EU funded Project: Two years of efforts for more stronger and efficient intellectual property system in the Republic of Moldova

The European Union funded Project *„Support to Enforcement of the Intellectual Property Rights”* in the Republic of Moldova presented its two-years activity results at the Project closing event generically named "*Two years of efforts for stronger and efficient intellectual property system in the Republic of Moldova*", organized on 6th November 2018, within the National Museum of Ethnography and Natural History.

In the frame of an exhibition, the experts presented the Project’s achievements on four basic directions: Programme of cultural change in the intellectual property environment (IPR), IT system on IPR protection, e-Learning Platform, Program for the GI System consolidation. At the end of the presentations, the participants were able to see the deliverables prepared within the Project, and also to test the three IT platforms developed.

In total, the Project has produced and provided to the beneficiary public institutions:

- 3 IT platforms (E-Learning Platform in the field of IP, IT system in the field of IPR protection, GI Map);
- over 30 documents (guides, studies, analyses and recommendations) on IPR and GI fields were produced;
- 67 products were identified in a study on potential of Moldovan traditional products which can be promoted under Geographical Indications, Designations of Origins protection and recognised as Traditional Specialities Guaranteed, 6 of them were promoted and supported during the registration procedures, including drafting of the specifications.
- 5 producers’ groups with GI were created with the Project effort.

For the first time for our country, Project experts have developed an IP eLearning platform for pupils, students, teachers, lecturers, as well as for specialists from AGEPI, public authorities with responsibilities in IPR application, business environment. The eLearning Platform integrates core courses in Intellectual Property Management: trademarks, patents, inventions, industrial design, copyrights, including multimedia lessons and a manual of user. Thus, AGEPI will be the first institution in providing online-education on IP.

In order to strengthen the capacities of public institutions and business environment in the field of intellectual property rights and to encourage registration of Moldovan products with GI, the Project team organized over 130 conferences, seminars, workshops, round tables, training courses, which benefited about 500 civil servants, judges, prosecutors, customs officers, policemen and entrepreneurs. Also, four national campaigns were developed, out of which two were for pupils and young people: Information campaign on GI "Authentic Moldovan", on-line awareness campaign "Do you know what you risk? Online piracy is dangerous”, Awareness campaign "Stop Piracy and Counterfeiting”, Awareness Campaign for pupils "Teaching intellectual property is funny". Within the IP promotion campaigns for pupils, around 400 schools have been partners, and 80,000 children will benefit by 2019 of informative materials, edited with the EU Project support.

All results were obtained in close collaboration with public institutions representatives on three sectoral working groups on IPR, IT and GI.

Attending the event, AGEPI General Director, Ms. Lilia Bolocan said that the Project has helped both to improve the communication of intellectual property rights protection institutions as well as to improve the business environment, discipline entrepreneurs and consumers.

"Through its actions, the Project contributed to the fulfilment of the commitments undertaken by the

Republic of Moldova under the Association Agreement with the European Union and supported the efforts of AGEPI and other public institutions in building intellectual property culture", Ms. Lilia Bolocan underlined.

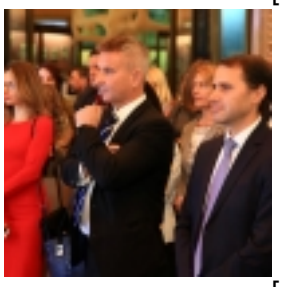
Mr. Marco Gemmer, Head of Operations Section of the EU Delegation to the Republic of Moldova, stressed the importance of strengthening national intellectual property system to create a favourable climate for investments, business development and jobs creation, welcoming the participation of private and associative sector representatives at the event. Highly appreciating the results of the Project, Mr. Marco Gemmer assured that the European Union will continue to support Moldova's economic development efforts, including the consolidation of the national intellectual property system.

EU Project Team Leader, Mr. Maximilian Foedinger thanked all the beneficiary institutions for the collaboration and for the results achieved together, emphasizing that success is due both to the team of international experts and to the involvement of the beneficiaries on all components. Finally, to recognizes the work done by IPR enforcers in the Republic of Moldova, the team leader awarded the winner of "Enforcer of the Year" competition, which was a representative from Customs Service.

The event was attended by representatives of the State Agency for Intellectual Property, European Union Delegation to the Republic of Moldova, beneficiary institutions from the judiciary system, the Prosecutor's Office, the Police, the Customs Service, the Agency for Consumer Protection and Market Surveillance, entrepreneurs, international projects, mass-media.

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 Consortium of Archidata Srl (Italy), European Profiles S.A. (Greece) and Business and Strategies in Europe SA (Belgium). The project had a duration of two years and ended in November 2018.

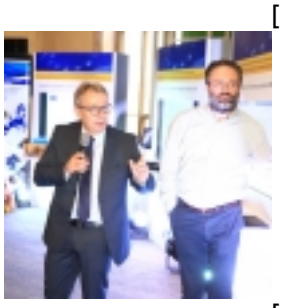

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