29.11.2024 События

A **Workshop on Intellectual Property for Women Entrepreneurs in the Traditional Textile Industry of the Republic of Moldova** took place on November 28, 2024, at the National Museum of Ethnography and Natural History in Chisinau. This event, organized by the State Agency on Intellectual Property (AGEPI) in cooperation with the World Intellectual Property Organization (WIPO) and in partnership with the National Museum of Ethnography and Natural History, aimed to highlight the importance of intellectual property (IP) protection in the preservation and promotion of traditional crafts.

The event brought together experts, officials, entrepreneurs and representatives of traditional communities to debate the role of intellectual property in the promotion and protection of cultural heritage.

The workshop began with welcoming speeches delivered by Natalia Mogol, Deputy Director General of AGEPI, Mihaela Cerbari Simmons, Program Coordinator at WIPO, Andrei Chistol, State Secretary of the Ministry of Culture, and Petru Vicol, Director of the National Museum of Ethnography and Natural History. They emphasized the importance of IP in preserving traditions and supporting women entrepreneurs working in the textile sector.

Participants had the opportunity to familiarize themselves with various aspects of intellectual property, the tools available for the protection of traditional cultural expressions, as well as the role of national institutions and the World Intellectual Property Organization in promoting and valorizing cultural heritage.

The role of WIPO in the protection of IP rights was presented by Mihaela Cerbari Simmons and Natalia Gradinaru, representative of the Institute of Cultural Heritage, provided an overview of the opportunities and challenges facing traditional crafts in the Republic of Moldova.

Also, Natalia Mogol, Deputy Director General of AGEPI, and Monica Bota Moisin, founder of the Cultural Intellectual Property Rights Initiative (CIPRI) in Romania, highlighted the opportunities and challenges of intellectual property for traditional crafts, offering useful perspectives for their preservation and valorization.

An important moment of the event was the practical workshop, where participants exchanged experiences and practices on how to protect and promote traditional products. Among the case studies presented were the success stories of entrepreneurs Stela Moldovanu (founder of the “Maiestria” community) and Oxana Kasandruta (founder of the “Kasandruta” workshop), who demonstrated how traditional elements can be integrated into modern businesses.

Diana Rosca and Cristina Dan, representatives of the Public Association “Sezatoarea Ciocarlia” and the “Sezatoarea Basarabiei” community, respectively, came to the event with valuable experiences gained within the WIPO Training, Mentoring and Matchmaking Program on IP for Women Entrepreneurs from Indigenous Peoples. They also highlighted the need to register trademarks to protect and valorize traditional crafts, and Victoria Pulbere, Deputy Head, Trademarks and Industrial Design Department, AGEPI, explained the legal steps necessary in this process.

At the same time, another important topic addressed during the event was the documentation of traditional cultural expressions, presented by Monica Bota Moisin, founder of the Intellectual Cultural Property Rights Initiative.

A special moment of the event was the discussion panel moderated by Mihaela Cerbari Simmons, which brought together experts and entrepreneurs to analyze practical solutions in developing businesses based on traditional textiles. The dialogue highlighted the need for collaboration between communities, authorities and the private sector to ensure the sustainability of these initiatives.

The workshop represented a valuable platform for the exchange of ideas and good practices, supporting women entrepreneurs to integrate intellectual property into their development strategies. The event reinforced the commitment to the preservation of cultural heritage and the promotion of traditional products on national and international markets.


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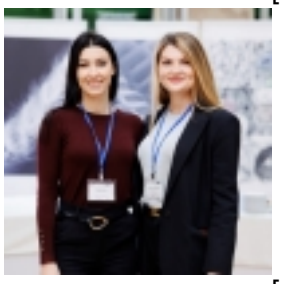

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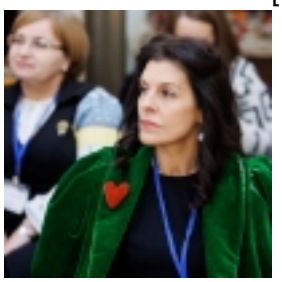
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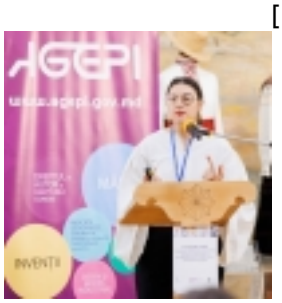

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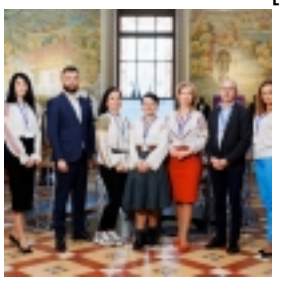

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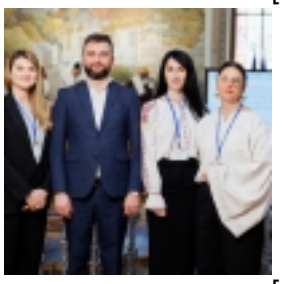

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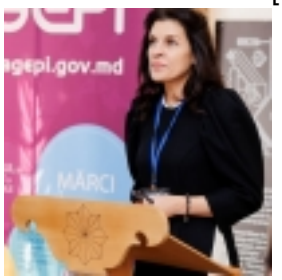

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