05/16/2022 Events

The State Agency on Intellectual Property participated, on Saturday, May 14, as a partner in the national stage of the competition **“Creative Business Cup 2022”**.

In its ninth edition, the competition was organized by the Public Association “Global Entrepreneurship Network Moldova” (GEN Moldova), in partnership with Creative Estonia, Ministry of Foreign Affairs of Estonia, AGEPI, ZIPhouse Fashion Hub, Artcor, Dreamups and Hub Generator.

The aim of the competition is the innovative approach of traditional and creative industries, support and encouragement of entrepreneurs to identify creative ideas and to develop a successful business.

For this year’s edition have registered 15 competitors from various fields of activity, such as design, IT, health, media, architecture, art, handicraft and other fields related to the creative sector. Of all, only seven reached the final:

- Influence.md - online platform that unites brands with influencers to create impact campaigns - the big winner;
- Ignis Ceramics - family business specialized in the production of artisanal tiles - vice champion 1;
- OK KINO - sustainable business in fashion - vice champion 2;
- Bright Creation - small manufacturer of artisanal jewelry;
- Mikelesta Design - design studio, which participated with a device for monitoring access to technologies;
- Etno Carusel - traditional carousel manufacturer;
- Renter.md - electronic bicycle rental platform.

The jury, which also included Liliana Vieru, head of the Communication and International Relations Department of AGEPI, evaluated the projects according to the following criteria: creativity, market potential, the innovative nature of the business model and the skills of the presentation participants.

The projects winning in the local stage will compete in the international final in Copenhagen, Denmark, at the end of June this year. The champions will also have the chance to participate in the Creative Business Academy, a marathon of intensive training sessions for entrepreneurship development, as well as a ticket to “BRIGHT” - the conference that brings together entrepreneurs, opinion leaders, and investors in the field of creative industries.


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