07.10.2013 События

On 4 October this year, at the National Museum of Arts of Moldova in Chisinau took place the fifth edition of the Business Conference - Trademark Day entitled "From the Ability of Production to the Ability of Marketing". The event was organized by the Chamber of Commerce and Industry France-Moldova - Club France (CCIFM), with the support of the Embassy of France to the Republic of Moldova, French Alliance in Moldova, the companies "KPMG", "Lafarge Moldova", "Le Bridge", "Orange Moldova", "Michelin", etc.

Among the topics discussed, each edition of the event aims to be a useful support for business development, here, in Moldova. On this occasion to Chisinau came the representatives of several large world-class French companies who shared their experience of marketing skills.

The event was attended by the President of the Chamber of Commerce and Industry France-Moldova (CCIFM) Emmanuel Skoulios, Ambassador of France to Moldova Gerard Guillonneau, International Account Manager at Publicis Conseil, France Philippe Martin-Davies, Director General of Credit Agricole Romania Pierre Martin, President Michelin, Romania and the Balkans Eric Faidy, Commercial Counselor at the French Embassy to Romania, Director of UBIFRANCE Office in Romania Philippe Garcia, Director General of Dacia - Renault Group in Romania Jerome Olive, and representatives of the central public authorities, multinational companies from Moldova, local and foreign SMEs, international and local organizations.

The conference was opened by the CCIFM President, Emmanuel Skoulios, who thanked everyone who contributed to the organization of the event. "This initiative to launch the Trademark Day has several objectives. On one hand, we can promote the trademarks of France. At the same time, it promotes the exchange of experience between the business communities and the Republic of Moldova, as a benefic investment environment for the potential French entrepreneurs", mentioned the President of the Chamber of Commerce and Industry France-Moldova.

In the conference took place two round tables on various topics, in which participated representatives of the central public authorities, multinational companies from Moldova, local and foreign SMEs, international and local organizations.

In the round table "Made in ...: In Search of Commercial Performance" participated the Deputy Director General of AGEPI Svetlana Munteanu. Deputy Director General of AGEPI welcomed the initiative of the Chamber of Commerce and Industry France-Moldova – French Club to organize the fifth year running the Trademark Day.

"AGEPI participated in all editions of the Trademark Day with presentations and statistical data on trademark protection in the Republic of Moldova. Lately, it is attested a growing interest of the economic agents in the protection of their trademarks, including abroad. This is also due to the organization of such events. With the globalization of trade, companies must cope with the entirely new technological economic and social requirements, be innovative to gain and retain customers who currently have at hand all the tools to make a choice, including through electronic commerce. However, the success of a trademark is based on the high quality of products or services, and behind a successful brand stands an economic force", said Svetlana Munteanu.

At the same time, the conference was attended by a group of specialists from the Trademarks, Industrial Designs Department, Legal Department and Promotion and Publishing Department of AGEPI.

Источник: https://agepi.md/ru/node/5271