03/09/2016 Events

On the eve dedicated to women, the Global Network of Entrepreneurship GEN Moldova, together with the Friedrich Naumann Foundation, gathered together the businesswomen for a nice exchange of experience at Creative Women Entrepreneurs.

The goal of the event was to promote female creative entrepreneurship in Moldova.

Creative Women Entrepreneurs Forum was opened by the President of GEN Moldova, Olesea Fortuna, who spoke about the importance of creativity in business.

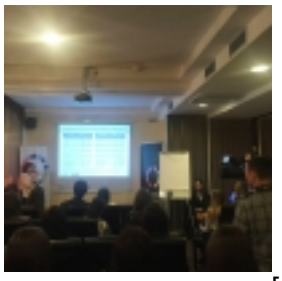
Next, Vlad Gilca, Coordinator for Moldova of the Friedrich Naumann Foundation, general partner of the Forum, presented the Foundation's activity and stressed the need to promote the principles of freedom and responsibility in business.

State Agency on Intellectual Property (AGEPI) participated as a partner of the Creative Women Entrepreneurs Forum. Present at the event, Deputy Director General of AGEPI, Svetlana Munteanu, spoke about the role of creativity and innovation for the economic development and the importance of intellectual property protection, presenting the services provided by AGEPI and the opportunities from which the entrepreneurs can benefit when registering their own trademarks, industrial designs, and patenting inventions and new plant varieties.

European Union program designed to develop creative ideas – "Creative Europe", was presented by Andrei Chistol, Coordinator in the Creative Europe Desk Moldova /Ministry of Culture.

After the conclusion of the opening session, there were invited trainers from Spain, Romania, Ukraine and Moldova to work with participants and to develop their skills in personal management, creative business modeling, creation of product communities and creative approach to consumer.

Participants in the event also made an exchange of experience with some notorious entrepreneurs in the field of creative industries in the Republic of Moldova.


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