11/06/2024 Events

The State Agency on Intellectual Property (AGEPI) launched today, November 6, the **Information Campaign in the Field of Intellectual Property for Pupils from Pre-University Education Institutions in the Republic of Moldova with the main title "Creativity and The Role of Intellectual Property"**. The aim of the campaign is to raise awareness of the importance of intellectual property among young people and promote creativity and innovation.

The launch event took place at the Lyceum of Creativity and Invention "Prometeu-Protalent" in the municipality of Chisinau, bringing together approximately 90 8th-12th-grade pupils, the management of AGEPI and the management of the host lyceum, as well as the IP Youth Ambassador in the Republic of Moldova.

In the opening of the event, the Deputy Director for Education, Angela Lungu emphasized that the information campaign launched by AGEPI is a welcome one, noting that "the mission of the lyceum is to prepare young people to be people of integrity, creative people, responsible people."

The Director General of AGEPI, Eugeniu Rusu, inaugurated the event with a welcoming message and an emphasis on the importance of protecting innovations and personal creations in a global economy based on knowledge. '"Creativity and the protection of innovations are essential for our young people, who represent the future of the country. We want to support and encourage the creativity and initiative of young people through a better understanding of intellectual property rights," emphasized Eugeniu Rusu in his opening speech.

Oxana Zaporoniuc, IP Youth Ambassador in the Republic of Moldova, also participated in the opening of the event, who delivered a message dedicated to the importance of education in the field of intellectual property for pupils.

After the official opening, the Director General of AGEPI delivered an interactive lesson, designed to capture the pupils' interest in the key concepts of intellectual property. The presentation included a series of informative spots and real examples from everyday life, showing how protecting inventions, trademarks and intellectual creations contributes to the personal and professional success of any individual. The lesson was designed to be accessible and captivating for youth, engaging pupils in discussions and questions, as well as practical activities to familiarize them with concepts such as patents for invention, trademarks or copyright.

At the end of the lesson, the pupils were given promotional materials designed to support young people's interest in the field of intellectual property and encourage them to get involved in creative and innovative activities, including the Contest in the Field of Intellectual Property for Young People organized annually by AGEPI.

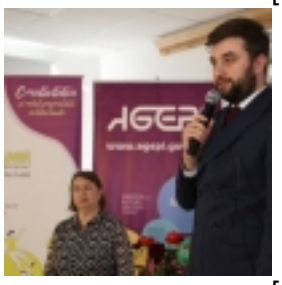
Under the main title **"Creativity and The Role of Intellectual Property"**, the campaign will continue to be carried out in several educational institutions of the country, from November 2024 to April 2025.

Through the campaign, AGEPI aims to contribute to the development of a culture of innovation and respect for intellectual property in schools, offering pupils not only theoretical knowledge, but also the opportunity to see how these concepts can be applied in real life. Covering several educational institutions in the country, the campaign will encourage young people to discover and harness original creations in a responsible manner and protect what they create.

AGEPI invites young people from all over the country to discover how they can become creators and innovators with a real impact on their communities. Together with the Ministry of Education and Research, AGEPI aims to transform knowledge of intellectual property into a basic resource for the professional and personal development of each pupil, thus supporting the creative economy of the Republic of Moldova.

For more information and details about the campaign, please contact the phone number: +373 22 188 597 or the email address: rodica.crijanovschi@agepi.gov.md [1].


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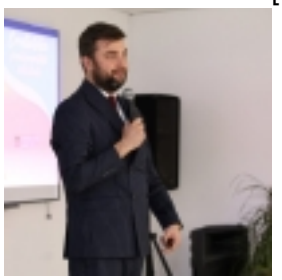

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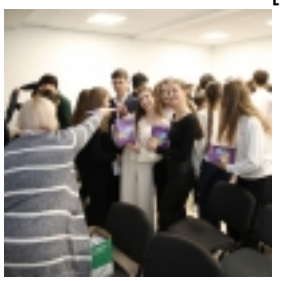

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