08.04.2021 События

The State Agency on Intellectual Property (AGEPI) invites all interested persons to participate in a webinar entitled “Libraries mean Business”. The event will take place on April 26 and is organized by the International Federation of Library Associations and Institutions (IFLA), in the context of World Intellectual Property Day, marked this year with the theme “Intellectual Property and SMEs: Taking your ideas to market.”

The purpose of the event is to highlight the importance of the efforts exerted by library professionals to support and sustain small and medium-sized enterprises.

With limited resources, SMEs do not always have the opportunity to seek professional advice and information on how to manage and harness the potential offered by intellectual property. As a result, access to information, resources and services, such as coaching, training and guidance provided by library professionals, can be crucial for these small and medium business exponents. This can help them understand how to support the development of a business by utilizing intellectual property. As reported by an American nonprofit cooperation organization, in the United States alone, public libraries have been asked 2.8 million times each month to support small and medium-sized businesses.

Those interested in participating are encouraged to register at the following link: https://zoom.us/webinar/register/WN_5-A8PshtTt2zYvdT_a98_A [1]



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Источник: https://agepi.md/ru/node/14951