11/20/2025 Events

The State Agency on Intellectual Property (AGEPI) in partnership with the Agricultural and Rural Advisory Center organized on November 19, 2025, the Knowledge Transfer Seminar on "Competitiveness Tools for Agricultural Producers and Rural Developers: Protection of Trademarks, Geographical Indications and Appellations of Origin", which aimed to facilitate the transfer of knowledge on the legal and economic mechanisms for the protection of intellectual property in agriculture, in particular trademarks, geographical indications (GIs), appellations of origin (AOs) and traditional specialties guaranteed (TSGs).

The event brought together agricultural producers, representatives of local public administration and rural development specialists from different localities in the country, providing a platform for useful discussions on modern tools for increasing competitiveness in valorizing the agri-food potential of the Republic of Moldova.

During the seminar, AGEPI specialists highlighted the strategic role of intellectual property in the development of agricultural and rural businesses and in strengthening the position of businesses on the market, emphasizing the importance of protecting trademarks, geographical indications (GIs) and other intellectual property objects for the sustainable development of the agri-food sector.

AGEPI specialists also informed the participants in the seminar about recent developments in the national legislative framework in the field of GIs, appellations of origin (AOs) and traditional specialties guaranteed (TSGs), highlighting the importance of harmonizing it with European standards and thus opening clear perspectives on registration procedures, commercial advantages and existing protection mechanisms for producers who want to valorize the geographical specificity, traditions and quality of their products.

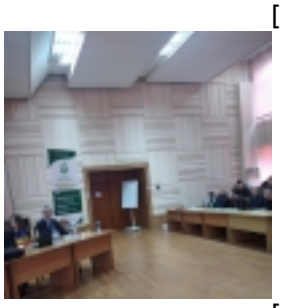
The participants in the event showed great interest in the opportunities offered by the registration of GIs, AOs and TSGs, especially in terms of access to international markets, and had the opportunity to analyze practical examples of success, illustrating how the use of intellectual property can increase the visibility of agri-food products, access to new markets and attraction of investments.

By organizing this seminar, AGEPI reaffirms its commitment to promoting the culture of intellectual property and to supporting local producers in identifying and valorizing competitive advantages. In the context of pre-accession to the European Union, the development of skills in the field of intellectual property becomes a crucial condition for strengthening the position of Moldovan products on the European and international markets.

AGEPI will continue its efforts in information, training and consultancy, actively contributing to the development of a sustainable, innovative and competitive agri-food sector.


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