08.06.2016 События

On 6-7 June, in Chisinau, was held the national seminar “The Role of Distinctive Signs in Business Development”, organized by the State Agency on Intellectual Property (AGEPI) with the support of the World Intellectual Property Organization (WIPO) and in partnership with the Chamber of Commerce and Industry of the Republic of Moldova.

The goal of the event was to promote the use of intellectual property rights (trademarks, industrial designs, geographical indications, and other distinctive signs) as a tool for business development and increase in the export competitiveness of local goods and services.

The seminar was attended by economic agents, representatives of enterprises, including from the sector of small and medium-sized enterprises, as well as specialists of AGEPI and public institutions in the field: Ministry of Agriculture and Food Industry (MAFI), National Vine and Wine Office (NVWO), etc.

In opening the event, AGEPI Director General, Octavian Apostol thanked WIPO for having supported the AGEPI initiative and contributed to the organization of this seminar in Chisinau. Also, Octavian Apostol said that by holding this event is intended to boost enterprises to register their marks both by national and international route, taking into account the more active promotion of local products on the EU market, following the entry into force of the Republic of Moldova - European Union Association Agreement and the Deep and Comprehensive Free Trade Area.

Attending the event, Interim President of the Chamber of Commerce and Industry, Tudor Olaru, said that exploitation of assets and the efficient use of the tools provided by the national system of intellectual property is a prerequisite to success in business, an essential component in economic development of the Republic of Moldova.

In turn, the international expert, Violeta Gheţu, lawyer, Brands and Design Sector, WIPO, thanked for the invitation and said that WIPO will continue to promote the use and protection of trademarks, industrial designs and geographical indications in the international legal framework applicable to them. We are convinced that this seminar will contribute to awareness of the importance and role of distinctive signs in business development, said Violeta Gheţu.

Next, on the first day of the event were discussed issues related to the distinctive signs, such as trade mark, industrial design, etc., and their role in promoting the image of the company, including practical recommendations on the development and use of trademark and industrial design to promote business success and the role of their protection nationally and internationally.

Also, international experts attending the event, Violeta Gheţu, lawyer, Brands and Design Sector, WIPO and Liliana Badea, Head of Trademarks and Geographical Indications Department, State Office for Inventions and Trademarks of Romania, presented the best international and European practices pertaining to the registration and exploitation of intellectual property rights by enterprises, to the international protection of trademarks, designs and geographical indications: Madrid, Hague and Lisbon Systems.

On the second day of the seminar, Deputy Director General of AGEPI, Svetlana Munteanu, familiarized the participants with the role of geographical indications as a tool for promoting traditional products with determined origin and quality.

MAFI and NVWO representatives presented the theoretical and practical aspects of the process of approval and verification of compliance with specifications and quality control of GI products.

WIPO expert, Violeta Gheţu, talked about protection of geographical indications at international level: the Lisbon System for the International Registration of Appellations of Origin. She also presented information about tools to promote products determined with origin and quality, including

through certification and collective marks.

The seminar ended with a question and answer session. Finally, the participants were satisfied by the level of organization and the information presented by experts. They were interested and open to participate in such events.

Papers presented at the seminar, according to the program, can be accessed below.

Вложение	Размер
Agenda Seminarului.pdf [1]	260.18 KB
Subiect 1_Natalia Mogol.pdf [2]	3.17 MB
Subiect 2_Simion Levitchi.pdf [3]	1.61 MB
Subiect 3_Violeta Ghetu.pdf [4]	4.67 MB
Subiect 4_Liliana Badea.pdf [5]	1.87 MB
Subiect 5_Alexandra CAN.pdf [6]	3.42 MB
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Subiect 6_Patricia Bondarescu.pdf [8]	1.06 MB
Subiect 7_Elena Dadu.pdf [9]	841.9 KB
Subiect 8_Svetlana Munteanu.pdf [10]	5.99 MB
Subiect 9_Diana Rotari.pdf [11]	898.15 KB
Subiect 10_Elizaveta Breahna.pdf [12]	834.7 KB
Subiect 11_Diana Stici.pdf [13]	762.34 KB
Subiect 12_Violeta Ghetu.pdf [14]	3.99 MB


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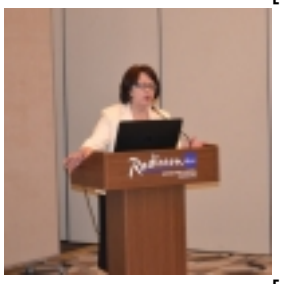

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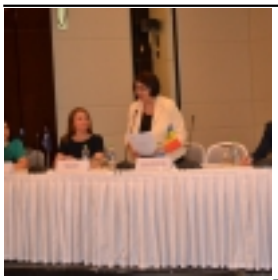

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