

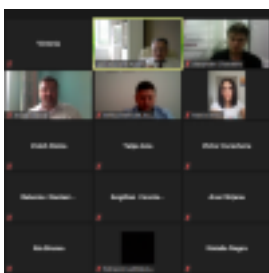
06/07/2021 Events

An online workshop entitled “The Role of Intellectual Property in Developing a Successful Business” was held on June 4, this year, in online format. The event, organized by the Association of Legal Culture Henri Capitant Moldova in partnership with the State Agency on Intellectual Property (AGEPI), ODIMM and the French Alliance in Moldova, was held within the project Jean Monnet Support to Associations in European Integration and Intellectual Property Protection Studies/EUPROIN, implemented with the support of the European Union’s Erasmus+ Programme. The seminar was attended by representatives of public authorities and the business environment.

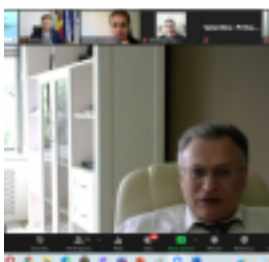
In the opening of the online event, Viorel Iustin, Director General of AGEPI, mentioned that: “The Agency, together with other state institutions, will make every effort to promote the field of intellectual property and explain the benefits of protecting intellectual property, such as inventions, trademarks, industrial design, geographical indications and appellations of origin, in promoting and developing a successful business. Many small and medium-sized enterprises have little information about intellectual property and how it can lead to the transformation of ideas into products. Intellectual property is not only a powerful tool for survival, but also contributes to the development of a company. Thus, entrepreneurs need to be aware that a properly packaged protected trademark product will ensure their stability and priority in the competitive environment, as well as loyalty among consumers. Intellectual property can add value to products and services, including those intended for export.”

During the event, participants had the opportunity to connect to an interactive environment and ask questions to the speakers, including AGEPI specialists with vast experience in the fields addressed: Natalia Mogol, key expert in the Jean Monnet EUPROIN project, - Deputy Director General of AGEPI, and Andrei Moisei, Principal Consultant, Communication and Training Division, Communication and International Relations Department within AGEPI. The Agency’s specialists informed the participants about the role of intellectual property in increasing the competitiveness of enterprises in the internal and external market.

The workshop aimed to raise the level of understanding and awareness of the role of intellectual property for the development of enterprises, and also for the integration and economic growth of the country.



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Source URL: <https://www.agepi.md/en/news/workshop-%E2%80%9Crole-intellectual-property-developing-successful-business%E2%80%9D>