGEPI, presented the role of intellectual property in differentiating products, protecting the business and strengthening the market position. The challenges faced by companies when starting a business, expanding sales networks and developing international trade were addressed, as well as the timing of the emergence of intellectual property right for different categories of protected objects.

Victoria Pulbere, Deputy Head of the Trademark and Industrial Design Directorate of AGEPI, delivered the presentation “Trademark - A Tool for Promotion and Protection on International Markets”. It detailed how trademark contributes to product recognition, increasing partner trust, protecting assets and maximizing export profits. Differentiation on foreign markets, the risks of lack of protection, types of trademarks, as well as ways to use them through licensing, franchising and assignment were discussed.

The program also included a presentation of the support tools available to exporting companies, offered by Corneliu Spinei, Head of the Export Promotion Department of the Investment Agency.

The session ended with an interactive round of questions and answers, during which participants were able to interact with the trainers.

Through this session, AGEPI reaffirms its commitment to supporting local companies in the protection and promotion of trademarks, contributing to increasing the visibility and competitiveness of Moldovan products on international markets. The event is part of the activities carried out by AGEPI within the Swiss Partnership Moldova Project, aiming to strengthen the capacities of companies to protect and use their intellectual property assets in the export process.



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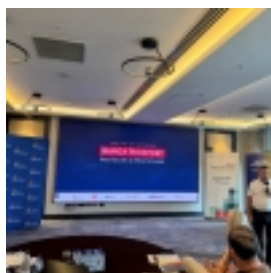
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Источник: <https://www.agepi.gov.md/ru/node/18478>