

06/14/2018 Events

The State Agency on Intellectual Property (AGEPI) is participating in the first phase of the information campaign “DCFTA INFO BUSINESS: Ask the Expert”, which takes place during the period June-July this year. The campaign aims at enhancing visibility and communication in the business environment with reference to the provisions of the EU-RM Association Agreement and the Deep and Comprehensive Free Trade Area (DCFTA) and the competitive development opportunities that enterprises can benefit from under the Free Trade Agreement with the European Union.

The campaign includes 11 debates and business information sessions on DCFTA organized in localities from different districts and cities, such as Anenii Noi, Balti, Cahul, Comrat, Edinet, Hancesti, Ialoveni, Orhei, Soroca, StefanVoda and Ungheni. The best specialists and experts from the public authorities of the republic inform and advise the economic agents on the European norms and standards targeting both exporting and importing companies from the Republic of Moldova, as well as companies with operations in the internal market.

During the debates and information sessions, AGEPI specialists are present with information on the role of intellectual property in business development as well as services in the field of intellectual property that economic agents can benefit from. A particular emphasis is placed on the risks to which companies are exposed in the case of non-registration of trademarks, industrial designs and other intellectual property objects, as well as on the ways of enforcing the rights on them.

The campaign is organized under the EU Project “Visibility and Communication for Actions relating to Association Agreement/Deep and Comprehensive Free Trade Area (AA/DCFTA) Implementation of the Framework of EU-funded Assistance Programmes”, launched in September 2017, which has as an objective to facilitate access to information on the benefits of the DCFTA, and also on the challenges that this component of the Association Agreement entails, furnished through a single source in a readily accessible and easily understood form.

The EU project has a duration of 2 years and will be completed in August 2019. The first phase of the campaign will be followed by a series of practical information materials (guides) dissemination and training sessions that will support economic agents to take advantage of the opportunities offered by the Free Trade Agreement with the EU. It is also expected to produce a series of video materials to inform the public and the business community about what DCFTA means in practical terms – new opportunities, investments, jobs, better quality of life, products and services for all citizens.



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