05/02/2012 Events

Public Consumer Awareness Campaign entitled “STOP Piracy and Counterfeiting!” was launched on April 26, in Chisinau. The Campaign is organized by the State Agency for Intellectual Property (AGEPI) and is part of the Twinning Project “Support to Implementation and Enforcement of Intellectual Property Rights in the Republic of Moldova”, supported by the World Intellectual Property Organization (WIPO).

Campaign partners are: the BCC, companies “Microsoft Moldova”, “Moldcell”, “Viorica-Cosmetic” JSC, “Sympals”.

In the Campaign Launching Conference the was presented a survey on the level of population awareness of the risks generated by counterfeiting and piracy, conducted by the Center for Sociological Investigations and Studies in Marketing “CBS-AXA”, in the period of 6-19 April this year, on a representative sample of 710 respondents across the country (survey results will be published on the site). It was also launched the site www.stoppirateria.md [1] where will be published the most relevant cases of litigation on counterfeiting and piracy.

Also, on April 26, in the square of the Chisinau Opera and Ballet Theatre was organized a flash mob, which was attended, besides specialists of the State Agency on Intellectual Property, by a group of 200 young people from the dance center “Sis’n Bro”. Also, in public places were distributed posters, stickers, informative flyers, advertising cards (including in the public transport) on the theme of fight against counterfeiting and piracy.

Watch our website for details about the Campaign “STOP Piracy and Counterfeiting!”

We present images of the campaign launching conference.

Source URL: https://agepi.md/en/news/public-consumer-awareness-campaign-was-launched-title-%E2%80%9Cstop-piracy-and-counterfeiting%E2%80%9D