03/16/2026 Events

A professional training course for agricultural advisors from the Republic of Moldova (Agricultural and Rural Advisory Center (ARAC)) was held on March 14, 2026, dedicated to the field of intellectual property (IP). The event was organized within the framework of the Swiss PartnershIP Moldova project, with the support of the strategic partner State Agency on Intellectual Property (AGEPI). The course represents a continuation of a path of strengthening the capacities of agricultural advisors initiated by Helvetas Moldova.

The event began with welcoming messages from representatives of ARAC, AGEPI and the Swiss PartnershIP Moldova project, emphasizing the importance of interinstitutional cooperation to strengthen the capacities of agricultural advisors.

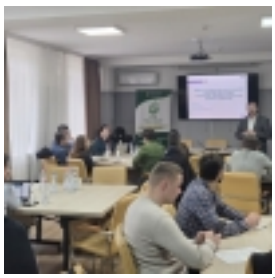
During the sessions, AGEPI experts addressed essential topics for agricultural activity and local business development:

- **The role of intellectual property in competitive relations and the promotion of goods and services** – presented by Andrei Moisei, principal consultant, AGEPI Promotion and Training Section;
- **Trademark and industrial design** as tools for differentiating and increasing the competitiveness of agri-food products – presented by Dr. Simion Levițchi, Head of the AGEPI Trademarks and Industrial Design Direcrtorate;
- **Quality schemes:** geographical indications and appellations of origin, as a means of valorizing agricultural products and supporting local businesses;
- **Protection of inventions and the use of patent information** for technological development in the agro-industrial sector – presented by Dr. Viorel Iustin, Head of the AGEPI Patents Directorate;
- **Plant varieties as a strategic asset** and ways to protect investments in breeding;
- **Managing IP risks:** conflict prevention, combating counterfeiting and piracy, and issues related to unfair competition.

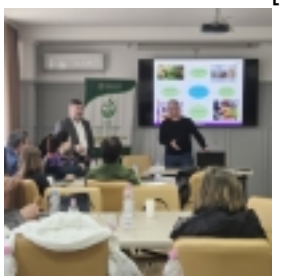
The event ended with a question and answer session, followed by the completion of the feedback questionnaire. Participants appreciated the practical nature of the information and the relevance of the topics discussed for their professional activity.

By organizing this course, AGEPI and ARAC, with the support of international partners, contribute to strengthening the knowledge of agricultural advisors and to promoting the effective use of intellectual property in agriculture, as a tool for innovation, competitiveness and sustainable development.


[1]


[2]


[3]


[4]

Source URL: https://agepi.md/en/news/agricultural-advisors-trained-using-ip-develop-local-businesses