

09/28/2026 Events

The State Agency on Intellectual Property (AGEPI) is organizing the second edition of the Regional Conference on Intellectual Property and Creative Industries in Chişinău on **September 29-30, 2026**, entitled **“Leveraging Intellectual Property Potential in the Audiovisual Industry.”**

The event is organized in cooperation with the Ministry of Culture of the Republic of Moldova and the European Union Intellectual Property Office (EUIPO), with the support of the European Union-funded project “Strengthening Intellectual Property Rights – Enlargement and Neighbourhood” (EU4IP). The conference is taking place at the Radisson Blu Leograd Hotel in Chişinău in a hybrid format.

The conference aims to strengthen the audiovisual sector’s capacity to **protect, manage, and leverage intellectual property rights**, while fostering regional cooperation, the exchange of knowledge and best practices, and the identification of solutions for the sustainable and competitive development of the audiovisual industry.

Over the course of two days, representatives of public authorities, professionals from the audiovisual and intellectual property sectors, producers, creators, collective management organizations, and international experts will address the developments and challenges facing the industry, as well as the ways in which intellectual property can contribute to the creation, protection, and use of audiovisual content.

The conference program includes sessions dedicated to topical issues, such as:

- Audiovisual industries in transition: political perspectives, legal challenges, and emerging trends;
- Intellectual property in the audiovisual industry: the legal framework and rights protection mechanisms;
- National audiovisual production, co-productions, and the use of intellectual property in a cross-border context;
- Digital transformation of the audiovisual sector: opportunities and challenges for intellectual property;
- Beyond copyright – leveraging the full spectrum of intellectual property in the audiovisual industry;
- Enforcement of intellectual property rights in the digital audiovisual environment.

Discussions will focus on developments in the legal and institutional framework, key challenges facing the audiovisual sector, practical examples, the exchange of knowledge and experience, and the identification of opportunities for regional and cross-border cooperation.

The Conference will bring together representatives from intellectual property offices, authorities in the field of culture and audiovisual, collective management organizations, producers, and other creative industry stakeholders, as well as experts from the Republic of Moldova, the Western Balkans (Albania, Bosnia and Herzegovina, North Macedonia, Montenegro, Serbia, and Kosovo**(This designation is without prejudice to positions on status, and is in line with UN Security Council Resolution 1244 (1999) and the Advisory Opinion of the International Court of Justice of 22 July 2010.)*), Armenia, Croatia, Romania, and Ukraine.

The participation of international and regional organizations will help strengthen dialogue and identify concrete opportunities for **cooperation, the exchange of expertise, and the development of joint initiatives** in the fields of intellectual property and the audiovisual industry.

The conference will also have a forward-looking dimension; participants will discuss the key challenges and needs of the regional audiovisual ecosystem and identify **courses of action, capacity-building initiatives, and opportunities for developing regional cooperation.**

Organizing this regional Conference is part of the implementation actions of the **National Program for the Accession of the Republic of Moldova to the European Union for the years 2025-2029**, contributing to the strengthening of a national and regional ecosystem based on innovation, creativity, and the strategic use of intellectual property.

Through this initiative, AGEPI aims to strengthen the dialogue between public institutions and creative industry stakeholders, and to promote an approach in which intellectual property serves not merely as a protection mechanism, but also as **a tool for business development, attracting investment, expanding into new markets, and boosting the competitiveness of the audiovisual industry.**

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