05.07.2023 События

The State Agency on Intellectual Property (AGEPI) participated on July 5, this year, in the panel dedicated to the role of intellectual property in business development, during the sessions of the EU4Culture Project “Cultural Enterprise and Management”, which take place on July 3-7.

The activity was intended for entrepreneurs from the creative industries in the districts of Cahul and Orhei and took place in the city of Cahul.

Andrei Moisei, principal consultant in the Communication and Training Division of AGEPI, spoke to the participants about the importance of intellectual property (IP) protection, with an emphasis on the protection system of trademarks, industrial design and geographical indications. Various aspects related to the means of individualizing products and services were addressed during the presentation, with a special emphasis on the role of IP objects in the development of successful businesses, the promotion of quality products and consumer loyalty. The AGEPI specialist emphasized the importance of respecting exclusive rights in trademarks and other IP objects, both on the domestic and export markets. He also provided recommendations on strengthening the management of the intellectual property portfolio held by local public authorities.

AGEPI is actively involved in promoting the field of intellectual property in the Republic of Moldova and supports entrepreneurs and the creative industry by providing relevant information and resources. Participation in the EU4Culture sessions highlights AGEPI’s commitment to supporting the development of innovative and sustainable businesses, as well as stimulating creativity and innovation in the country’s cultural and artistic sector.


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Источник: https://www.agepi.md/ru/node/16557