The EU Project presented its implemented activities and plans in the field of intellectual property rights protection

The EU Project ”Support to Enforcement of the Intellectual Property Rights” in the Republic of Moldova reviewed its activities under the Cultural Change Program and announced the launch in the autumn of two new information campaigns regarding the protection of intellectual property rights. These topics were discussed at meeting of the Working Group on the Implementation of the Cultural Change Program, which took place on June, 14, at AGEPI.

Mr. Kenneth Wright, Deputy Team Leader of the EU Project, highlighted the activities carried out, noting that till now the expert team has managed to review the institutional processes concerning the protection of intellectual property rights in the main public institutions with attributions in the field – State Agency on Intellectual Property (AGEPI), Agency for Consumer Protection and Market Inspection (APCSP), Customs Service, General Police Inspectorate and Prosecutor's Office, and in the coming period will work with the beneficiaries to implement the recommendations.

The expert also referred to national and international events organized with the support of the Project, such as the International Innovation Conference, the Forum for Creative Industries, the Regional Seminar in the context of World Anti-Counterfeiting Day, the "AGEPI Readings" Symposium and the launch of the Stop-Piracy Campaign in March, targeting 60 high schools.

Regarding the planned actions, Mr. Kenneth Wright said that the Project aimed to review the procedures for the protection of intellectual property rights in the justice system, to prepare a guide for judges, organize training seminars for the Competition Council on IPR and set up an Alliance Against IP Crime. It will also analyze the counterfeit products on the market in order to identify the areas where there are the most counterfeits, the ways they arrive in the Republic of Moldova and which are connected with organized crime organizations.

An important component of the Cultural Change Program is the education system. The project will work together with the Ministry of Education, Culture and Research to review the university curriculum and develop a model of lessons for lyceums, an IP Management Book and an E-Learning System.

In order to combat online piracy, reduce access to illegal content, and encourage rights holders to protect their intellectual property, by the end of this year, the project will carry out two information campaigns.

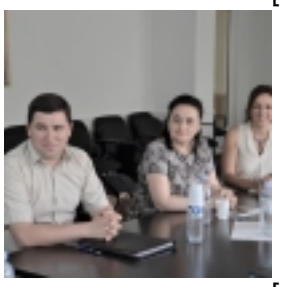
The working group for the implementation of the Cultural Change Program includes representatives from AGEPI, Ministry of Economy and Infrastructure, Ministry of Education, Culture and Research, Consumer Protection Agency and Market Surveillance, General Police Inspectorate, Prosecutor's Office and Customs Service.

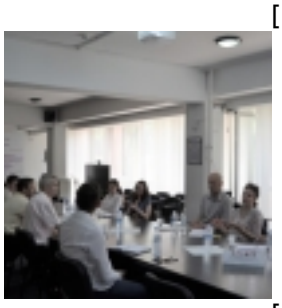
The EU Project ”Support to Enforcement of the Intellectual Property Rights” in the Republic of Moldova is funded by the European Union and implemented by a Consortium of Archidata LLC (Italy), European Profiles S.C. (Greece) and Business and Strategies in Europe (Belgium). The project has a duration of two years and ends in November 2018.



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