

02/27/2014 Events

On March 3 this year, the State Agency on Intellectual Property (AGEPI), in cooperation with the Ministry of Education of the Republic of Moldova (ME) and the Directorate General for Education, Youth and Sports (DGEYS) from Chisinau municipality launches the national pupil awareness campaign on counterfeiting and piracy phenomena in the Republic of Moldova.

The purpose of this action is to inform pupils about the phenomenon of counterfeiting and piracy and to disseminate relevant information, explaining the risks caused by them. Also, the given activity has as premise the formation and development to the young generation of the creative imagination, intellectual capacities and their awareness with regard to the negative effects of the phenomena of counterfeiting and piracy, from the economic, social and cultural point of view.

At the first stage, the organizers of the campaign set themselves as an object the conduct of the campaign in over 50 pre-graduate institutions from Chisinau, with teaching in Romanian and Russian, in which will be involved at least 6,000 ninth- and twelfth-grade pupils. At the next stage, the campaign will cover lyceums from all regions of the country.

In order to obtain an efficient end, there will be used various tools: round tables, itinerant exhibition of counterfeit and pirated products, video spots, promotional materials, etc.

During the campaign, the organizers will conduct a survey of pupils' knowledge in the field of intellectual property and their perception on the phenomena of piracy and counterfeiting based on questionnaires coordinated with MEd and DGEYS from Chisinau. Survey results will be pooled by AGEPI in a consolidated Report on knowledge and perception of the younger generation on the phenomena of counterfeiting and piracy in the Republic of Moldova in the pre-graduate institutions from Chisinau, which will be presented publicly in a press conference with the participation of AGEPI, ME and DGEYS representatives and published on the official websites of said institutions.

The ninth- and twelfth-grade pupils from the educational institutions of Chisinau will be able to participate in a drawing and poetry contest.

The conduct of this campaign would not have been possible without the involvement of sponsors who accepted the invitation of AGEPI. Thus, partners of the **National Pupil Awareness Campaign on Counterfeiting and Piracy Phenomena in the Republic of Moldova** are:



GROUPE SOCIETE GENERALE Mobiasbanca – Groupe Societe Generale – one of the first private banks in the Republic of Moldova, founded in 1990. In 2008, the institution changed its official name in BC “Mobiasbanca - Groupe Société Générale” S.A. It is an innovative bank which has developed over 24 years of activity. <http://www.mobiasbanca.md> [1]



Shopping MallDova – on November 16, 2008, in Chisinau, took place the official opening of the first international mall “Shopping MallDova” with a total investment of 50 million euros. Built on four levels, with a total area of 70,000 m², respectively 25,000 m² rentable area and 1,000 free parking spaces, the commercial center has over 100 stores, a supermarket which covers 2300 m², a multiplex cinema with six screens, interactive electronic games, bowling hall, playground for children, as well as different options for leisure. <http://www.shoppingmalldova.md/> [2]



European Union Border Assistance Mission to Moldova and Ukraine (EUBAM) - was launched on 30 November 2005. EUBAM is an advisory, technical body, mandated to strengthen border management capacities of its partners - customs and border-guard services, law-enforcement bodies and state agencies in Moldova and Ukraine. <http://www.eubam.org/md/> [3]



Microsoft

Microsoft Moldova - has proposed since its establishment the following business objectives:

- to generate business initiatives, investing for a long period of time, for Microsoft and business partners;
- to facilitate people's access in this region to software technology of the newest generation;
- to form skills and talents, to organize training activity, to provide technical information and to locate products.

<http://www.microsoft.com/ro-md/default.aspx> [4]

bestseller.md

Bestseller.md - was launched on January 1, 2012 and is an online bookstore that has revolutionized the book market in Moldova, changing the way we buy and read books. The mission of this platform: "Providing Rapid Access to Any Book Published in the Romanian Language". <http://www.bestseller.md> [5]

Details: www.stoppirateria.md [6]

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