11/06/2020 Events

The Workshop “The Role of Intellectual Property in Developing a Successful Business” was held on 6 November this year, in online format. The event, organized by the Henri Capitant Moldova Legal Culture Association in partnership with the State Agency on Intellectual Property (AGEPI), ODIMM and the French Alliance of Moldova, was held as part of the Jean Monnet Support to Associations in European Integration and Intellectual Property Protection Studies / EUPROIN project, implemented with the support of Erasmus+ Programme of the European Union. The workshop was attended by representatives of public authorities and the business environment.

In the opening of the online event, Viorel Iustin, Director General of AGEPI, mentioned that: “The Agency supports any action to encourage the business environment and to strengthen the knowledge of entrepreneurs, especially in the conditions of establishing in the Republic of Moldova the deep and comprehensive free trade area with the European Union.

The State Agency on Intellectual Property, together with other state institutions, make sustained efforts to stimulate the use of tools provided by the intellectual property system, explain the benefits of protection of intellectual property objects, such as inventions, trademarks, industrial design, geographical indications and appellations of origin, in promoting and developing a successful business.

Entrepreneurs need to be aware that a protected, properly packed, trademark product, produced according to a modern technology, will facilitate their conquest of new market segments, ensure greater stability in the competitive environment and contribute to consumer loyalty.”

Present at the event, Iulia Costin, Director General of ODIMM, subscribed to those mentioned by the Director General of AGEPI, also coming with the initiative to include in the training programs organized by ODIMM for entrepreneurs topics related to the protection and exploitation of intellectual property. Next, Iulia Costin spoke about the activity of ODIMM and the programs that the institution implements, including those aimed at strengthening the export capacities of domestic producers in the context of establishing the deep and comprehensive free trade area with the European Union.

During the event, participants had the opportunity to connect to an interactive environment and to ask questions to the rapporteurs, including specialists from AGEPI with vast experience in the fields addressed: Natalia Mogol, key expert in the Jean Monnet EUPROIN project, Deputy Director General of AGEPI and Andrei Moisei, Senior Consultant at AGEPI.

The event was also attended by Violeta Ghetu, a lawyer in the Brand and Design Sector of the World Intellectual Property Organization who presented the trademark, industrial design and geographical indications protection system at Community level.

The workshop aimed to strengthen, understand and raise awareness of the role of intellectual property (IP) development in the European Union and the Republic of Moldova; informing and sensitizing the business environment and civil servants in Moldova about the importance of developing intellectual property for the integration and economic growth of Moldova in general, and also the need to integrate intellectual property objects into business development strategies, in particular; analyzing achievements and challenges of intellectual property development in the EU and the Republic of Moldova, etc.

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