03/29/2023 Events

The State Agency on Intellectual Property (AGEPI) participated as a partner in the On The Map project, carried out by the AIESEC Chisinau youth organization, from February 6 to March 18, 2023.

The project aimed to promote local sustainable tourism by creating marketing strategies for several good destinations to visit in the Republic of Moldova.

For 6 weeks, over 70 young people, aged between 16 and 35, analyzed tourism in 5 locations in the Republic of Moldova, visiting them at least 2 times. They also benefited from 6 workshops to determine the role of marketing in promoting a business. At the end, the participants planned a virtual marketing campaign for about 10 destinations that would help increase the number of tourists in the area. The results were presented at the closing session of the project.

The representatives of AIESEC Chisinau presented the Director General of AGEPI, Eugeniu Rusu, with a certificate of thanks for the support given within the On The Map project.

Through such partnerships, AGEPI supports one of its activity priorities, namely informing young people and promoting intellectual property among them.

AIESEC is an international, non-governmental, independent, not-for-profit organization present in over 110 countries. Created in 1948 and run by young people, it focuses on developing leadership potential and skills. In the Republic of Moldova, AIESEC implements a series of projects aimed at pupils and students. In 2008 and 2011, the organization was designated as one of the most active NGOs in the Republic of Moldova.

[1]

Source URL: https://agepi.md/en/news/agepi-together-aiesec-chisinau-within-map-project