02/24/2025 Events

On February 24, 2025, the State Agency on Intellectual Property (AGEPI) and the Chamber of Commerce and Industry of the Republic of Moldova (CCI of RM) officially announced the launch of the Contests **“Trademark of the Year”** and **“Product and Service Quality Achievement Award”** for 2024, during a press conference.

The event brought together strategic partners and representatives of key institutions in the field of intellectual property, quality and consumer protection, including:

- **Eugeniu Rusu**, Director General, State Agency on Intellectual Property (AGEPI);
- **Sergiu Dărănuță**, Head, State Inspectorate for Supervision of Non-Food Products and Consumer Protection (SISNFPCP);
- **Aliona Buruiană**, Deputy Director, Institute for Standardization of Moldova (ISM);
- **Natalia Cheptea**, Officer, National Anticorruption Center (NAC).

According to Sergiu Harea, President of the Chamber of Commerce and Industry of the Republic of Moldova, these contests represent more than simple recognitions of success:

“The Contests “Trademark of the Year” and “Product and Service Quality Achievement Award” are essential platforms for promoting business excellence and increasing the competitiveness of domestic companies. Participants benefit from extensive promotion, specialized consulting, training seminars and free pre-diagnosis services, all of which contribute to strengthening their position on the domestic and international market.”

In this context, Eugen Rusu, Director General of AGEPI, emphasized the importance of this contest for the business environment:

“The Contest we are launching today has an important role in stimulating innovation, strengthening competitiveness and promoting a business climate based on the respect of intellectual property rights. Through this competition, we want to recognize and reward those trademarks that not only represent the identity of businesses, but also contribute to the development of our economy. The State Agency on Intellectual Property is firmly committed to supporting initiatives that stimulate the development and protection of trademarks. Their registration and protection not only increase the value of businesses, but also provide legal certainty, preventing unauthorized use and strengthening consumer confidence.”

The Contest“Trademark of the Year”, now in its 22nd edition – organized by the CCI of RM in partnership with AGEPI, NCTUM, NAC and UNFPA, highlights successful trademarks. Participants compete for the Grand Prix “Golden Mercury”, a symbol of high appreciation for the most effective marketing strategies, which is awarded based on an assessment that is carried out with maximum objectivity, through the evaluation of a specialized jury, supplemented by a survey conducted among consumers.

For the 2025 edition, the following will be awarded:

- 14 nomination categories, with awards in the form of “Golden Mercury” statuettes or crystal trophies depending on the criterion of professionalism;
- Special awards for integrity and family-friendly workplaces.
- New - Two special nominations dedicated to social entrepreneurship and the implementation of dual education;
- Two nominations based on consumer preferences will also be awarded: “Consumer Appreciation”, “Local Trademark”.

Statistics of previous editions:

- In the 2024 edition, 112 trademarks participated, all of which were awarded for their outstanding achievements.
- Over 1,900 trademarks were registered over the 21 editions of the contest.

Contest “Product and Service Quality Achievement Award”

Now in its 11th edition, this contest recognizes excellence in quality management. Organized in partnership with the Institute for Standardization of Moldova (ISM), the National Accreditation Center of the Republic of Moldova (MOLDAC) and the State Inspectorate for Supervision of Non-Food Products and Consumer Protection SISNFPCP, it offers participants the Trophy “Goddess of Quality”, a symbol of high standards in the field. The cntest is an important stage in the preparation of enterprises for promoting products on foreign markets, and the self-assessment criteria allow participants to obtain an objective picture of their activity, contributing to the establishment of new strategic objectives. The goal of the contest is to award the prestigious Trophy “Goddess of Quality”, a symbol of high appreciation for the most efficient management strategies and good practices in the field.

Sergiu Dărănuță, Head of the State Inspectorate for Supervision of Non-Food Products and Consumer Protection (SISNFPCP), emphasized during the conference that this contest is among the most transparent and trustworthy for consumers:

“As a control institution, we guarantee the consumer that the grand prix “Goddess of Quality” will be fully and deservedly awarded to an economic agent. We want to ensure that any survey, any question that will appear within the contest will be consulted with consumers, we will know their up-to-date opinion, we will know what one consumer or another thinks about an economic agent, about a product or service. In fact, that is our mission. The team of experts will be formed by the best specialists, with the most extensive experience, within the judging process.”

This year, the **Contest Regulations** have been updated, the list of standards for management systems has been expanded, which opens up opportunities for participation for a larger number of companies from various fields of activity.

Statistics of previous editions:

In the 2024 edition, 45 companies participated, of which 40 were laureates and obtained the “Goddess of Quality”, and 5 received Diplomant distinctions. Over the 10 editions of the contest, 495 companies have been awarded.

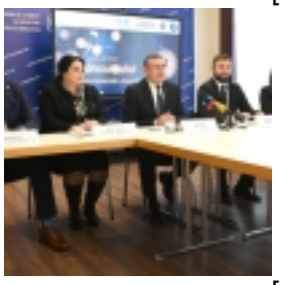
Contest stages:

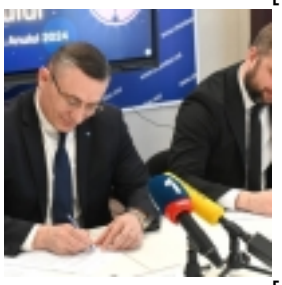
- **March 28, 2025** – Deadline for submitting applications;
- **April 9, 2025** – Submission of presentation packages;
- **April 2-14, 2025** – Consumer opinion survey;
- **April 15-25, 2025** – Evaluation by the specialized jury;
- **June 2025** – Moldovan Business Gala, award ceremony.

Registrations for contests are open from 24.02.2025 to 28.03.2025. Interested companies can consult all the materials and documents necessary for submitting the application for participation on the official website of the Chamber of Commerce of the Republic of Moldova, in the category contests.


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