05/30/2013 Events

In May this year, AGEPI and the Chamber of Commerce and Industry signed an Additional Protocol to the Cooperation Agreement on the Promotion and Legal Protection of Intellectual Property Objects, through which have committed to promote the national system of protection of geographical indications (GIs), appellations of origin (AO) and Traditional Specialties Guaranteed (TSG) among economic agents/producers from different regions of our country.

The project goal is to inform producers from different regions of the country of the provisions of the national system of protection of GIs, AO and STG, the need for registration of products with GI and AO both by national and international way, the benefits and opportunities provided by these intellectual property objects for economic, social and cultural development of the country.

The basic objectives of the project include both information and training of economic agents with respect to registration procedures and required documents, including specifications for these objects, and identification of local products that can be protected by GI, AO and STG in order to promote them nationally and internationally.

In accordance with the Action Plan on implementation of the project, AGEPI and the Chamber of Commerce and Industry of the Republic of Moldova have proposed to organize during 2013 circa 10-15 information seminars for economic agents/producers in the territory entitled *"Geographical Indications, Appellations of Origin and Traditional Specialties Guaranteed –New Opportunities for Economic Development of the Republic of Moldova"*.

Thus, during 22, 24 and 28 May this year, with the support of CCI subsidiaries from Ungheni, Soroca, Edinet and Hancesti, were organized 5 seminars on information of economic agents in Ungheni, Drochia, Edinet, Hancesti and Cimislia, each meeting approximately 30 participants.

AGEPI representatives (Dr. Simion Levitchi, Director of the Trademarks, Industrial Designs Department, Natalia Mogol, Deputy Director of the Trademarks, Industrial Designs Department, Svetlana Sahan, Head of the National Trademarks Division) presented to the assistant reports on the role of geographical indications in promoting local quality products and protecting geographical indications, appellations of origin and traditional specialties guaranteed in the Republic of Moldova.

In particular, the emphasis was put on the potential of these IP objects, stating that they are effective tools for promoting rural development because: help manufacturers to gain superprofit in exchange for quality guarantee, help in the more accurate and equitable distribution of income across production chain starting with the manufacturers of raw materials and ending with traders, use the place of origin of the product, create jobs and prevent rural exodus.

It was also noted that the GI, AO and STG are effective tools for marketing and keeping local traditions and natural resources, encouraging the preservation of natural resources, promoting diversification of products and preventing standardization of agro-food products, etc.

The cycle of seminars on information of economic agents/producers in the territory entitled "Geographical Indications, Appellations of Origin and Traditional Specialties Guaranteed –New Opportunities for Economic Development of the Republic of Moldova"will be continued during 2013.

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