12/09/2024 Events

On December 6, 2024, 2nd and 3rd-year students from the “Marketing and Logistics” specialty within the Economic and Business Engineering Department of the Technical University of Moldova (TUM) had the opportunity to participate in a thematic lesson dedicated to the protection of intellectual property, organized by the State Agency on Intellectual Property (AGEPI). The event was initiated at the request of TUM, in the context of close cooperation between the two institutions.

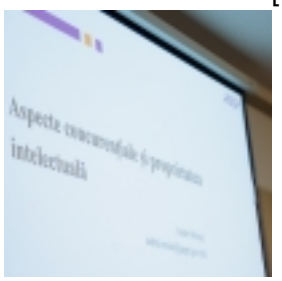
The presentation, entitled “Intellectual Property Protection”, was delivered by Andrei Moisei, principal consultant in the Communication and Training Division of AGEPI. During the lesson, students explored fundamental concepts related to the protection of inventions, trademarks, industrial designs, etc. The communication included practical examples, adapted to the field of activity of future specialists, emphasizing the importance of integrating intellectual property into modern business strategies.

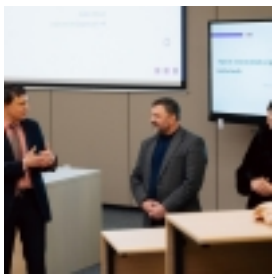
During the lesson, Andrei Moisei highlighted the important role of intellectual property protection in the knowledge-based economy. “Knowledge of intellectual property rights and their correct use can provide a competitive advantage to any business. By protecting their own creations, entrepreneurs can ensure the sustainability and long-term success of their businesses,” he noted.

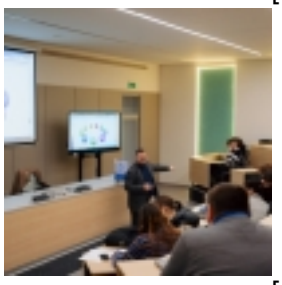
Participants were encouraged to ask questions and discuss concrete examples from various industries, in order to better understand how they can apply the knowledge gained in their future careers. The interactive atmosphere fostered an active exchange of ideas and perspectives, underlining the relevance of the topic for students specializing in marketing and logistics.

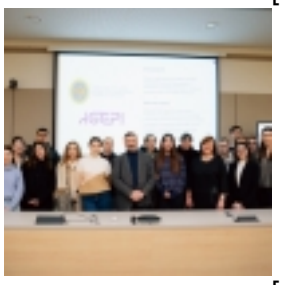
The event is part of the series of cooperation actions between AGEPI and TUM, carried out based on the Cooperation Agreement signed on March 17, 2009. Through such initiatives, AGEPI fulfills its mission to promote the culture of intellectual property among young people, contributing to the formation of a well-prepared generation in the field of protection and exploitation of intellectual property rights.

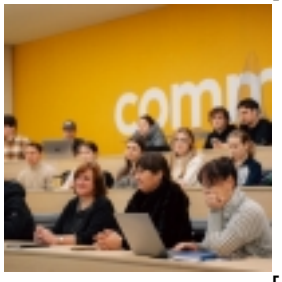

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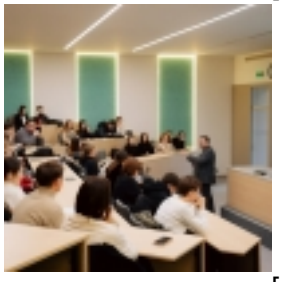

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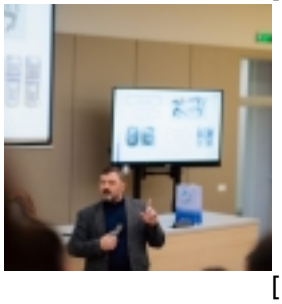

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