Authentic Moldovan - an event that raised to height the businesses with traditional Moldovan products

Entrepreneurs who produce or are in the process of obtaining certification of products with geographical indication (GI), designation of origin (DO) or traditional specialty guaranteed (TSG) have exhibited their products under a unique event with the generic Stories on the roof "Authentic Moldavian". The event was part of the "Authentic Moldovan" Promotion Campaign, launched by the State Agency for Intellectual Property (AGEPI), with the support of the EU Project „Support to Enforcement of the Intellectual Property Rights" in the Republic of Moldova and the AGORA News Portal and EA.md.

At the opening of the event, Lilia Bolocan, AGEPI General Director had spoken about the competitiveness of products under the protection of geographical indications and their potential for development. "We invest a lot of effort, many powers to identify products that can get the status of GI, POD or TGS. Also, we try to help small rural producers to improve technological systems and to promote their products. We will continue make efforts to create in Republic of Moldova a strong system of protection and promotion of geographical indications, designations of origin and traditional specialties guaranteed", highlighted Lilia Bolocan.

The key expert of the EU Project „Support to Enforcement of the Intellectual Property Rights" in the Republic of Moldova, Yuriy Kapitsa, mentioned that one of the basic objectives of the Project is to improve the system of geographical indications in the Republic of Moldova. In this context, the Project experts analyzed system gaps and had proposed solutions, identified traditional products with potential to obtain GI protection, had organized workshops and seminars for public authorities and local producers.

„During the Project we visited all regions of Moldova and all of experts had remarked the high quality and the special taste of Moldovan products. They certainly could be competitive on the international market", said Yuriy Kapitsa.

Anatol Fala, EU Project expert presented the study, based on the results of the national campaign for identification of products, drinks and specialities which could be registred under protection of a geographical indication or as traditional specialties guaranteed, which was carried out between August - October 2017. In the study, 67 products were identified, 7 of them are in the process to obtaining GI or TSG protection. These products are: Kaurma (sheepmeat product), Magura cheese, Honey from Codru, Honey from Codrii Tigheciului and Honey Mousse with forest berries, Fruit Pistil from Criuleni, Dried red peppercorn.

At the event, three producers presented their success stories. Thus, the participants had found out how was developed the business with Magura Cheese, Criuleni Fruit Pistil and Plums with Walnut in Red Wine from Lalova.

Sergiu Hanganu, owner of the Hanganu Pension, from Lalova Village, Rezina, told how he built his business on the foundation of the parent's home. He left noisy Chişinău and returned to his birthplace to do something rustic and authentic, in accordance with the place where he grew up and to impress the guests from abroad.

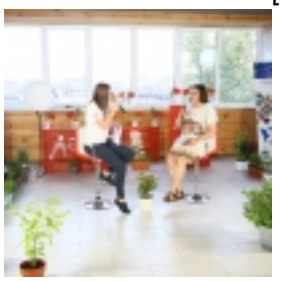
"I presented the product of Plums with Walnut in Red Wine from Lalova at various culinary, gastronomic exhibitions. It's a required, known, appreciated by tourists product, however, now we want to get it out of the kitchen level to a higher level. For this, we want to register it as a traditional specialty guaranteed, that's why we have associated with several producers. I hope that in the future you will hear more about this delicious product, "said the entrepreneur.

In a pleasant atmosphere, with background of music, guests tasted the exposed products, took photos and socialized.

The promotion campaign of traditional Moldovan products with GI, POD, TSG "Authentic Moldovan" is financed by the EU Project „Support to Enforcement of the Intellectual Property Rights" in the Republic of Moldova.


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