09/25/2024 Events

On September 24, 2024, the Moldovan-Swiss Intellectual Property Project was officially launched in Chisinau. The project is financed by the Swiss Government through the Swiss State Secretariat for Economic Affairs (SECO) and implemented by the Swiss Federal Institute of Intellectual Property (IPI) in close cooperation with the Moldovan State Agency on Intellectual Property (AGEPI). The Swiss Cooperation Office in the Republic of Moldova and the Swiss organization Helvetas Moldova will support the implementation of the project.

The launching event took place within the framework of a conference entitled "*The Importance and Benefits of the Protection of Geographical Indications in the Preservation and Promotion of Cultural Heritage*", held in partnership with the National Museum of Ethnography and Natural History of the Republic of Moldova. The aim of the conference was to inform representatives of public authorities, the business community, non-governmental organizations and other stakeholders about the objectives of the new project, i.e. to promote the protection of Geographical Indications and the direct benefits that this protection can bring to producers of traditional Moldovan products, including those in the textile sector.

In his speech at the event, AGEPI Director General Eugeniu Rusu emphasized the importance of the new project for the Republic of Moldova, stating: "This project represents a significant step in support of the economic and cultural development of our country. By protecting and promoting geographical indications, the project will not only strengthen the legislative and administrative framework, but will also contribute to increasing the visibility and competitiveness of traditional Moldovan products on the international market. We are honored to collaborate with our Swiss partners and we are confident that, together, we will be able to harness the considerable potential of intellectual property for the benefit of the entire Moldovan economy".

For his part, Guido Beltrani, Director of the Swiss Cooperation Office in the Republic of Moldova, said: „The topic of our new joint project, intellectual property, plays a vital role in Europe and globally. It enhances competitiveness by promoting innovations in a rule-based world. The project also complements well the on-going Swiss-Moldovan cooperation programme, which focus on enhancing good governance, fostering economic development, and promoting access to health. A further strength of this project is its peculiar approach. The Swiss Federal Institute of Intellectual Property and the Moldovan State Agency on Intellectual Property will work hand in hand to promote intellectual property rights in Moldova. There is no better way to learn and advance than through a dialogue among peers."

The presentation of the Moldovan-Swiss Intellectual Property Project and the subsequent debates provided the participants of the event the opportunity to better understand the role and impact of Geographical Indications in protecting and promoting cultural heritage in the Republic of Moldova. The discussions focused on concrete examples such as the tradition of national carpets and folk costumes, highlighting the close link between local culture and national identity. Also, through the experiences shared and the case study presented, participants had the opportunity to explore the challenges and opportunities in the process of registering artisanal products as Geographical Indications, providing a practical perspective on how this measure can stimulate economic and cultural development in the Republic of Moldova.

On the occasion of the launch of the Moldovan-Swiss Intellectual Property Project, a Memorandum of Understanding between the Government of the Republic of Moldova, represented by AGEPI, and the Government of the Swiss Confederation, represented by the State Secretariat for Economic Affairs, was signed. The document marks an important step in the bilateral collaboration between Moldova and Switzerland and underlines the commitment of both parties to support and promote the protection and valorization of intellectual property in the Republic of Moldova.

About the Moldovan-Swiss Intellectual Property Project

The overall objective of the project is to contribute to the socio-economic development of the Republic of Moldova by enabling private sector stakeholders to use intellectual property rights more effectively and by supporting the government in providing better intellectual property services.

The Moldovan-Swiss Intellectual Property Project will provide support in the following areas:

- **Legal Support and technical assistance around Geographical Indications system**;
- **Enforcement of** intellectual property rights**;**
- **Commercialisation of intellectual property and support to Small and Medium-sized Enterprises**.

The Moldovan-Swiss Intellectual Property Project is part of the Global Program for Intellectual Property Rights of the Swiss State Secretariat for Economic Affairs. The Moldovan-Swiss Intellectual Property Project has a duration of four years and a total funding of 750,000 Swiss Francs.

About AGEPI

AGEPI [1] is the central administrative authority of the Republic of Moldova in the field of the legal protection of intellectual property concerning industrial property rights, copyright and related rights. AGEPI's mission is to promote and implement policies in the field of intellectual property, streamlining the intellectual property system in order to promote technological progress, stimulate creativity and contribute to the economic, social and cultural development of the Republic of Moldova.

About IPI

The Swiss Federal Institute of Intellectual Property [2] is the center of competence of the Swiss Confederation for the protection of inventions, industrial designs and trademarks, geographical indications and copyrights. IPI's mission is to help innovators and creators capitalize on their ideas, thereby promoting innovation, competitiveness, cultural diversity and social progress.

About SECO

SECO [3] is the Swiss federal government's center of excellence for all matters related to economic policy and the labor market. SECO contributes to economic growth and sustainable prosperity in its partner countries. To this end it supports the creation of reliable economic framework conditions and innovative private-sector initiatives. Together with other federal agencies, SECO also defines Switzerland’s multilateral cooperation. Finally, it has also been involved in reducing economic and social disparities in selected countries of the European Union.



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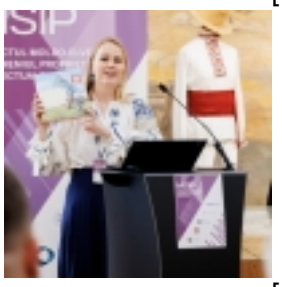
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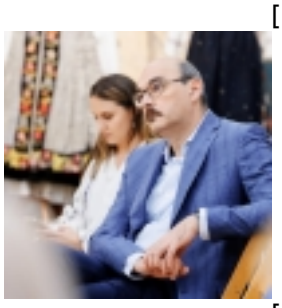


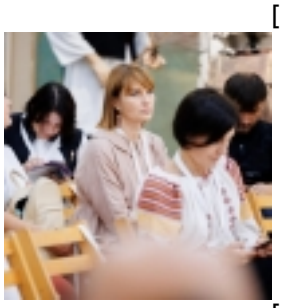
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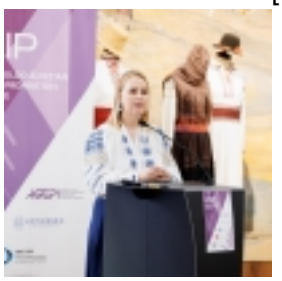


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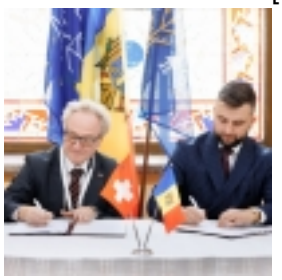

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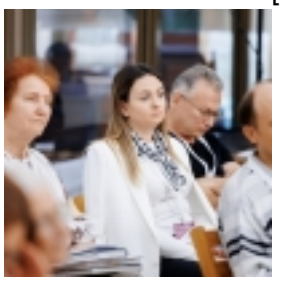

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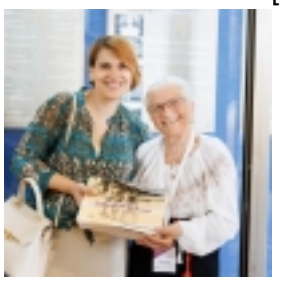

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