05/27/2022 Events

The Organization for Small and Medium-Sized Enterprises Sector Development (ODIMM), in partnership with the State Agency on Intellectual Property of the Republic of Moldova (AGEPI), organized on May 27, this year, in online format, an information session on the role and purpose of intellectual property (IP) in promoting products and services.

The event was intended for the representatives of the beneficiary companies within the Programme for supporting businesses with high potential for growth and internationalization, and also for all those interested in the proposed topics.

Liliana Vieru, head of the Communication and International Relations Department of AGEPI, spoke about the role of intellectual property in ensuring sustainable business, presented the national IP protection system and presented a case study on the protection of a product with geographical indication and the path taken by it to obtain that title.

Andrei Moisei, principal consultant in the Communication and Training Division of AGEPI, spoke about the competitive aspects and the development of a successful brand, what are the challenges a manufacturer faces at the beginning and what are the advantages of protecting a trademark.

Details about the support in the registration, the acquisition of intellectual property objects offered by the Programme for supporting businesses with high potential for growth and internationalization were presented by Constantin Turcanu, head of the Growth and Internationalization Financing Department, ODIMM.

The meeting ended with a question-and-answer session during which concrete cases related to trademark protection were discussed.


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