Traditional Products and Dishes Protected as TSG in the Republic of Moldova - A New Way to Promote Domestic Products

The Round Table entitled “Identification of Traditional Products and Dishes to Be Registered as Traditional Specialties Guaranteed (TSG) and Handicraft and Craft Objects to Be Registered as Geographical Indications (GIs) and Appellations of Origin (AOs) in the Republic of Moldova” was held on 19 September this year, at the State Agency on Intellectual Property (AGEPI),.

The event brought together specialists from AGEPI, Ministry of Agriculture, Regional Development and Environment (MADRM), Ministry of Education, Culture and Research, researchers from academic institutions, European and national experts responsible for the implementation of the Technical Assistance Project “Support to Enforcement of Intellectual Property Rights in the Republic of Moldova”, as well as producers interested in the promotion of traditional products. The event was chaired by Lilia Bolocan, Director General of AGEPI.

The purpose of the event was to identify potential traditional products, beverages and dishes that could be registered and promoted as TSG, as well as domestic craft and handicraft objects with the potential to be promoted under a GI or AO. The discussions and the exchange of opinions aim to intensify the cooperation between the state institutions with attributions of sectoral policy development and the private and non-governmental sector in the identification and promotion of TSG, GIs and AOs in the Republic of Moldova.

In the greeting message addressed to the participants, Lilia Bolocan, AGEPI Director General, spoke about the system of protection of GIs, AOs and TSG in the Republic of Moldova, which has a normative framework in accordance with both the international norms and those of the European Union, but the results recorded by the native producers are modest. “The geographical indications system establishes clear rules that ensure the monitoring of quality for foodstuffs in this system. The most difficult problem is the attitude of producers; they must accept and understand that this system will improve their quality of life. These meetings represent unique and valuable opportunities to share our knowledge, experiences and to discuss the challenges of the GIs, AOs and TSG system,” concluded Lilia Bolocan.

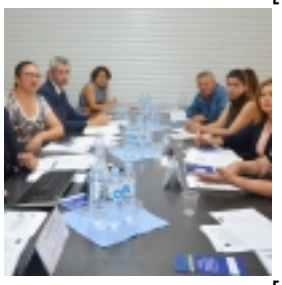
The main focus of the roundtable was placed on the protection and promotion of traditional specialties, a less known field, but with a high potential for development, perpetuation and utilization of traditions, stimulation of regional development, etc. The main stages of registration and promotion of TSG in accordance with national legislation were presented at the meeting by Victoria Pulbere, Deputy Head of Trademarks and Industrial Design Department of AGEPI.

In line with the agenda of the seminar, Yuriy Kapitsa, a key expert in intellectual property, the EU Technical Assistance Project “Support to Enforcement of Intellectual Property Rights”, spoke about traditional products and dishes in the European Union and their registration as TSG: the way of improvement of national traditions and culture and development of business with traditional products, and Anatolie Fala, a non-key senior expert in the same project, presented a study that included examples of traditional dishes from the Republic of Moldova that could be protected as identified traditional specialties guaranteed.

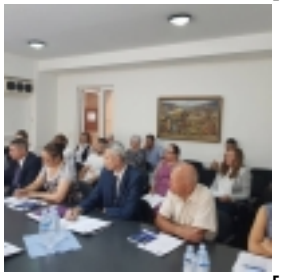
The participants in the seminar were able to exchange views on the practices to be used in the study to identify traditional specialties and potential GI, AO products.

The EuropeAid/137467/DH/SER/MD Technical Assistance Project “Support to Enforcement of Intellectual Property Rights” was launched in November 2016 and has a two-year implementation period. The State Agency on Intellectual Property is the main beneficiary of the project.


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