03/09/2023 Events

Diana Rosca and Cristina Dan, representatives of the Public Association “Sezatoarea Ciocarlia” and the “Sezatoarea Basarabiei” community from the Republic of Moldova, respectively, are participating in a Practical Workshop on Intellectual Property that is being held in Geneva, from March 6 to 10, this year.

This workshop is part of the first phase of the Training, Mentoring and Matchmaking Program on Intellectual Property for Women Entrepreneurs from Local Communities in the Central European and Baltic States (CEBS) with the main title “Tradition Meets Business: A Woman Entrepreneur’s Journey”, launched by the World Intellectual Property Organization (WIPO).

Diana and Cristina represent two communities of women who undertake several actions to get to know the traditions as well as possible, to make clothes according to traditional models and to respectfully wear the shirt with a top in the traditional costume.

During the Practical Workshop, the participants will acquire basic knowledge of the main principles, systems and tools of the intellectual property system in relation to traditional knowledge and traditional cultural expressions.

In the second phase of the program, the participants will implement the intellectual property components of their projects and businesses under the guidance of mentors.

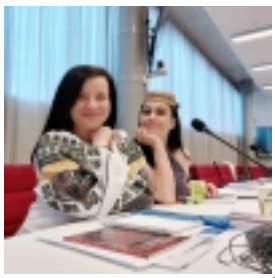
The program will end with a final event in Geneva, where the achievements of women entrepreneurs will be presented in an international exhibition.

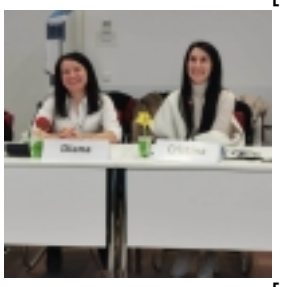
The aim of the WIPO Program: “Tradition Meets Business: A Woman Entrepreneur’s Journey” is to encourage women entrepreneurship linked to tradition and culture and to popularize and promote traditional textiles both in the country and abroad.

More details on the WIPO Training, Mentoring and Matchmaking Program on Intellectual Property for Women Entrepreneurs from Indigenous Peoples and Local Communities can be found here: https://www.wipo.int/tk/en/women_entrepreneurs/ [1].


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