Start was given to the Regional Seminars on Identification of Potential Products That Can Be Promoted under GI, AO or TSG in the Republic of Moldova

On October 24, in the town of Edinet, the first Regional Seminar was organized with the title "Identification of PotentialProducts, Beverages, Dishes, Handicrafts of the Republic of Moldova, to Be Registered as Geographical Indications (GIs), Appellations of Origin (AO) Traditional Specialties Guaranteed (TSG) and Business Development based on Traditional Products". The event was organized in the framework of the Action Plan of implementation of the European Union Technical Assistance Project "Support to Enforcement of Intellectual Property Rights" in the Republic of Moldova, being carried out in collaboration with the State Agency on Intellectual Property (AGEPI). The activity was part of the series of training seminars to be held in the northern, southern and central regions of the country.

The event was attended by representatives of local public authorities, civil society in the agricultural and rural development sector from the districts Briceni, Ocnita, Soroca, Donduseni and Edinet. Specialists from the District Agriculture and Food Directorates, representatives of the district offices of the Rural Extension Network, FNFM, Agroinform Federation and UAPA, Associations on Branches and Profiles, agricultural producers and craftsmen who were identified in the Study were present. The team of European experts responsible for project implementation and AGEPI representative was also present.

According to the agenda of the event, Simion Levitchi, Head of AGEPI's Trademarks and Industrial Design Department, highlighted the benefits of business based on geographical indications and the development potential, as well as the peculiarities of protection, registration and use of GIs, AO and TSG in the Republic of Moldova.

Key Expert 3 in Intellectual Property of the Project, Yuriy Kapitsa, spoke about project support in the development of the country's geographical indications system, and highlighted the identification of potential traditional products to be promoted under geographical indications at national and international level.

The EU Expert in Geographical Indications, Elena Micheletti, communicated participants about the practical experience of identifying, registering and developing GI-based businesses across EU Member States. For a better understanding of the role of the geographical indications system, case studies have been reviewed to demonstrate the opportunities open to entrepreneurs and the potential of GI products in Italy.

The regional seminar was moderated by the non-key National Expert of the Project, Anatolie Fala, who presented the preventive results of the "Study on Identification of Potential Products, Beverages, Dishes and Handicrafts to Be Registered and Promoted Under GI, AO or Recognized as GIs in the Regions of the Republic of Moldova" and the support provided by the Moldovan Government through the National Fund for Agricultural and Rural Development.

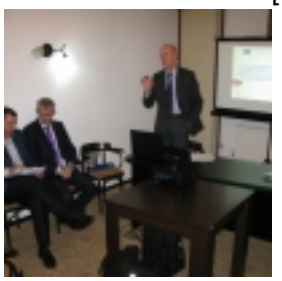
Ceban Mihail, producer and administrator of Biocămara SRL, talked about protected Geographical Indication (PGI) Zabriceni for plants and dried fruits and mixtures therefrom for infusions, in the context of the opportunities that come with the registration of products under GI and their promotion for local consumers. Sergiu Gheorghita, Vice-President of the Edinet district, responsible for the activity of the subdivisions of the District Council, namely the Agriculture, Land Relations and Cadastre Department and the Economy Department, reiterated the need to promote local products and new opportunities for the development of regional products.

As a result, the seminar has facilitated discussion and exchange of views that will enable effective synergy and collaboration to further explore local markets and promote local products at national and international level.

The EuropeAid/137467/DH/SER/MD Project “Support to Enforcement of Intellectual Property Rights” was launched in November 2016, with a two-year implementation period, one of the core objectives being to improve the geographical indications system in the Republic of Moldova.


[1]


[2]


[3]


[4]

Source URL: https://agepi.md/en/content/start-was-given-regional-seminars-identification-potential-products-can-be-promoted-under-gi