02/02/2022 Events

The Chamber of Commerce and Industry of the Republic of Moldova (CCI of RM) in partnership with the State Agency on Intellectual Property (AGEPI), the Institute for Standardization of Moldova (ISM), the National Anticorruption Center (NAC) and the National Accreditation Center of the Republic of Moldova, organized today a launching conference of the Contests “Trademark of the Year” and “Product and Service Quality Achievement Award” for the year 2021.

According to **CCI President Sergiu Harea**, the Contest “Trademark of the Year” was initiated in 2003 and aims to promote successful business practices, familiarize consumers with the best trademarks on the domestic market and highlight the more competitive enterprises from the Republic of Moldova, and the “Product and Service Quality Achievement Award”, which is in its 8th edition, aims to identify companies that have successfully implemented quality management and promote modern approaches to quality.

“The Chamber of Commerce and Industry, together with its partners, tend to offer the local business the opportunity to promote and persevere every year, and at the current edition of the Contest “Trademark of the Year” we challenge entrepreneurs to register for the new nomination “GREEN ECONOMY”. The most effective strategies for improving social equity, reducing environmental risks and environmental problems will be rewarded here. We will reward the companies that opt for a sustainable economic development, without causing environmental degradation”, also said Sergiu Harea.

In his turn, the Director General of AGEPI, Eugeniu Rusu, mentioned during the conference that: *“Trademark of the Year” is a contest that has already become traditional and we are extremely interested in organizing it, despite all the pandemic challenges, as it has proven its usefulness and efficiency over time. We encourage economic agents who have a registered and valid on the territory of the Republic of Moldova trademark to participate in the Contest “Trademark of the Year 2021”. We urge those who failed to register their trademarks to apply and why not, to participate this year in the Nomination DEBUT OF THE YEAR. This race can bring them not only distinctions, but also a perfect opportunity to promote, increase visibility and gain public recognition. In addition, here you will be able to find inspiration and take over marketing and business practices. We wish you much success!”*

Present at the event, the Interim Director of ISM Andrian Bunduc stated that: *“The Institute for Standardization of Moldova has always been and is open in supporting local companies. Increasing the competitiveness of the national economy, increasing the quality of products and services placed on the market of the Republic of Moldova, obtaining new opportunities in the export of Moldovan products and services are the benefits that can be obtained only by using and implementing standards. The Institute for Standardization makes available to the local business the European and international standards adopted as Moldovan, as well as the range of training and consulting services on the requirements of the standards, ISO 9001, ISO 22000, ISO 37000, having a training center to simplify the their application process”.*

Being in its 19th edition, the Contest “Trademark of the Year” is one of the most effective tools for promoting trademarks on the domestic and foreign market. The results of the contest allow highlighting the leaders and establishing the dynamics of consumer behavior on the domestic market.

For the grand prix – ***“Golden Mercury”***, trademarks may be registered in the contest for one or more of the 13 nominations, according to the criteria of professionalism: ***Nomination “GREEN***

ECONOMY”; Nomination “INTER”; Nomination “LEADER OF THE YEAR”; Nomination “REPUTATION AND TRUST”; Nomination ”EXPORT”; Nomination “REBRANDING”; Nomination “FAVORITE SME OF THE YEAR”; Nomination “DEBUT OF THE YEAR”; Nomination “SOCIALLY RESPONSIBLE TRADEMARK”; Nomination “WOMAN IN BUSINESS”; Nomination “BUSINESS ON-LINE”; Nomination “CONSUMER APPRECIATION”; Nomination “LOCAL TRADEMARK” .

This year the participants in the contests will also benefit from some advantages: free provision, during a year, of intellectual property pre-diagnosis services at the enterprise (AGEPI experts will examine the portfolio of intellectual property objects owned by the enterprise and will present recommendations on the efficient use thereof); organization of seminars/trainings in the field of intellectual property for the employees of the enterprises participating in the contest, including at the enterprise’s headquarters (free of charge), 1 one-day seminar (8 hours), 12-16 persons; organization of integrity and anti-corruption trainings and counseling; 10% discount on the participation fee in a virtual exhibition on the virtual-fairs.md platform; 20% discount on the registration fee for: *Sending the company’s request/offer to the Chambers of Commerce and Industry abroad; Inserting the company’s request/offer in the databases with the commercial offers managed by CCI; Participation in economic missions abroad; Participation in bilateral forums organized in the RM*; Free publication of enterprise’s contacts and the field of activity in the informative-advertising Catalog “Successful trademarks of the Republic of Moldova 2021”, etc.

During the 18 editions, over **1600 trademarks** were registered for participation in the contest.

The **Contest “Product and Service Quality Achievement Award”** is in its 8th edition. Its purpose is to highlight companies that have successfully implemented quality management and to promote modern approaches to quality.

This national quality contest is considered as a stage of preparation of the enterprise for the promotion of products on the foreign market. In this edition, companies that are ISO certified will present a self-assessment report based on 5 criteria, while the other participants will present the traditional report based on the 9 criteria of excellence in the field of quality.

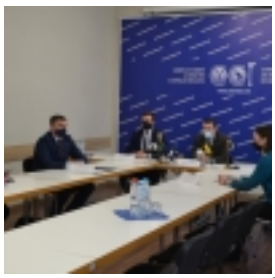
Participants will benefit from a number of advantages, such as: Strengthening and enhancing the prestige of the company among consumers and society as a whole; Assessing the strengths of the quality of the products services by the experts/members of the jury; Identifying solutions to existing quality problems; Providing consulting services from all contest partners; etc.

In total, during the 7 editions, ***350 companies*** participated, and the stake of the contest is ***“Goddess of Quality”***.

The winners of the two contests will be awarded at the **“Moldovan Business Gala”** - the most anticipated event of the local economic society, which will take place this summer.

Entrepreneurs can register for contests until March 31, 2022. All materials can be accessed on the page www.chamber.md [1], in the category Contests.


[2]


[3]

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