Authentically Moldovan or how to make known the products with geographical indication and our traditional specialties

The EU Project ”Support to Enforcement of the Intellectual Property Rights” in the Republic of Moldova in common with the State Agency on Intellectual Property (AGEPI) and the AGORA News Portal was launched the promotional campaigns ”Authentically Moldovan”.

The scope of campaign is to promote traditional Moldovan products with Geographical Indication, Protected Designation of Origin (PDO) and Traditional Specialities Guaranteed (TSG), as well the people who create them, leading forward the century history of this nation, the traditions and the local unique products or dishes.

During the period of July – September, "Authentically Moldovan" will expose the potential of our country through the medium of wines, food, handicraft and other specifically products, with a huge potential to promote Moldovan places and traditions.

We will encourage in this way the entrepreneurs and creators from any region of the Republic of Moldova to promote their products with the potential to harness the belonging to the geographical location, presenting their successful histories of products officially registered under geographical indications protection.

The campaign also includes two most expected by entrepreneurs events, who are producing or are in the process to obtaining certification of products with Geographical Indication, Designation of Origin or Traditional Specialty Guaranteed - Stories on the roof ”Authentically Moldovan”. They will tell their business stories, will exhibit and propose for tasting the products. Unique, traditional and with great potential products will be presented and raised ”at height”. Also in a series of short films produced by EA.md and AGORA, at the initiative of AGEPI and the EU Project ”Support to Enforcement of the Intellectual Property Rights” in the Republic of Moldova will encourage the optimistic entrepreneurs to produce traditional products.

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URL sursă: https://www.agepi.md/ro/node/11583