07/25/2022 Events

The State Agency on Intellectual Property participated, on July 23, this year, in the International Festival “Let’s Go for Peaches”, which took place in Tudora village, Stefan Voda district.

The event, which aimed to promote traditional products and foods, as well as local producers, was organized by AO “Nistru de Jos – meleag natal” from the village of Tudora and the Association for Tourism Development in Moldova, the implementer of the project “Local Development and Cross Border Cooperation in the Area of Agricultural Products and Traditional Food” (LOC FOOD) financed with the support of the Joint Operational Programme Black Sea Basin 2014–2020.

During the Festival, several local traditional products were presented and promoted, which have the potential to be recognized as traditional specialty guaranteed (TSG) in the Republic of Moldova. Traditional products from Romania, Greece and Bulgaria were also presented at the Festival.

Present at the event, Simion Levitchi, head of the Trademarks and Industrial Design Department, spoke about the importance of protecting, promoting TSGs and the role of geographical indications (GIs), appellations of origin (AOs) in ensuring the competitiveness of domestic products, as well as about AGEPI’s efforts for the creation, development in the Republic of Moldova of a strong system of protection and promotion of GIs, AOs and TSGs. The representative of the Agency reminded that an interactive map containing information about several traditional products from the Republic of Moldova is created on the AGEPI webpage and urged interested persons to help complete it by providing the relevant information. In this way, the AGEPI representative emphasized, the products will become more visible, better known and, therefore, more in demand. In the same context, Simion Levitchi mentioned that 5 products from that region are examined from the perspective of meeting the requirements of traditional specialties guaranteed.

The map of traditional products from the Republic of Moldova can be viewed by accessing the following link: http://harta-ig.agepi.gov.md/ [1]


[2]


[3]


[4]

Source URL: https://agepi.md/en/news/traditional-products-promoted-during-international-festival-%E2%80%9Clet%E2%80%99s-go-peaches%E2%80%9D