09/06/2018 Events

Progress, challenges and future plans of the EU Project “Support to Enforcement of Intellectual Property Rights” in the Republic of Moldova were discussed on September 6 this year, at the seventh meeting of the Steering Committee, chaired by AGEPI, as main beneficiary of the Project. The event was attended by representatives of the co-beneficiary authorities of the project, namely: Agency for Consumer Protection and Market Surveillance, Prosecutor General’s Office, Customs Service, General Police Inspectorate, Agency for Courts’ Administration, and members of the Project Steering Committee. The representative of the European Union Delegation to the Republic of Moldova, Project Manager Victoria Neaga, the representative of the State Chancellery of the Republic of Moldova, and also the representatives of the implementation consortium, as well as the Project’s team of experts were present as observers at the meeting.

Lilia Bolocan, Director General of AGEPI, thanked the Project for its support by saying that the results are visible and very useful to the beneficiary institutions. With the help of the EU project were organized seminars, trainings and workshops for representatives of public institutions with responsibilities in the field of enforcement of intellectual property rights, and also knowledge building activities in the field of IP addressed to the private and associative sector. In addition, a useful and highly-awaited tool for authorities with intellectual property rights enforcement competences is the IT system developed within the project, which is currently being tested.

Project Team Leader Maximilian Foedinger, together with experts Kenny Wright and Alex Josifoski, presented a summary of the June-September 2018 activities since the last meeting of the Committee, as well as the plans for the next period.

Thus, in order to improve the application of intellectual property rights in Moldova, it was mentioned that the project carried out a series of activities such as seminars, workshops and guides addressed to the Agency for Consumer Protection and Market Surveillance, Customs Service, Police and Public Prosecutor’s Office. Both AGEPI representatives and project experts have mentioned the importance of strengthening the educational system in the field of IP, and in this respect it is very important to develop within the project an E-Learning Platform, a platform that is in the process of elaboration.

Maximilian Foedinger said the project will work with AGEPI and other stakeholders interested in revising the university curriculum and developing lesson models for lyceums, instructive-educational materials that will later be integrated into the E-Learning Platform.

Mr. Kenny Wright, deputy team leader of the project, said that to combat online piracy, reduce access to illegal content and encourage right holders to protect their intellectual property, information campaigns on IP protection in the online environment and on the market of the Republic of Moldova will be carried out with the project’s assistance by the end of this year.

Significant efforts have also been made to strengthen the geographical indications (GIs) system in the Republic of Moldova, which is remarked by both project experts and representatives of AGEPI. Among the results obtained on this chapter were mentioned the Study on the evaluation of the potential of traditional products eligible to be protected by the GIs system, the trainings organized for the authorities responsible for the certification and control of GI products, the promotion of the system among producers, and the review of the regulatory framework in the field.

The project’s priorities for the next and last period of implementation aim at completing the information system in the field of intellectual property rights (the e-IPR system), implementing intellectual property information and promotion campaigns as part of the Cultural Change Program and developing the E-Learning Platform.

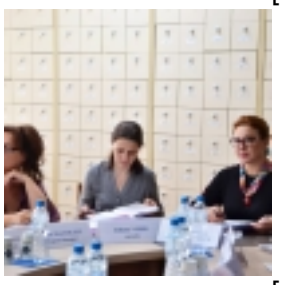
All participants in the meeting have positively appreciated the results of the project during the reporting period and have agreed to AGEPI’s initiative to strengthen its efforts to ensure the successful completion of ongoing activities, especially with regard to completing work on the e-IPR

system.

The next meeting of the Project Steering Committee is scheduled for November 2018.

We should mention that the Technical Assistance Project "Support to Enforcement of Intellectual Property Rights" in the Republic of Moldova is funded by the European Union, being implemented by a Consortium formed of the companies Archidata Srl (Italy), European Profiles S.A. (Greece) and Business and Strategies in Europe S.A. (Belgium). The project has a two-year period and ends in November 2018.


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