

05/11/2021 Events

Dear representatives of public authorities, higher education institutions, research and development organizations and the business environment,

Ladies and gentlemen,

Dear colleagues,

It is an honor to address this message to you on the occasion of Europe Day marked by the Republic of Moldova together with all European nations, this being an annual celebration of peace and unity in Europe. The date marks the historic day on which the Schuman Declaration was delivered at a speech in Paris in 1950. Robert Schuman, Minister of Foreign Affairs of post-war France, launched a proposal for an ambitious plan to establish a new form of political cooperation in Europe that would forever remove the possibility of a new war between European nations by creating a European institution to centralize and manage the production of coal and steel. The proposal launched by Robert Schuman is considered to be the cornerstone of the European Union.

The participation of the State Agency on Intellectual Property (AGEPI) in marking Europe Day together with other public institutions of the Republic of Moldova and in close cooperation with the European Union authorities has already become a tradition. In the context of a deep crisis caused by the COVID-19 pandemic, AGEPI made joint efforts to ensure the continuity of cooperation with European partners and ensured the full realization of its commitments assumed under the RM-EU Association Agreement, as well as other cooperation arrangements and agreements signed with regional and national offices in its area of competence.

We all know that relations between the Republic of Moldova and the European Union have registered an accelerated pace of development in recent years. The negotiation, signing and entry into force of the Association Agreement, the establishment of the Deep and Comprehensive Free Trade Area, the liberalization of the visa regime, the accession to the European Programme for Research and Innovation Horizon 2020, are the framework processes that ensure the Republic of Moldova the proximity to European standards and values, so that the desire for European integration becomes possible and predictable.

These achievements, on the one hand, come to reward the reforms carried out by our country, offering perspective to the European path, on the other hand, they generate a series of new challenges for the business environment, for the academic sector and even society in general. Thus, the establishment of the Deep and Comprehensive Free Trade Area with the EU involves not only facilitating trade and economic relations, but also imposing certain standards and rules of the game to which we must align.

Intellectual property (IP) as an element of economic and socio-cultural relations is specific to any development-modernization process, including the process of European integration. Thus, the intellectual property is found both in the documents regulating the Moldovan-community bilateral relations, and in the format of multilateral and/or regional cooperation, including both legislative and institutional, informational and technical-scientific aspects.

Intellectual property rights (IPR) are reflected in the Association Agreement together with other sectors concerning the trade aspects of the relationship between the Republic of Moldova and the European Union and are part of the Deep and Comprehensive Free Trade Area.

The intellectual property system of the Republic of Moldova is aligned with European and international standards. IP legislation has been adjusted to the *acquis communautaire*, mechanisms and procedures have been implemented to provide protection and enforcement of IP rights similar to

those existing in the EU, which is also recognized by European partners. Today, we can say that users of the IP system of the Republic of Moldova can enjoy the same rights and obligations in terms of IPR protection and enforcement.

However, given that the IP system in our country is relatively young, its use by Moldovan economic agents is relatively low compared to the EU situation, which has a tradition of over 100 years of implementation of intellectual property values.

For this reason, AGEPI is making considerable efforts to promote intellectual property knowledge, and Europe Day is an additional opportunity to strengthen the transfer of knowledge and good practices in the field of IP, to debate and identify the best solutions to increase competitiveness by using IP objects.

As already mentioned, the opening of the EU market creates great opportunities for Moldovan economic agents, providing access to the largest market with over 500 million consumers.

On the other hand, the EU has an economic potential with over 20 million enterprises, and the elimination of borders for the circulation of goods and services between the Republic of Moldova and the EU also implies fierce competition.

In order to face this competition and to strengthen their market position, Moldovan enterprises need to become more competitive and strengthen their technological and innovative potential.

Intellectual property can add value to products and services, including those intended for export, and uniformity of regulations in the two territories facilitates companies' access to the IP protection system across the EU.

Dear friends,

I take this opportunity to assure the entire community of the Republic of Moldova of the full support of the State Agency on Intellectual Property in the process of European integration and the firm conviction that taking over and implementing European values at home will help ensure a European future in the Republic of Moldova for all its citizens.

Viorel IUSTIN,

Director General of AGEPI



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