10/12/2023 Events

On October 11, the State Agency for Intellectual Property (AGEPI) participated in the seminar dedicated to the field of intellectual property (IP), organized by the National College of Commerce of the Academy of Economic Studies of Moldova (ASEM) for students of the third year of the programs of professional training "Tourism" and "Organization of services in hotels and tourist complexes".

During this informative seminar, Andrei Moisei, senior consultant from the Communication and Training Section of AGEPI, came before the students with a captivating presentation entitled "The importance of intellectual property in the sphere of tourism". With an interactive approach, the AGEPI specialist emphasized the importance of IP in the tourism industry and highlighted how it can play an essential role in the sustainable development of this industry in the Republic of Moldova. Andrei Moisei noted that protecting intellectual property rights is important in the tourism industry, from promoting cultural traditions and local cuisine to branding and advertising.

Students present at the event had the opportunity to ask questions and discuss specific aspects related to IP, thus discovering their interest in this field.

At the end of the lesson, the students received informative materials and useful resources, provided by AGEPI, to develop their knowledge and deepen their understanding in the field of intellectual property. This seminar was a valuable opportunity for young students from ASEM's National College of Commerce to learn and be inspired to further explore the world of intellectual property.

In recognition of AGEPI's contribution to the success of the event and for supporting IP values and knowledge, the organizers presented the Agency with a special certificate of appreciation.

The organization or participation of AGEPI in informative seminars illustrates the institution's constant efforts to raise awareness among young people in the Republic of Moldova about the importance and impact of intellectual property in different areas of life and economy.


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Source URL: https://www.agepi.md/en/news/students-asem%E2%80%99s-national-college-commerce-explored-role-ip-tourism-sphere