16.06.2023 События

The Director General of the State Agency on Intellectual Property (AGEPI), Eugeniu Rusu, participated from June 14 to June 16, 2023 in the Worldwide Symposium on Geographical Indications held in Tbilisi, Georgia. This event was organized by the World Intellectual Property Organization (WIPO) in cooperation with the National Intellectual Property Center of Georgia, “SAKPATENTI”.

The symposium, which is held every two years, brought together representatives of national administrations, producers of products with geographical indications (GIs) and specialists in the field from dozens of countries.

Its purpose was to exchange ideas and perspectives on issues related to the use and protection of geographical indications and to provide information on the latest developments in the GI field.

During the event, participants addressed key topics such as marketing strategies for GIs, the relationship between geographical indications, trade and common names, and the importance of geographical indications in the tourism value chain, including gastronomy tourism and enotourism, etc.

AGEPI’s participation in the Worldwide Symposium on Geographical Indications provided the opportunity to improve knowledge and skills in this field, as well as to establish connections with experts and representatives from other countries. These benefits will contribute to the development and consolidation of the field of geographical indications in the Republic of Moldova, by identifying more effective strategies for the protection and promotion of products with geographical indications on the international market, especially in the context of the signing, on February 1, 2023, of the Agreement between the Republic of Moldova and Georgia on Mutual Recognition and Protection of Geographical Indications.



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Источник: https://agepi.md/ru/node/16533