20.08.2019 События

The training with the theme: “Business Development with Traditional Fruit Products, with Protected Geographical Indication”, organized by the Public Association (PA) “Business Consultancy Center” within the project “Sustainable Agricultural Trade Network in Black Sea Basin - AgriTradeNet” was held on 20 August this year.

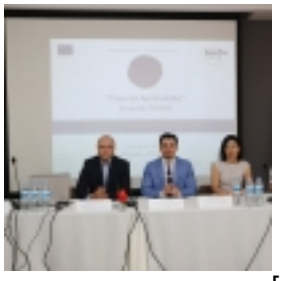
The State Agency on Intellectual Property (AGEPI) participated as an informational partner in the event, whose main objective is to develop the capacities of local producers and to strengthen the cooperation between enterprises, organizations of producers and local authorities, in order to promote regional trademarks and cross-border trade with agricultural products.

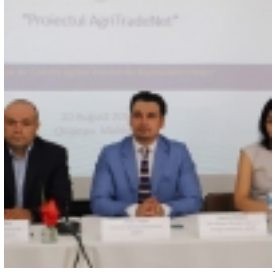
Present at the event, the Interim Director General of AGEPI Andrei Popa thanked the organizers for the invitation launched to the address of the State Agency on Intellectual Property to be present at this important seminar. “It speaks about the awareness of the role of intellectual property, namely trademarks, geographical indications, appellations of origin and traditional specialties guaranteed, for the development of business and increasing the competitiveness of products and services, both on the local and international market. In this regard, it is very important to combine the efforts of the competent institutions and the associations of producers in promoting the field and adjusting it to European standards and practices, for the economic development of the country, and the consolidation of this sector is a national priority”, said Andrei Popa.

At the same time, during the training, the AGEPI specialists provided information on the European and national legal and normative framework for the protection of geographical indications, as well as the protection of the names of the products with GI, and distributed useful informative materials in the field of intellectual property.

The event was attended by around 30 local producers and farmers, representatives of the local associations of producers, as well as of the central administrative authorities, which have tangencies with the targeted field.

We should mention that the participation in the event of AGEPI specialists is included in the list of joint activities planned by AGEPI and the “Business Consultancy Center” based on the Cooperation Agreement signed yesterday, August 19, 2019.


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Источник: https://www.agepi.md/ru/node/12279