08.02.2011 Evenimente

On February 3, 2011, during a solemn ceremony took place the award of distinctions of the contest “Trademark of the Year – 2010”. The eighth edition of the contest was attended by 69 companies with 86 trademarks.

The contest took place on 7 nominations and 16 categories: “Debut of the Year” – for the most successful launch of trademark on the national market, “Export” – for the most effective strategy that has brought great results to the assimilation of foreign markets, “Inter” - for trademark that is developing intensively on the Moldovan market, “Profit” – for the most successful long-term strategy (over five years) on the Moldovan market, “Socially Responsible Trademark”, “Consumer Appreciation” and closed nomination “Reputation and Confidence”, where no applications are submitted and the winners are chosen by the organizing committee. This year, appeared a new nomination – “Rebranding”.

The awarding ceremony was attended by representatives of central public authorities, the diplomatic corps accredited in Moldova, organizations and business supporting projects, economic agents.

Awards in the nomination **“Reputation and Confidence”** were handed by the Interim President of the Republic of Moldova, Marian Lupu. In his congratulation message addressed to the winners, the Interim President stressed that they are the country'' economy base, providing citizens with jobs. “I pay a tribute to your activities conducted during 2010, to the fact that you maintain the quality of products and services provided, because you represent Moldova’s image abroad”.

Awards in the nomination **“Profi”** were handed by Prime Minister of the Republic of Moldova, Vlad Filat, who stressed that this event is an opportunity for evaluation and assessment of the economic agents that produce quality goods and services. “Everyone needs to be appreciated, to be recognized the work results. Congratulations on these achievements and in the future editions we hope to be more”, said the Prime Minister.

Handing the awards in the nomination “Consumer Appreciation”, the Deputy Prime Minister Valeriu Lazar, Minister of Economy, asserted that the most demanding jury is the consumer. “The fact that we have winners from different regions of the country, including the left bank of Dniester, shows that the “Trademark of the Year” is a competition representing the entire economy of the country”.

In the premiere, within the event was organized the “Alley of Trademarks” that participated in the contest.

The Grand Prix “Golden Mercury” was obtained by 43 trademark holders, 18 trademark owners have won gold medals, 8 - silver medals and 7 trademarks were awarded the Gold Medal “Heritage of the Republic”.

Activities related to the development and evaluation of competition results were performed by the organizing committee, composed of scientists, specialists in marketing, advertising, intellectual property etc. To determine the winners of the nomination “Consumer Appreciation” was conducted a marketing study among consumers in the north, center and south of the republic.

Among the winning trademarks in the eighth edition of the contest are: “Barza Alba”, “Comfort”, “Domnita”, “Filleti”, “Ionel”, “Litera”, “Moldcell”, “Moldtelecom”, “Naturalis”, “Orange”, “Polimobil”, “Viorica Cosmetic”, “Zorile”, etc.

Contest “Trademark of the Year” was initiated in 2003 by the Chamber of Commerce and Industry of Moldova and the State Agency on Intellectual Property. Through the competition are revealed the most effective ways to promote trademarks, the originality of the creators of brands, as well as the degree of awareness of the trademarks among consumers.

The organizers will publish the catalog “Successful Trademarks in the Republic of Moldova”, 2010 edition. This publication aims to promote trademarks protected in our country.

You can view the list of winners at: http://www.chamber.md/index.php?id=673 [1]

URL sursă: https://www.agepi.md/ro/node/5078