08/24/2023 Events

The State Agency on Intellectual Property (AGEPI) has successfully completed the information Campaign intended for children from summer camps in Chisinau on the risks associated with counterfeiting and piracy, launched at the initiative of the Observatory on Enforcement of Intellectual Property Rights. Through this campaign, more than 750 enthusiastic children from the summer camps of Vibe Academy Educational Center, Smart Start Kids Academy, Republican Center for Youth and Children ARTICO and ImpacT Academies were informed about the risks of counterfeiting and piracy phenomena.

In the culmination of this educational initiative, the last lessons took place at the Republican Center for Youth and Children ARTICO and were supported by Eugeniu Rusu, Director General of AGEPI, and Natalia Mogol, Deputy Director General of AGEPI. The two brought additional expertise and shared valuable information with the children present about the importance of protecting intellectual property.

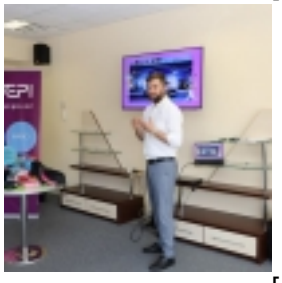
During the 31 lessons of the campaign, participants were given interactive and engaging presentation, which concretely illustrated the negative effects of counterfeit and pirated products on the economy, industry and consumers. In a practical and educational way, the children had the opportunity to examine various counterfeit products provided by the Customs Service, thus contributing to the development of their ability to identify such goods.

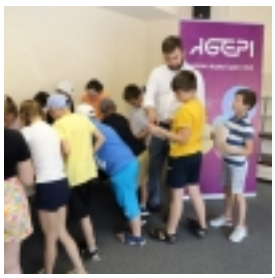
A significant aspect of the campaign was the distribution of informative and educational materials, which provided children with solid knowledge to understand the serious consequences of purchasing and using counterfeit or pirated products. In this context, AGEPI conducted a survey to assess children’s perception of the phenomena of piracy and counterfeiting. The results of this survey will be analyzed by AGEPI specialists and will later be included in a consolidated Report that will be presented to the public.

The main aim of the campaign was to inform children about the risks associated with counterfeiting and piracy, as well as to develop understanding and respect for intellectual property rights.

AGEPI continues to focus its efforts on educating the public about the importance of protecting intellectual property, thereby contributing to the development of a more informed and responsible society.


[1]

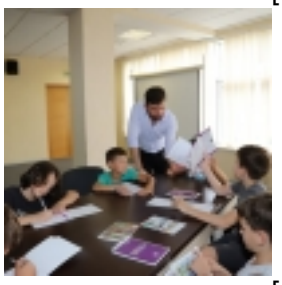

[2]



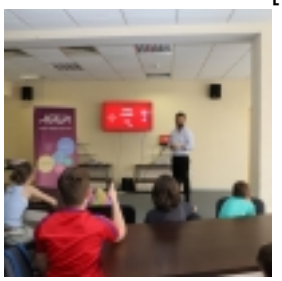
[3]



[4]


[5]

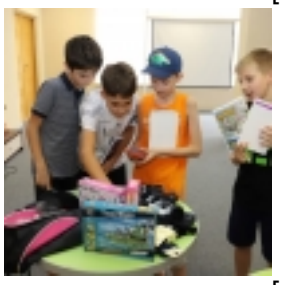

[6]

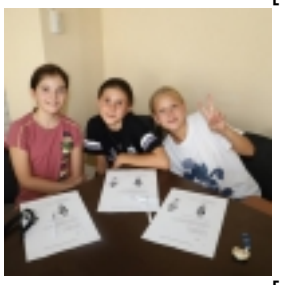

[7]

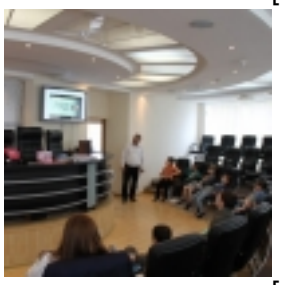


[8]


[9]


[10]

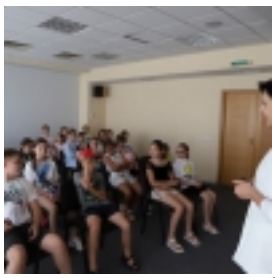

[11]


[12]

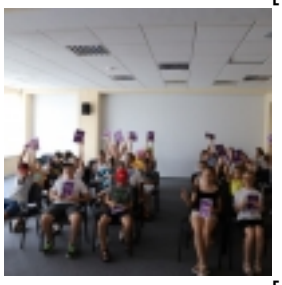


[13]


[14]


[15]


[16]


[17]


[18]


[19]


[20]


[21]


[22]


[23]

Source URL: https://www.agepi.md/en/news/more-750-children-informed-about-risks-counterfeiting-agepi-campaign