06.06.2017 События

The State Agency on Intellectual Property (AGEPI) organized on June 6, 2017, an information seminar on intellectual property with the title “The Role of Trademarks in Promoting Company’s Image and Sales”, at the headquarters of the District House of Culture in Taraclia.

The seminar was organized in cooperation with the Chamber of Commerce and Industry of the Republic of Moldova (CCI) and the Organization for Small and Medium Enterprises Sector Development (ODIMM). The seminar was attended by economic agents from the territory; as well as representatives of the local administrative bodies in Taraclia.

During the seminar, AGEPI specialists familiarized economic agents with the conditions for registration of trademarks and other intellectual property objects by national and international route, as well as about the role of trademarks in promoting company’s image and business development. A particular emphasis has been put on the risks that enterprises may face in the case of non-registration of trademarks, industrial designs and other intellectual property objects, and the ways of respecting the rights in such objects. The importance of intellectual property objects, especially geographical indications, for regional development and the creation of new jobs in the territory was also brought up for discussion.

AGEPI representatives invited economic agents in the territory to participate in the Contest “Trademark of the Year”, organized by the Chamber of Commerce and Industry of RM and AGEPI, presenting the advantages and benefits the contest winners enjoy.

The representative of ODIMM, present at the event, informed the economic agents about the ODIMM support for the Small and Medium-Sized Enterprises sector (SMEs) in the republic.

The seminar was organized with the support of the project “Value Intellectual Property for SMEs - VIP4SME”, to which AGEPI is an associate partner. The VIP4SME project is funded through the European Union’s Research and Innovation Program HORIZON 2020, and aims at developing business support services in the field of intellectual property for SMEs.

Вложение	Размер
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Program_seminar_Taraclia_EN.docx [2]	50.31 KB

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