02/07/2018 Events

The State Agency on Intellectual Property (AGEPI) and the Chamber of Commerce and Industry of the Republic of Moldova (CCI) announce the launch of the contests “Trademark of the Year 2017” and “Quality Achievement Award 2017”.

The announcement of the launch of the contests was made by AGEPI Director General Lilia Bolocan and CCI President Sergiu Harea, during a press conference held on 7 February this year.

The 15th edition of the contest “Trademark of the Year 2017” can be attended by enterprises and organizations with various forms of ownership, legal entities registered in the Republic of Moldova, as well as natural persons who produce material goods and/or provide services on the territory of the country. Only trademarks (national and foreign) which at the time of submission of the application for participation are registered and valid on the territory of the Republic of Moldova, according to the legislation in force, are admitted to the contest.

The participants will compete for the grand prix - Golden Mercury, gold, silver and bronze medals.

The current edition of the contest counts a total of 12 nominations and 11 categories to which applicants can apply for the most honorable distinctions awarded for proven outstanding results:

A. Nomination according to consumer criteria: “Consumer Appreciation” and “Local Trademark”;

B. Nominations according to professionalism criteria: Nomination “DEBUT OF THE YEAR”; “EXPORT”; “INTER”; “SOCIALLY RESPONSIBLE TRADEMARK”; “ACKNOWLEDGED TRADEMARK”; Closed nomination “REPUTATION AND TRUST”; Nomination “REBRANDING”; **for the first time “WOMEN IN BUSINESS”; “LEADER OF THE YEAR”** and **“FAVORITE SME OF THE YEAR”**.

“Woman in Business” - Participation in this nomination is open to trademarks of companies producing goods and providing services, which are run by a woman. This nomination aims to highlight the female power that is found in the top management of companies and the appreciation of their business skills to the right value.

“Leader of the Year” - the most successful trademark strategy on the territory of the Republic of Moldova. The most competitive trademarks are invited to participate in this nomination, to show off their success with its competitors.

“Favorite SME of the Year” – a nomination dedicated to enterprises that employ up to 70 employees and demonstrate remarkable results by promoting and developing the trademark they own. The evaluation will be based on the criterion of company’s number of employees, as well as the results achieved by implementing the trademark strategy, which will allow a fair competition with other companies.

Also, the participants enrolled in the contest benefit from a set of facilities from the State Agency on Intellectual Property, namely: organization of seminars in the field of intellectual property for the employees of the contest participants; promotion of laureate trademarks of the contest in AGEPI publications; free consultation upon registration of trademarks and intellectual property pre-diagnosis services.

The contest “Trademark of the Year” was launched in 2003 and aims to promote successful business practices, familiarize consumers with the best trademarks on the domestic market, and mark the most competitive enterprises of the Republic of Moldova.

The contest “Award for Achievements in the Field of Quality of Goods and Services”, which aims to identify companies that have successfully implemented quality management and promote modern quality approaches, is at its fourth edition, being launched in 2014 by the Chamber of Commerce

and Industry of the Republic of Moldova in partnership with the National Accreditation Center, National Institute of Metrology, National Institute for Standardization and Consumer Protection Agency.

The award is granted annually on a competitive basis to companies and organizations with various forms of ownership, legal entities/physical persons registered in the Republic of Moldova, who produce material goods and/or provide services on the territory of the country, in order to obtain significant results in the field of quality of products and services, ensuring their safety, and implementing quality management.

Micro and small enterprises with the number of employees up to 49 persons and the annual amount of revenue from sales up to 25 million lei; medium-sized enterprises with the number of employees from 49 to 249 persons and the annual amount of revenue from sales up to 50 million lei; large enterprises with the number of employees over 249 (with the exception of enterprises in natural monopoly positions) and the annual amount of revenue from sales more than 50 mln. lei and, of course, enterprises in natural monopoly positions and those declared as dominant in relevant markets, according to the legal provisions.

The participants will be awarded according to some criteria, such as obtaining of high quality performance results; increase in the value created for the consumer; management of activity based on strategic orientation, stimulation and responsibility; creation of partnerships; promotion of creativity and innovation; procedural management; getting success with the help of the staff; promotion of creativity and innovation and, of course, responsibility for sustainable development. The grand prix of the contest is “The Goddess of Quality”.

The winners of the contests will be awarded in June, in the Moldovan Business Gala.

We remind you that 110 trademarks registered on the Moldovan market competed for the title of “Trademark of the Year 2016”. Most of the applications for participation were submitted for the nominations “Favorite of the Year” and “Consumer Appreciation”. In the contest “Quality Achievement Award”, 3rd edition, took part 36 economic agents.

Applications for participation in the Contest may be submitted by **March 30, 2018**, and the file until **17 April 2018** to the Chamber of Commerce and Industry: 151, Stefan cel Mare bd., 2nd floor, off. 9; Tel/fax: 022 21-07-25, email: carolina.chiper@chamber.md [1], International Relations and Business Events Directorate.

Details of the contest “Trademark of the Year”, regulation and application forms can be found here: http: //chamber.md/cci-a-rm-da-startul-inscrierii-la-concursul-marca-come...

The press conference can be viewed here: https://www.privesc.eu/Arhiva/79929/Conferinta-de-presa-privind-lansarea... [2]



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