08.04.2016 События

The role of intellectual property in economic, social and cultural development of society was in the spotlight of discussions in an international conference organized by the World Intellectual Property Organization (WIPO), between 7 to 8 April this year, in Geneva, Switzerland.

The International Conference on Intellectual Property and Development brought together representatives of intellectual property offices, civil society, governmental and non-governmental organizations.

The event was opened by Francis Gurry, Director General of WIPO, who welcomed the decision of Member States to organize the conference. This event is a unique opportunity to discuss in an open environment, subjects of major importance. The main purpose of the conference is to discuss, explore and investigate existing connection between intellectual property, on the one hand, and development and building a sustainable economy, on the other hand, said Director General of WIPO.

According to the program, over two days, there were presented several case studies on the impact of intellectual property on socio-economic development.

At the invitation of WIPO, Director General of the State Agency on Intellectual Property (AGEPI), Octavian Apostol, attended the conference with a communication focused on the presentation of the case study “From the Heart. Brands of Moldova” – our country’s successful project of in promoting local brands. Octavian Apostol presented the implementation steps of the project “From the Heart. Brands of Moldova”, launched in 2012, to enhance the competitiveness of Moldovan brands in apparel, footwear and accessories, and its contribution to promoting companies on the market, increasing sales, their productivity, creating new brands, new jobs and to increasing exports.

At the same time, in the conference was organized an exhibition of the most interesting case studies presented by the Member States of WIPO at the event. Moldova participated in this exhibition with an exhibition stand presented by AGEPI, by which was promoted the “From the Heart. Brands of Moldova” project, as well as the companies participating in the project.

Moldova’s stand was most appreciated by the participants in the conference. Visitors were impressed by the quality of products and their prices and said that products made in Moldova can compete with even articles produced by globally recognized companies. Participants in the conference appreciated the efforts of AGEPI in promoting products made in Moldova. Some visitors were clearly willing to buy products displayed at the stand.

The exhibition stand was organized by AGEPI with the assistance of the US Agency for International Development (USAID) project and the Employers’ Association of Light Industry Enterprises (APIUS).

The “From the Heart. Brands of Moldova” campaign was launched in March 2012 with the support of USAID CEED II PROJECT, in partnership with APIUS. The project “From the Heart. Brands of Moldova” is currently a platform for the promotion of more than 70 domestic trademarks.

49 of the companies promoted under the brand “from the heart” have registered their intellectual property rights with the AGEPI. In total, by national route, there were registered 126 trademarks. Six companies have registered their trademarks by international route, under the Madrid System.


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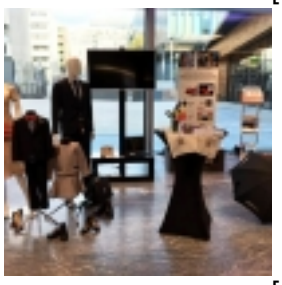

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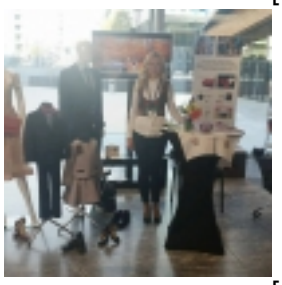

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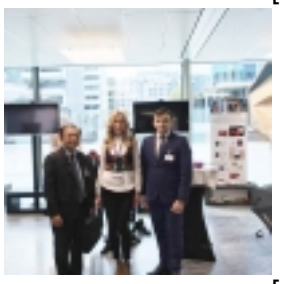

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