01.12.2015 События

On 28 November this year, in the conference hall of IEC ”Moldexpo” was held a roundtable entitled “Promoting Innovation and Creative Products with Marketing Potential”. The event was held in the framework of the International Specialized Exhibition “INFOINVENT”, organized by the State Agency on Intellectual Property (AGEPI), in the period 25-28 November 2015.

The roundtable aimed at promoting creativity and innovation, attracting investment in innovation and technology transfer activity, realizing joint projects on the implementation of inventions, technologies and creative products in the national economy. The event was attended by representatives from the research and innovation environment, participants in the ISE “INFOINVENT”, investment environment and banking area.

With a welcome speech came the Director General of AGEPI, Octavian Apostol, who noted that innovation, creative industries and inventions are the only chance to sustainably develop our country’s economy.

The roundtable was moderated by Iurie Badar, Head of Economics, Accounting and Auditing Division, AGEPI.

During the event, Adrian Lisii, representative of “Mobiasbanca - Groupe Societe Generale” JSC, has familiarized the participants with innovations that help optimize client’s time in the process of applying for banking services, such as cards, Internet banking or e-invoice.

About the design of innovative business models in the field of creative industries spoke Olesea Fortuna, president of Global Entrepreneurship Network of Moldova (GEN Moldova). The speaker said that for success in entrepreneurship one must develop certain qualities such as the ability to be flexible to shocks of life, to turn the challenge into an opportunity and create a relationship with the consumer, etc.

Director of Innovation Incubator “InnoCenter” under the Comrat State University, Alla Levitkaia, informed the participants about the activity of the innovation incubator as an innovation reception and promotion center in Gagauz Autonomy.

The participants in the roundtable tried to identify solutions and opportunities to promote innovations and creative products with marketing potential.

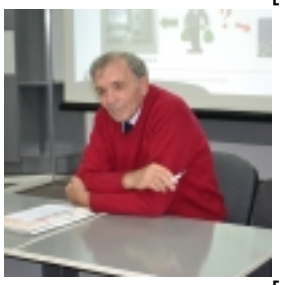

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