The Regional Seminar on Identification of Potential Products That Can Be Promoted under GIs, AO or TSG in the Republic of Moldova was held in Balti

On 26 October this year, the Regional Seminar with the title “Identification of Products, Beverages, Dishes and Handicrafts of the Republic of Moldova, Potential to Be Registered as Geographical Indications (GIs), Appellations of Origin (AO) and Traditional Specialties Guaranteed (STG) and Business Development based on Traditional Products” was organized in the town of Balti. 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 held in the northern, southern and central regions of the country.

The event was attended by representatives of the local public authorities, civil society in the agricultural and rural development sector from the Rascani, Glodeni, Falesti, Sangerei, Floresti and Balti districts. Specialists from the District Agriculture and Food Directorates of the territorial branches of the Chamber of Commerce and Industry, representatives of the regional offices of the Rural Extension Network, FNFM, 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 were also present.

The seminar was opened by Victoria Pulbere, Head of the National Trademarks Division of AGEPI, which highlighted the benefits of business based on geographical indications and development potential, as well as the peculiarities of protection, registration and use of GIs, AO and TSG in the Republic of Moldova. The participants in the seminar asked questions about the steps and procedures for collecting and submitting the set of documents for agricultural products that could be registered and promoted under geographical indications, especially goat cheese, berries, as well as for handicrafts.

Key Expert 3 on Project Intellectual Property, 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.

An increased interest was shown in the presentation of the EU Expert in Geographical Indications Elena Micheletti, who communicated to the participants about the practical experience of identifying, registering and developing GI-based businesses within the EU Member States. For a better understanding of the role of the geographical indications system, case studies demonstrating the opportunities open to entrepreneurs and the potential of GI products in Italy, such as the Parmigiano Reggiano cheese and the Prosciutto di Parma ham, were reviewed. The expert reiterated that exploring the potential of national traditional products has the capacity to generate added value in both local and export markets, and consumers appreciate the savor and exceptional taste of these products to the right value.

The regional seminar was moderated by the non-key National Expertof the Project, Anatolie Fala, who presented the preventive results of the “Study on Identification of Products, Beverages, Dishes and Handicrafts Potential to Be Registered and Promoted Under GIs, AO or Recognized as GIs in the Regions of the Republic of Moldova” and the support provided by the Government of the Republic of Moldova through the National Fund for Agricultural and Rural Development. In the framework of the Study were identified 61 products, beverages, dishes and handicrafts with potential to be registered under GIs, AO and TSG.

Subsequently, agricultural products and handicrafts were presented by the entrepreneurs and the producers: Viorel Prisacari - Manager “Privisio” LTD and producer of Magna Cheese from Singerei

district; Marinescu Iurie - Chairmen of the Marfidor Cooperative from the village of Dobrusa Veche, producers of bacciferous crops; Ungureanu Alexandra - Leader of the group of berry producers from the village of Cucueti, Riscani district; Pasat Parascovia - a folk craftsman, producer of natural carpets of unpainted wool from the village of Ustia, Glodeni district; Eugenia Moldovanu - a folk craftsman, producer of handicraft objects of ecological vegetal fibers and Vasile Sicora - a folk craftsman in the artistic carving in wood from the Falesti district.

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

The EuropeAid/137467/DH/SER/MD Technical Assistance 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.


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