30.07.2022 События

The State Agency on Intellectual Property participated, on July 29, in an information event on how local cuisine can be attractive for tourist destinations.

It was organized by the Association of Tourism Development in Moldova, the implementer of the project “Local Development and Cross Border Cooperation in the Area of Agricultural Products and Traditional Food (LOC FOOD)”, financed with the support of the Joint Operational Programme Black Sea Basin 2014-2020.

The event aimed to promote both traditional products and food and local producers, who want to develop this branch to increase the attractiveness of locations visited by tourists in Moldova.

In the opening, the deputy head of the Trademarks and Industrial Design Department, AGEPI, Victoria Pulbere welcomed the initiative to organize this kind of event and mentioned the opening of the office and the support offered to applicants along the entire route from the identification of geographical indications (GIs), appellations of origin (AOs), traditional specialties guaranteed (TSGs) until registration.

Afterwards, the AGEPI representative spoke to those present about the procedure for registering products as GIs, AOs, TSGs - the importance and benefits for producers and for the image of the tourist destination. Case studies were also presented.

During the meeting, experts from the Association of Tourism Development in Moldova discussed about the category of traditional foodstuffs from the Republic of Moldova and the ways in which local cuisine can be attractive for tourist destinations.


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[2]

Источник: https://agepi.md/ru/node/15919