03.06.2025 События

The State Agency on Intellectual Property (AGEPI) participated on June 2, this year, in a training entitled: “Branding - From Idea to Identity”, organized by Advanced Consulting SRL, which brought together entrepreneurs, managers and professionals interested in developing brand identity and the strategic exploitation of innovation.

The purpose of this event is to promote knowledge on the protection of intellectual property and its importance for the sustainable development of businesses, the exploitation of innovations among entrepreneurs, managers and professionals from various fields.

Mr. Andrei Moisei, Principal Consultant, Communication and Training Division, presented a communication in which he highlighted the legal and procedural aspects of intellectual property protection in the Republic of Moldova and internationally, the importance of registering trademarks and other IP objects for the sustainable development of businesses, innovation management mechanisms and good practices in the field. Promotional and informative materials in the field of intellectual property were distributed to all those present.

The event was an important step in increasing the level of information and awareness of the importance of intellectual property in the business environment of the Republic of Moldova, and also in increasing the skills of the training beneficiaries.


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**Источник:** https://agepi.md/ru/node/17732