03/05/2014 Events

At the end of February this year, in the State Agency on Intellectual Property (AGEPI) was presented the Study on Ways of Improving the Protection of Geographical Indications (GIs), Appellations of Origin (AO) and Traditional Specialties Guaranteed (TSG) in the Republic of Moldova.

The aim of this study is to assess the current state of the system of protection of GIs, AO and STG in the Republic of Moldova, the potential for production of products that can be marketed under a GI or AO, or as a TSG, deficiencies and problems existing in the given area and the development of recommendations for the development and promotion of the national system of protection of GIs, AO and STG.

As authority responsible for the development of the Study were designated the Ministry of Agriculture and Food Industry (MAFI), State Agency on Intellectual Property (AGEPI), Academy of Sciences of Moldova (ASM), Ministry of Health (MH), Ministry of Culture (MC), Ministry of Environment (ME) and Ministry of Regional Development and Construction (MRDC). Given the fact that the goals of the Study – GIs, AO and STG – deal with the field of Intellectual Property, AGEPI, in its capacity as an institution specialized in this field, has assumed the role of coordinator of the Study work.

Study presentation session was attended by Lilia Bolocan, Director General of AGEPI, Svetlana Munteanu, Deputy Director General of AGEPI, Simion Levitchi, Director of Trademarks, Industrial Designs Department (AGEPI), other responsible persons of AGEPI, and representatives of MAFI, MH, MC, ME, MRDC, ASM, Chamber of Commerce of the Republic of Moldova.

Given that the system of protection of GIs, AO and STG in the Republic of Moldova is in the process of consolidation, was also consulted the practice of other countries, both of those with a robust and rich experience in this field and those who walked this way relatively recently, but have managed to achieve high performance in this area (Poland, Georgia).

One of the main recommendations of the study for improving the state of affairs on the protection of geographical indications, appellations of origin and traditional specialties guaranteed in the Republic of Moldova refers to the active involvement of the responsible authorities in strengthening the system of protection and development of products with high added value at all stages necessary to go through, including to:

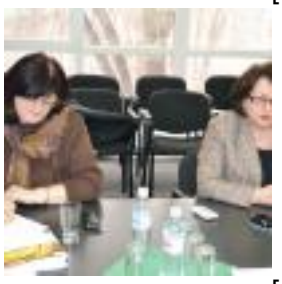
- Identification/selection of products eligible to be designated with GIs and possessing a high commercial potential on domestic and foreign markets, and of manufacturers of these products;
- Creation of groups of producers and other operators involved, which will be the pillars of the GI system;
- Development of IP and promotion (branding) strategy for each of the selected products;
- Training of groups of producers with the view of developing and promoting products with GIs (steps for acquiring protection, documentation component, control procedures, benefits and opportunities of using the national symbol associated with PGI, etc.).
- Drafting and approval of specifications, establishing the strict rules to be followed in order to produce the product with GI;
- Protection of GIs in the country and abroad (filing of the application for registration of GI);
- Development of an effective mechanism for assigning the right to use GIs within the established limits and in accordance with agreed standards;
- Rising awareness of decision makers, associations of producers and local public administration authorities on appropriate use of GIs to promote and increase product competitiveness.

Results of the study will contribute to the advancement of the process of recognition and registration of these effective marketing tools, to their use for the purpose of diversifying exports, increasing trade exchange volume, increasing the competitiveness of domestic products and their added value, etc.

Study on Ways of Improving the Protection of Geographical Indications (GIs), Appellations of Origin (AO) and Traditional Specialties Guaranteed (TSG) in the Republic of Moldova is prepared in accordance with paragraph 1.3.1. of the Action Plan for 2012-2014 on implementation of the National Intellectual Property Strategy until 2020, approved by Government Decision no. 880 of 22.11.2012.


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