16.06.2017 События

On Friday, June 16, 2017, 145 enterprises from our country, participating in the contests “Trademark of the Year 2016”, “Quality Achievement Award” and the National Exhibition “Made in Moldova”, were awarded at the most important event of the local business – “Moldovan Business Gala”, organized by the Chamber of Commerce and Industry of the Republic of Moldova (CCI) in partnership with the State Agency on Intellectual Property (AGEPI).

The event was attended by economic agents from all areas of activity, representatives of the Parliament and Government, local public administration, accredited ambassadors in the Republic of Moldova, development partners, mixed Chambers of Commerce, members of the organizing committees of the two contests.

At the opening of the event, Sergiu Harea, President of the Chamber of Commerce and Industry of the Republic of Moldova, said that: “In order to highlight and support the brands and enterprises that operate on the domestic market and represent the visiting card of the Republic of Moldova, CCI of RM in cooperation with AGEPI annually organizes the contests “Trademark of the Year” and “Quality Achievement Award”. Through these contests, we aimed to appreciate the notorious trademarks that bring added value to the economy and image of our country, to promote the business environment in the Republic of Moldova and to encourage the implementation of real sector innovations, including by exploiting the capacities of small and medium-sized enterprises”, stressed the source quoted.

At the same time, the president of the CCI emphasized that: “The retrospective of the previous editions of the contests reveals the evolution of the national enterprises in the conditions of a developing market economy. At the same time, the number of participants in the two contests increased, so 110 trademarks and 36 enterprises were evaluated for quality achievements, which demonstrates the desire of business representatives to gain recognition of performance in quality management and trademark promotion field.”

In the opening ceremony of the “Moldovan Business Gala”, Lilia Bolocan, Director General of the State Agency on Intellectual Property, said: “Trademark protection is an important step in the activity of any company that wants to promote a product or service, differentiating it from that of competitors through distinctive features. The organization of the contest “Trademark of the Year” has an important role in the promotion of well-known trademarks, those which are at the debut stage, as well as domestic products at national and international level.”

Attending the event, Octavian Calmic, Deputy Prime Minister and Minister of Economy of the Republic of Moldova, stressed that the “Moldovan Business Gala” is of great importance for the Ministry of Economy because in our country there is a performing business, given that among the winners are not only national but also international renowned companies. “We have tried to be in touch with everything that RM business did or does through the multitude of incentive policies to support, simplify bureaucracy so that your production costs are as low as possible.” Octavian Calmic also sent a message to the consumers, urging them to appreciate the local products for the right value by purchasing Moldovan products and supporting the producers from our country.

Participants were awarded the awards according to the following nominations:

1. Closed nomination “REPUTATION AND TRUST” and nomination “ACKNOWLEDGED TRADEMARK” - 23 companies were awarded;

2. Trademark “Consumer Appraisal” and “Local Trademark” - 17 companies were awarded;

3. “DEBUT OF THE YEAR”, TRADEMARK “EXPORT” AND TRADEMARK “INTER” - 20 companies were awarded;

4. “FAVORITE OF THE YEAR” - 17 companies were awarded;

5. “SOCIALLY RESPONSIBLE TRADEMARK” and Nomination “REBRANDING” - 6 companies were awarded;

6. Quality Achievements Award - 36 companies were awarded;

7. Made in Moldova - 15 local public administrations and a Mixed Chamber of Commerce and Industry, which managed to present at the common stands, the services in their region, were awarded.

The contest “Trademark of the Year” was launched in 2003 to highlight the most successful projects in the field of creation and promotion of domestic trademarks on the internal and external market, to enhance their competitiveness and to contribute to the increase of professionalism of the marketing teams. In the current edition of the competition took part 110 national trademarks.

The contest “Quality Achievement Award”, organized by the CCI of RM is in the third edition and aims to promote companies that implement quality management standards and motivate local enterprises to penetrate new markets with competitive and quality products. For the big prize, 36 companies competed this year.



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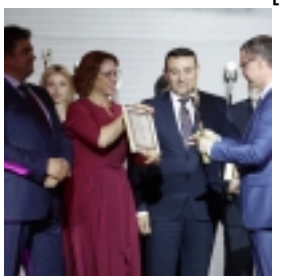

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