08/28/2014 Events

On September 2, 2014, the State Agency on Intellectual Property (AGEPI) organizes a working meeting with the participation of experts from the World Intellectual Property Organization (WIPO), representatives of the Ministry of Agriculture and Food Industry, Ministry of Economy and other interested public authorities, as well as representatives of associations of manufacturers in the field of horticulture and apiculture and individual producers across the country who want to use and exploit the potential of geographical indications system. The event will take place starting at 10:00, in the conference hall of AGEPI (24/1, Andrei Doga str., 2nd floor).

In difficult conditions in which the agriculture of the Republic of Moldovan found itself, promotion of local products to foreign markets, especially the European one, has become a pressing necessity. In particular it relates to agricultural products – fruits, vegetables, nuts, honey, etc.

Certainly, European consumers will appreciate the quality and taste of Moldovan agricultural products, but they have to be promoted quickly and efficiently.

Fortunately, in the European Union (EU) there is a strong instrument for promoting agricultural products – these are geographical indications (GIs). A product with GI is a product with guaranteed quality and origin.

Products with GI are sold at a higher price. The added value the geographical indications bring is based on consumer confidence.

The system of geographical indications is successful in the EU, which currently has about 3,400 GIs. These GIs have also obtained protection in our country.

Moldova has a very high potential for the production and export of agricultural products that can be promoted under specific geographical indications. Unfortunately, producers do not know their benefits, do not know how to protect and benefit from them.

To assist local producers to more effectively promote their products in export markets through the use of geographical indications, the State Agency on Intellectual Property (AGEPI) requested the support of the World Intellectual Property Organization (WIPO) to develop the GI system. Also, in cooperation with the Ministry of Agriculture and Food Industry (MAFI) and the Ministry of Economy (MEc), there have been identified several categories of products that have a high potential for promotion through GI: nuts, apples, plums, berries and honey, both fresh processed.

Following this request, in the period 1-3 September 2014 will take place a working visit to the Republic of Moldova of two experts from the World Intellectual Property Organization (WIPO). The visit aims to assess the system of geographical indications in the Republic of Moldova and identify potential GIs which could benefit from protection by this system, both in the country and abroad, including in the EU. A significant contribution of this is meant to bring the working meeting of September 2 mentioned above.

Producers who participate in this project will benefit from the support of AGEPI in the GI registration procedure, as well as from assistance in developing marketing strategies for GI products.

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