

09/25/2026 Events

The State Agency on Intellectual Property (AGEPI) participated on September 24, 2026, in a seminar entitled “Intellectual Property Protection for Export-Oriented Businesses,” organized by the Chamber of Commerce and Industry of the Republic of Moldova (CCI RM).

The event aimed to strengthen entrepreneurs’ practical and theoretical knowledge of the protection and use of intellectual property (IP), highlighting the importance of registering trademarks and other IP assets for sustainable business development and expansion into foreign markets. The seminar also focused on building capacity for the strategic use of intellectual property to differentiate products and services, safeguard competitive advantages, and boost export competitiveness.

Participants included businessmen, directors, and commercial managers responsible for export activities across various sectors of the national economy.

Andrei Moisei, principal specialist in the Promotion and Training Section, conducted the training sessions on behalf of AGEPI. Topics addressed included:

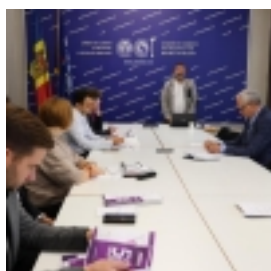
- the role of trademarks and distinctive signs in foreign markets, including the use of geographical indications, appellations of origin, and industrial designs;
- assessment of the risks of imitation or counterfeiting in cross-border trade;
- practical aspects of international intellectual property protection, including trademark registration routes (national, regional – EUIPO, and international – Madrid System);
- verification of trademark availability in international databases and prevention of legal disputes;
- strategies for the promotion and commercial exploitation of IP rights, including through license, franchise, and assignment contracts.

Participants also benefited from a Q&A session, with discussions focused on the specific issues of the companies represented.

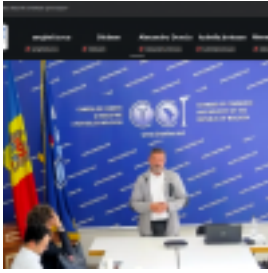
The cooperation between AGEPI and the CCI of the Republic of Moldova is based on the agreement signed in February 2012, which provides for the joint organization of activities to promote and disseminate information in the field of intellectual property.



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