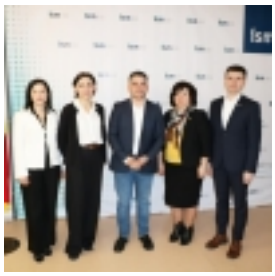
01.03.2024 События

The State Agency on Intellectual Property (AGEPI) participated in a roundtable dedicated to the wine-growing and wine-making industry, held on February 29, 2024. The event, entitled “Requirements for the Production and Marketing of Local Wine-Making Products. Promotion on New Markets”, was organized by the Institute for Standardization of Moldova (ISM), an institution dedicated to supporting the business environment in the country by providing standards for the development of services and products.

The purpose of this meeting was to familiarize business representatives with the benefits of using and implementing standards in the wine-growing and wine-making field, as well as with the normative and legislative requirements for the export of alcoholic beverages. Among the topics discussed were the requirements applicable to agri-food products according to EU Regulations and Directives, in the context of facilitating export, as well as ensuring food safety in terms of the quality, quantity and accessibility of alcoholic beverages.

During the event, Natalia Mogol, Deputy Director General of AGEPI, was present, who delivered a communication entitled “Valorization of Intellectual Property in the Wine Industry: Protecting and Promoting Identity and Quality”. She highlighted the important role of identity and quality in promoting and marketing Moldovan wines on international markets. Natalia Mogol noted that intellectual property, including trademarks or geographical indications, are valuable assets for wine producers, providing them with a competitive advantage and protection against imitations and unfair competition. In her speech, the Deputy Director General of AGEPI also emphasized the need to enforce and implement international rules and regulations in the field of intellectual property to ensure the appropriate recognition and protection of Moldovan wine-growing and wine-making products globally.

The organization of this event brought to the foreground the cooperation between government institutions and the business environment to support and promote the Moldovan wine-growing and wine-making industry, highlighting the concern for compliance with international standards and the protection of intellectual property in this field.


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Источник: https://agepi.md/ru/node/17016