

08/20/2021 Events

The topic of intellectual property and its role in business development was discussed in an online training Workshop organized in the context of the Early Grapes Festival “Au Gust”. The event was aimed at all beginners who want to start a business, especially young craftsmen, farmers, traders and more.

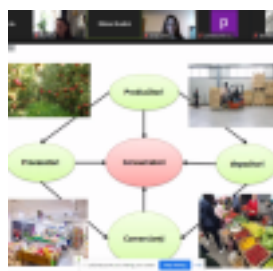
The invitees of the Workshop were Andrei Moisei, principal consultant, Communication and Training Division of the State Agency on Intellectual Property (AGEPI) and Parascovia Sava, doctor habilitate in agricultural sciences, founder of “Au Gust”.

The AGEPI representative acquainted the participants with the conditions for registration of trademarks and other intellectual property objects nationally and internationally, as well as about the role of trademarks in promoting the company’s image and business development. Particular emphasis was placed on the risks that companies may face in the event of non-registration of trademarks, industrial designs and other intellectual property objects and the ways to ensure the enforcement of rights in these objects. The importance of intellectual property objects, especially geographical indications, for regional development and the creation of new jobs in the territory were also discussed.

The Early Grapes Festival “Au Gust” is an event organized by the AO AGRO-DICOM Farmers Consultancy and Training Association, which explores the fusion of agriculture and culture, an event designed to promote local producers of grapes and other seasonal fruits and quality products. The Early Grapes Festival “Au Gust” is in its fourth edition and will run until next Sunday. This year’s edition takes place in a mixed format: online and offline. The event is attended by about 30 producers of grapes, fruits, seasonal vegetables and artisans from Durlesti and the Center area. More details can be found on the website augustfest.com [1].



[2]



[3]

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