24.04.2012 Evenimente

On the occasion of launch of the Public Consumer Awareness Campaign entitled “STOP Piracy and Counterfeiting!”, on April 26, 2012, starting at 13.00 in the Conference Hall of the Hotel “Jolly Alon”, 37, Maria Cibotari Str., will take place a press Conference.

In the same press conference winners will be announced the winners of the Competition for the creation of national symbols associated with protected geographical indications (PGI), protected appellations of origin (PAO) and traditional specialties guaranteed (TSG).

The Public Campaign “STOP Piracy and Counterfeiting!” is organized by AGEPI within the Twinning Project “Support to Implementation and Enforcement of Intellectual Property Rights in the Republic of Moldova”, supported by the World Intellectual Property Organization (WIPO). The conduct of the Public Campaign will take place from April 26 to October 26, 2012.

Campaign partners are: the BCC, companies “Microsoft Moldova”, “Moldcell”, “Viorica-Cosmetic” JSC, “Sympals”.

By this action the organizers aim to inform and sensitize the largest possible part of society, especially the younger generation, with reference to the negative effects of the phenomena of counterfeiting and piracy on economic, social and cultural development of the country.

During the Conference launching the Campaign “STOP Piracy and Counterfeiting!” will be launched the website: www.stoppirateria.md [1], specifically dedicated to fighting counterfeiting and piracy in the Republic of Moldova. On this issue will also be presented two audio-video advertising spots, which then will be broadcasted on the major radio and TV stations of the Republic.

Launch of the Campaign “STOP Piracy and Counterfeiting!” will also be marked by the organization, in the square of the Opera and Ballet Theatre, starting at 16.00, of a flash mob, to be attended by over 200 people. Also, in public places will be distributed posters, stickers, informative flyers, advertising cards (including in public transport) on the theme of fighting counterfeiting and piracy.

The **Competition for the creation of national symbols associated with PGI, PAO and TSG was launched on 01.11.2011**. To the competition were submitted 17 requests for participation that included 45 works. The symbols have been examined by the National Commission which included representatives of the Ministry of Economy, Ministry of Agriculture and Food Industry, Ministry of Environment, Ministry of Health, Ministry of Culture, Academy of Sciences of Moldova, State Agency on Intellectual Property (AGEPI), National Agency for Protection of Competition, Chamber of Commerce and Industry and Directorate General of Economic Development, Trade, Consumer Service and External Economic Relations from ATU Gagauzia. Chairman of the Commission is Mr. Octavian Calmic, Deputy Minister of Economy.

In the announced Press Conference will be made available to public the names of winners of this competition, the works of which will have a significant impact on economic development in general and agriculture in particular.

We invite mass media representatives to the Press Conference.

AGEPI Press Service
tel.: 40-06-57, 40-05-88

URL sursă: https://www.agepi.md/ro/node/5138