

02/16/2023 Events

The Chamber of Commerce and Industry of the Republic of Moldova and the State Agency on Intellectual Property of the Republic of Moldova (AGEPI), in partnership with the National Confederation of Trade Unions of Moldova (CNSM), the National Anticorruption Center (NAC) and the United Nations Population Fund (UNFPA) organized today a launch conference for the **Contests “Trademark of the Year” and “Product and Service Quality Achievements Award” for 2022**.

As CCI President Sergiu Harea informed, the Contest “Trademark of the Year” was initiated in 2003 and aims to promote successful practices in the business field, familiarize consumers with the best trademarks on the domestic market, as well as highlight the more competitive companies from the Republic of Moldova, and the Contest “Product and Service Quality Achievements Award”, which is in its 9th edition, aims to identify companies that have successfully implemented quality management and promote modern approaches to quality.

“This year as well, the Chamber of Commerce and Industry, together with its partners, tend to offer local business the opportunity to promote themselves and persevere, and at the current edition of the Contest “Trademark of the Year”, we challenge entrepreneurs to sign up for the new nomination of “Family-Friendly Workplaces”. Here we will reward trademarks that balance work responsibilities with their caring and family responsibilities, by creating a culture and work environment that supports and provides practical and abstract support to employees,” added Sergiu Harea.

In his turn, the Director General of AGEPI, Eugeniu Rusu, mentioned during the conference that: “The trademark is an essential element for any business, regardless of its size. This can be a name, a logo, a slogan, or a combination thereof, that identifies and differentiates a company’s products or services from those of other companies. A strong trademark can influence consumers’ purchasing decisions and increase their brand loyalty. On this occasion, I encourage economic agents that have a trademark registered and valid on the territory of the Republic of Moldova to participate in the Trademark of the Year 2022 Contest. Participation in this contest can offer trademark owners an opportunity to promote their business and highlight the trademark to a wider audience.”

Being in its 20th edition, the Contest “Trademark of the Year” is one of the most effective tools for promoting trademarks on the domestic and foreign markets. The results of the contest allow highlighting the leaders and establishing the dynamics of consumer behavior on the local market.

For the grand prix – “Golden Mercury”, trademarks can be registered in the contest for one or more of the following nominations, according to the criteria of professionalism: “INTER”; “LEADER OF THE YEAR”; “EXPORT”; “REBRANDING”; “FAVORITE SME OF THE YEAR”; “DEBUT OF THE YEAR”; “SOCIALLY RESPONSIBLE TRADEMARK”; “WOMEN IN BUSINESS”; “GREEN ECONOMY”; “ON-LINE BUSINESS”; “FAMILY BUSINESS”; “IMPLEMENTATION OF INTEGRITY STANDARDS IN THE PRIVATE SECTOR”, “FAMILY-FRIENDLY WORKPLACES” and the closed nomination “REPUTATION AND TRUST”.

During the 19 editions, more than 1700 trademarks were registered for the contest.

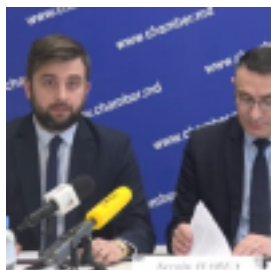
The Contest “Product and Service Quality Achievements Award” is in its 9th edition. Its purpose is to highlight companies that have successfully implemented quality management and to promote modern quality approaches.

This national quality contest is considered as a preparation stage for the enterprise to promote its products on the foreign market. In this edition, the 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 quality excellence criteria.

In total, 400 companies participated during the 8 editions, and the stake of the contest is “The Goddess of Quality”.

The winners of the two contests will be awarded during the “Moldovan Business Gala” - the most anticipated event of the domestic economic society, which will take place in the summer of this year.

Entrepreneurs can register for contests until **March 31, 2023**, at the addresses viorica.cazacu@chamber.md [1], cristina.jereghi@chamber.md [2] and valeriu.andronic@chamber.md [3]. All materials can be accessed on the page www.chamber.md [4], in the category Contests.



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