11/28/2025 Events

Date: December 4, 2025, 11:00 – 16:30

Venue: Central Pavilion of IEC "Moldexpo" S.A. (1, Ghioceilor str., Chisinau)

Organizers: State Agency on Intellectual Property (AGEPI) jointly with the Union of Folk Craftsmen of Moldova, with the support of the Swiss PartnershIP Moldova project

The State Agency on Intellectual Property (AGEPI) announces the organization of the **National Seminar on Geographical Indications: The Value of Local Traditions and Development Prospects for the Republic of Moldova**, organized within the framework of the **International Specialized Exhibition "INFOINVENT-2025"**.

The event will bring together producers, artisans, representatives of professional associations, experts, public institutions and all those interested in promoting authentic traditional products through the **Geographical Indications (GIs)** system.

Special guest:

AGEPI is honored to have **Mr. Reto Meili, representative of the Swiss Federal Institute of Intellectual Property (IPI),** as its guest. He will present Switzerland's experience in promoting the concept of Geographical Indication to non-food products and will offer **consultancy and mentoring** to participants interested in developing and protecting local products through GIs.

Event Highlights:

- **Meetings with representatives of associations of producers of products with protected Geographical Indications**, who will share their experiences on organizing, certifying and promoting traditional products;
- **Authentic folklore performances**, offered by the "Romanița" Ensemble, which will put value upon the cultural heritage of the Republic of Moldova;
- **Tasting of products with Geographical Indications and Traditional Specialities Guaranteed**, highlighting their authenticity and distinctive quality;

Creative workshops, where folk craftsmen will demonstrate:

- the tradition of **pottery – the Potter's wheel**;
- the story of husk and straw weaving;
- the tradition of loom weaving;
- the art of folk costume – traditional shirt embroidery and traditional crochet lace;
- the skill of **woodcarving**;
- manufacturing traditional winter masks.

The seminar also includes thematic presentations and in-depth discussions with experts and producers on the economic, cultural and social benefits generated by the Geographical Indications system.

Participation is free of charge and does not require prior registration.

Access to the event is direct.

AGEPI encourages the general public to participate and explore the potential of Geographical Indications in strengthening local identity and stimulating sustainable regional development.

For details, access the Program of the International Specialized Exhibition “INFOINVENT-2025” [1]


[2]

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