08/17/2018 Events

The secrets of the Bride’s Pie of Olanesti, the pleasant stories of the wines “Podgoria” and teas of Zăbriceni were revealed to the general public during a new event within the campaign to promote traditional Moldovan products with GI, TSG and PAO “Authentic Moldovan”, launched by the State Agency on Intellectual Property (AGEPI) with the support of the EU Project “Support to Enforcement of Intellectual Property Rights” in the Republic of Moldova and the News Portal AGORA and EA.md. The event was attended by about 70 persons interested in discovering and tasting authentic Moldovan products with the potential to be certified with geographical indication (GI), appellation of origin and traditional specialty guaranteed.

In the opening of the event, AGEPI Director General Lilia Bolocan mentioned that the Republic of Moldova is a state with rich culinary traditions and great potential for using products with geographical indication and traditional specialty guaranteed. “Throughout the world, products with geographical indications, whose qualities, characteristics, reputation are due to provenance, and traditional specialties guaranteed, traditional products with specific characteristics, enjoy increased popularity among consumers, attracted by the certainty of consumption of a traditional authentic product offered by the GI/TSG system. At the same time, traditional products are true ambassadors of culture, heritage of the people.”

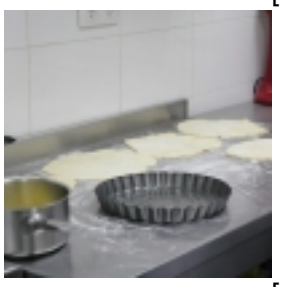
In turn, Kenny Wright, the deputy leader of the EU Project “Support to Enforcement of Intellectual Property Rights” in the Republic of Moldova, welcomed the guests at the second event Authentic Moldovan, noting that the efforts of the project over a two-year period are aimed at strengthening the enforcement of intellectual property rights in the Republic of Moldova. “An important direction of the project’s activity is the promotion of geographical indications, traditional specialties and appellations of origin. In this regard, our experts have analyzed the national system, identified shortcomings and proposed solutions for improvement. Moreover, I analyzed the potential of these products and presented it in a study developed together with regional entrepreneurs,” said Kenny Wright.

Anatol Fala, EU Project Expert, spoke about the results of the national campaign to identify products, beverages and dishes specific to certain geographical regions, which could be promoted under a geographical indication or as traditional specialties guaranteed, carried out during the period August-October 2017. In the study, 67 products were identified, for 7 of them started the GI or TSG quality recognition process. These products are: Kaurma (produced from mutton), Mangura Goat Cheese, Codru Honey and Honey from Codrii Tigheciului, Honey Mousse with Forest Berries, Criuleni Fruit Paste and Prunes with Kernel in Red Wine of Lalova.

During the event, in a relaxing atmosphere, with good music, the participants tasted and listened to the story of Olanesti Bride’s Pie, of Wines “Podgoria” with protected geographical indication “Valul lui Traian” and of Teas with protected geographical indication “Zăbriceni”. Finally, the guests participated in a quiz, and the winners were rewarded by the organizers.

At present, 3 appellations of origin are protected on the territory of the Republic of Moldova, namely wines of Ciumai and Romanesti and for foodstuffs: Popeasca Cheese. Also, 7 indigenous geographical indications have been registered and are protected: for wines Codru, Valul lui Traian and Stefan Voda; for spirits Divin for aged wine brandy and Apricot brandy of Nimoreni; for foodstuffs Zabriceni for dried plants and fruits and mixtures therefrom and Rose Petal Jam of Calarasi.


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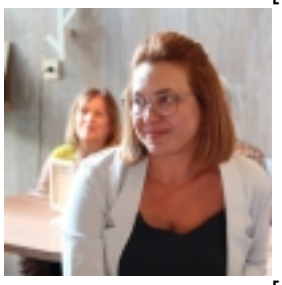

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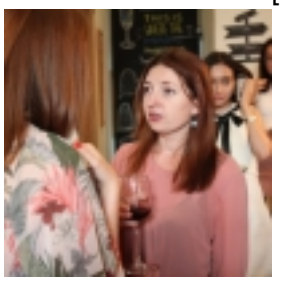

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