

04/06/2016 Events

In the period 7 – 8 April 2016, in Geneva, Switzerland, will be held the **International Conference on Intellectual Property and Development**, organized by the World Intellectual Property Organization (WIPO), with the headquarters in Geneva.

In this international conference, representatives of intellectual property offices, civil society, governmental and non-governmental organizations, will make an exchange of experience of the best practices on the role of intellectual property in economic, social and cultural development of society.

At the invitation of WIPO, Director General of the State Agency on Intellectual Property (AGEPI), Octavian Apostol, will attend the International Conference on Intellectual Property and Development with a communication on the impact of intellectual property on the socio-economic development, which will focus on the presentation of a study case “From the Heart. Brands of Moldova” – our country’s successful project in promoting local brands.

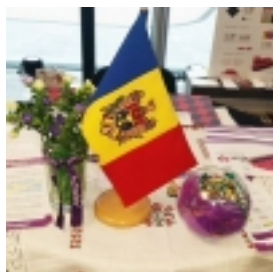
Also, during the two days will be organized an exhibition of the most interesting case studies submitted by WIPO Member States in the International Conference. Moldova will participate in this exhibition with an exhibition stand presented by AGEPI, by which will be promoted the “From the Heart. Brands of Moldova” project, as well as the companies participating in the project. The exhibition stand was organized with the assistance of the US Agency for International Development (USAID) project and the Employers’ Association of Light Industry Enterprises (APIUS).

The “From the Heart. Brands of Moldova” project (www.dininima.md [1]) is the first joint action to promote apparel, footwear and accessories produced in Moldova. The campaign aims to increase visibility among the population of the products produced in Moldova.

The “From the Heart. Brands of Moldova” campaign was launched in March 2012 with the support of USAID CEED II PROJECT, in partnership with APIUS and 12 domestic light industry companies that have created successful trademarks in the local market. Many of these producers were also assisted by the USAID CEED II PROJECT in strengthening their own trademarks, developing collection design skills and marketing capacities. The project “From the Heart. Brands of Moldova” is currently a platform for the promotion of more than 70 domestic trademarks.

Detailed information about the event in Geneva can be accessed here:

http://www.wipo.int/meetings/en/2016/ip_development_conference.html [2]



[3]

Source URL: <https://www.agepi.md/en/news/agepi-promotes-%E2%80%9Cheart-brands-moldova%E2%80%9Dproject-international-conference-geneva>