11/17/2022 Events

The State Agency on Intellectual Property (AGEPI) participates from 17 to 19 November 2022 with an information stand in the Exhibition “Entrepreneur Expo – 2022”, a first-of-its-kind project dedicated to small and medium-sized enterprises. The event is organized by the International Exhibition Center “Moldexpo”, in partnership with the Organization for the Development of Entrepreneurship (ODA).

The purpose of the exhibition is to bring together the private and the public sector in order to give a new impetus to the development of small and medium-sized entrepreneurs in the Republic of Moldova, in order to support and promote them, and to offer the possibility of selling products.

About 50 representatives of small and medium-sized business from the districts of the republic, as well as from the municipalities of Chisinau and Balti, are participating in the exhibition. The participants present their achievements that offer the widest range of products and services, such as:

- Wine-growing and wine-making products, food products, canned goods;
- Fashion industry, young designers; textile and leather goods; footwear;
- Domestic tourism, agro-pensions and hotel services;
- Beauty industry: cosmetics and hygiene products, care services;
- Interior design, furniture and construction.

A separate segment belongs to the services that entrepreneurs benefit from, namely:

- Financial institutions, banking, crediting, accounting, legal, insurance services, etc.;
- Investment, consulting companies, non-governmental organizations, small and medium-sized enterprise development projects;
- Creative industry: digitization services, software, graphic design, etc.

Promotional materials are distributed at the AGEPI information stand, and exhibition participants can benefit from information and consultations about the national intellectual property (IP) system, as well as IP pre-diagnosis services.

At the same time, a series of seminars, round tables, workshops, presentations are organized during the event where experts in the field, entrepreneurs, bring up for discussion the most current and useful topics to make Moldovan business much more attractive and modern.

Andrei Moisei, principal consultant, Communication and Training Division of AGEPI, participated in a Workshop where it was discussed how to create a successful trademark and promote it on the international market. The AGEPI specialist familiarized those present with aspects related to the creation, protection and management of intellectual property.



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