19.01.2024 События

Diana Rosca and Cristina Dan, representatives of the Public Association “Sezatoarea Ciocarlia” and the community “Sezatoarea Basarabiei” from the Republic of Moldova, respectively, participated in a Practical Workshop on Intellectual Property for Women Entrepreneurs from Local Communities in the Central European and Baltic States Region, which took place in Geneva, during the current January 17-18.

This workshop was part of the last stage of the Training, Mentoring and Matchmaking Program on Intellectual Property for Women Entrepreneurs from Indigenous Peoples and Local Communities in the Central European and Baltic States (CEBS) with the theme “Tradition Meets Business: A Woman Entrepreneur’s Journey”, launched by the World Intellectual Property Organization (WIPO).

Diana and Cristina, representatives of active communities embedded in traditional values, brought to the attention of the participants the experience and knowledge accumulated within their communities. They are trained in a continuous effort to know and promote traditions, including by making clothes according to traditional patterns.

The workshop was a special opportunity for the participants from the Republic of Moldova to share their experience and learn from the practices of other women entrepreneurs from the 15 participating countries in Central Europe and the Baltic States. Thus, the exchange of ideas and expertise contributed to strengthening the network of women entrepreneurs interested in the field of intellectual property.

In parallel with the workshop, there was also an international exhibition that highlighted the results of the participating women entrepreneurs. The exhibition was a celebration of the achievements and spirit of cooperation supported by the WIPO Program, marking the end of the 2023 regional edition focused on the CEBS region.

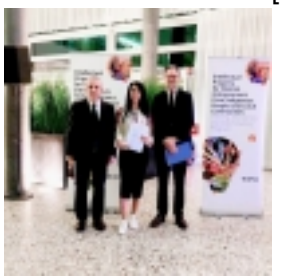
The participants from the Republic of Moldova were proud to present in the exhibition the **embroidered blouses** – the traditional shirts sewn by hand in the communities “Sezatoarea Ciocarlia” and “Sezatoarea Basarabiei”. These garments were admired by all present, providing an authentic and rich insight into local traditions and crafts. The participants had the opportunity to interact directly with Diana and Cristina, understand the creation process of these shirts and discover the unique stories each stitch carries.

Diana and Cristina’s participation in the WIPO Program was made possible thanks to the support provided by the State Agency on Intellectual Property (AGEPI). With the active involvement of AGEPI, the two representatives of the communities “Sezatoarea Ciocarlia” and “Sezatoarea Basarabiei” had access to significant opportunities and resources, as well as had the opportunity to exhibit their works at an international level, thus highlighting the wealth of crafts and traditional culture from the Republic of Moldova.

The aim of the WIPO Program: “Tradition Meets Business: A Woman Entrepreneur’s Journey” is to encourage woman entrepreneurship related to tradition and culture and to popularize and promote traditional textiles both in the country and abroad. Since 2019, this program has supported more than 100 women entrepreneurs from 63 countries, encouraging entrepreneurship, innovation and creativity related to traditional knowledge.

More details on the WIPO Training, Mentoring and Matchmaking Program on Intellectual Property for Women Entrepreneurs from Indigenous Peoples and Local Communities can be found here: https://www.wipo.int/tk/en/women_entrepreneurs/ [1].


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