02/03/2017 Events

On 2 February this year, the State Agency on Intellectual Property (AGEPI) organized a seminar entitled “Developing and Promoting a Company Brand. Success Stories”. The event was held in the conference hall of the Central Pavilion of IEC “Moldexpo”.

The seminar was organized in the framework of the National Exhibition “Made in Moldova 2017”. The event was attended by representatives of both enterprises participating in the exhibition and other persons interested in the intellectual property protection and business promotion field.

During the seminar, there were discussed practical aspects of the role of distinctive signs, such as product trademark and industrial design in promoting products and services of an enterprise on the market. AGEPI specialists also came with some practical recommendations on the development and use of trademark and industrial design, the specific character and role of their protection at national and international level, taking into account the need to develop a business in terms of increased competitiveness and have demonstrated the databases and other sources of documentation in the field of trademarks and other intellectual property objects.

About the creation, protection and promotion of its own brand spoke to the participants Tudor Rotaru, representative of the Company LLC “VIONISERVICE”.

Thus, the participants in the seminar have benefited from a wide range of useful information, supplemented by relevant examples on the protection and use of distinctive signs of products and services.

We should remind that AGEPI participates in the National Exhibition “Made in Moldova 2017” with an information booth. AGEPI specialists provide consultations on theoretical and practical aspects of protection of intellectual property objects, sources of information in this area and distribute promotional materials to both exhibitors and visitors.

In the framework of the sixteenth edition of the National Exhibition “Made in Moldova”, held in the period 1-5 February, participate over 350 companies from various sectors of national economy. The exhibition Fair is organized by the Chamber of Commerce and Industry, under the patronage of the Government of the Republic of Moldova, and has the main title “Through Quality to Competitiveness”.


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