07/06/2026 Information

In the context of the publication in the Official Gazette of the Republic of Moldova of the Law on Geographical Indications, Traditional Specialties Guaranteed and Optional Quality Terms, the State Agency on Intellectual Property (AGEPI) launches a series of promotional videos dedicated to products from the Republic of Moldova protected by geographical indications (GIs), appellations of origin (AOs) and traditional specialties guaranteed (TSGs), made with the support of the Moldovan-Swiss Project Swiss PartnershIP Moldova.

Through authentic images, stories of producers and footage from the areas of origin, the videos bring to the forefront the connection between product, territory and tradition, highlighting the unique value of Moldovan products and the role of protection through quality schemes in consolidating their identity on the market.

The series of videos is dedicated to the following protected products:

- PGI “Pistil de Valea Răutului” [1]
- PAO “Agriș de Marinici” [2]
- PGI “Zăbriceni” [3]
- TSG “Plăcinta Miresei, Valea Nistrului” [4]
- PGI “ [5]Prune deosebite de Lalova [6]” [5]
- PGI “ [7]Miere din Codrii Moldovei [8]” [7]
- PAO “Brânză de Măgura” [9]
- General Video [10]

Each video captures not only the final product, but also the work, traditions and responsibility of the producers, who have undergone or are in the process of obtaining protection through GI, AO or TSG.

What are geographical indications, appellations of origin and traditional specialities guaranteed?

Geographical indications protect products whose quality, reputation or other characteristics are due to their geographical origin, and at least one of the stages of production, processing or preparation takes place in the delimited geographical area.

Appellations of origin protect products whose quality or characteristics are essentially or exclusively due to the geographical environment, including natural and human factors, with all stages of production, processing and preparation taking place in the defined geographical area.

Traditional specialities guaranteed protect traditional products by highlighting the traditional recipe, composition or production method, without being linked to a specific geographical origin.

For producers, these quality schemes represent an effective tool for differentiation on the market, legal protection against unauthorized uses and strengthening the reputation of the products.

For consumers, products protected by GI, AO and TSG offer:

- guarantee of origin and authenticity;
- verified quality and traceability;
- an increased level of trust in local products;
- the possibility of supporting producers and rural communities.

Law No 107/2026 on Geographical Indications, Traditional Specialities Guaranteed and Optional Quality Terms will enter into force on 02.04.2027, contributing to the consolidation of the national system for the protection of value-added products and the creation of favorable premises for their

development. The videos launched by AGEPI complement these efforts, supporting the promotion and valorization of protected local products and facilitating consumer information on the importance of quality schemes.

AGEPI reaffirms the commitment of the Republic of Moldova to support local producers, align with the European Union acquis and protect traditional products, using geographical indications, appellations of origin and traditional specialties guaranteed to promote Moldovan products on the national and European market.


[11]


[12]

Source URL: https://agepi.md/en/news/taste-authenticity-told-images-new-videos-promote-moldovan-products-gi-ao-and-tsg