01/20/2017 Events

In the period 1-5 February 2017, at IEC “Moldexpo” will be held the sixteenth edition of the National Exhibition “Made in Moldova”. The event is organized by the Chamber of Commerce and Industry with the purpose of contributing to the creation of favorable conditions to support local producers and promote Moldova’s image.

The exhibition will gather local entrepreneurs from all sectors of the economy and 15 common booths of the District Councils and Light Industry Employers’ Association.

This year’s event will have an extensive business program, being scheduled two bilateral forums and a trilateral forum:

- Moldova – Russian Federation Bilateral Forum;
- Moldova – Austria Bilateral Forum;
- Moldova – Romania – Ukraine Trilateral Forum.

In the event is scheduled the visit of a delegation of businessmen from the Russian Federation and Hungary.

Over the years the exhibition has become a tool for promoting local goods and services, for their testing at the chapter of demand, strengthening market positions, establishing collaborative contacts for businessmen in the country and abroad.

State Agency on Intellectual Property (AGEPI) will participate this year as well in the National Exhibition “Made in Moldova” with an information booth. AGEPI specialists will offer consultations on practical and theoretical aspects of protection of intellectual property objects and will distribute promotional materials to both exhibitors and visitors.

Also, in the program of events of the exhibition, AGEPI will hold an information seminar entitled **“Developing and Promoting an Enterprise’s Brand. Success Stories”**.

During the seminar will be brought up for discussion issues related to the expansion of the role of trademark and brand in the modern economy, creation and protection of the own brand, use of databases and other sources of search in the field of trademarks, including practical recommendations on the development and use of trademark and industrial design to promote a successful business. In the seminar are invited to participate both representatives of the enterprises participating in the exhibition and any other persons interested in the business promotion field.

The event will take place on 2 February, at 11:00, in the Conference Hall of the Central Pavilion of the IEC Moldexpo J.S.C.

Participation in the seminar is free, subject to availability.

More details about the National Exhibition “Made in Moldova” can be found here: www.chamber.md [1]

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