04.12.2025 События

The State Agency on Intellectual Property (AGEPI), in cooperation with the Ministry of Agriculture and Food Industry, the Ministry of Culture, the Union of Folk Craftsmen of the Republic of Moldova and with the support of the Moldovan-Swiss Project Swiss PartnershIP Moldova, organized on December 4, 2025, the National Seminar “Geographical Indications: The Value of Local Traditions and Development Prospects for the Republic of Moldova”, an event dedicated to promoting the country’s cultural and gastronomic heritage through the geographical indication protection system. The seminar is part of the program of events held within the framework of the International Specialized Exhibition “INFOINVENT-2025”, which takes place from December 3 to 5, 2025, at the International Exhibition Center “Moldexpo” in Chisinau.

The event brought together producers, artisans, representatives of professional associations, public authorities, international partners, holders and potential applicants for Geographical Indication (GI), Appellation of Origin (AO) and Traditional Speciality Guaranteed (TSG), as well as members of the creative community, providing a relevant framework for applied discussions on the role of the GI system in strengthening local identity and the competitiveness of local products.

The seminar was opened by AGEPI Director General Eugeniu Rusu, who highlighted the upward dynamics of the geographical indications system in the Republic of Moldova, noting that it represents *“an instrument with a multiplier effect for economic development, capable of bringing added value to local products and strengthening their recognition on foreign markets”*. At the same time, AGEPI management reiterated the institution’s commitment to promoting local value chains and developing rural capital through European quality schemes.

The event was attended by the international expert in the field of geographical indications, representative of the Swiss Federal Institute of Intellectual Property (IPI), Reto Meili. His presentation offered an applied perspective on the extension of the GI concept to non-food products and illustrated successful European models relevant to the context of the Republic of Moldova.

In the second session, local producers shared their experiences on the development and certification of products with geographical indications, highlighting how this form of protection has contributed to increasing the quality, recognition and commercial value both nationally and internationally.

Representative examples of products registered or in the process of certification were presented:

- PGI “Pistil of Valea Răutului” – Ludmila Ceban, Union of Small Producers and Processors of Fruits and Berries from the Center area;
- PAO “Agriș de Marinici” – Parascovia Sava, Group of Producers from Marinici, Association “BACIFERA”;
- TSG “Plăcinta Miresei, Valea Nistrului” – Dorina Onici, Public Association “Lower Dniester – Native Land”;
- PGI “Prune Deosebite de Lalova” – Ion Hanganu, Association of Fruit Producers and Processors from the Middle Dniester area.

The participants also watched promotional videos dedicated to products with GI and TSG, made with the support of the Moldovan-Swiss Project *Swiss PartnershIP Moldova*. We invite you to watch them by accessing the links below:

PGI “Pistil de Valea Răutului” [1]

PAO “Agriș de Marinici” [2]

PGI “Zăbriceni” [3]

TSG “Plăcinta Miresei, Valea Nistrului” [4]

IGP “Prune Deosebite de Lalova” [5]

IGP “Miere din Codrii Moldovei” [6]

PDO “Brânză de Măgura” [7]

During the event, guests had the opportunity to participate in a tasting session, which included both local products with GI and TSG, as well as international delicacies – cheese assortments with geographical indications from Switzerland and turrón de Jijona and Alicante from Spain, illustrating the diversity and value of European quality systems.

The cultural atmosphere of the seminar was enriched by the exceptional recital presented by the “Romanița” Folk Ensemble of the “Raisa Pacalo” Center of Excellence in Medicine and Pharmacy, which brought to the forefront the symbols of national identity in a contemporary context.

The event culminated with a series of creative workshops brought together under the heading *“Traditions that Inspire the Future”*, through which participants were invited to discover the richness and vitality of traditional crafts. The component dedicated to these activities offered the public an immersive experience, in which folk craftsmen from different regions of the country demonstrated authentic techniques, passed down from generation to generation, and shared the stories behind their art.

The workshops included:

- Loom Weaving – Ana Moisei, a craftswoman from Bujor village, Hincesti district;
- Pottery – Potter’s Wheel – Nicu Scutelnic, a master potter and ceramist from Chisinau municipality;
- Artistic Woodcarving – Grigore Posternac, a folk craftswoman from Chisinau;
- Traditional Shirts Embroidery – Olga Chetreanu, a folk craftswoman specialized in artistic embroidery;
- Traditional Shirt Manufacturing – Diana Roșca, “Șezătoarea Ciocîrlia” Community;
- Vegetable Fiber Weaving (Husks, Straw) – Parascovia Nistreanu, folk craftsman from Vadul lui Vodă;
- Traditional Crochet Lace – Elena Gori, folk craftsman from Chișinău;
- Crochet Christmas Tree Toy Manufacturing – Center of Excellence in Light Industry;
- Traditional Winter Masks Manufacturing – Hanna Kasatkina, folk craftsman from Ukraine.

Through these practical activities, the seminar managed to highlight the intangible cultural heritage and introduce the audience to the authenticity of local crafts, demonstrating their role in strengthening community identity and in developing rural value chains.

The seminar reconfirmed the commitment of AGEPI and its partners to support the sustainable development of the Republic of Moldova by valorizing traditional products and promoting the geographical indications system. The event provided a platform for dialogue between institutions, experts, craftsmen and producers, emphasizing the importance of cooperation to strengthen local identity and affirm the Republic of Moldova on the European map of quality and authenticity.

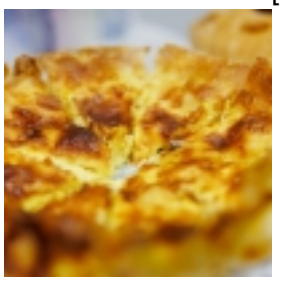

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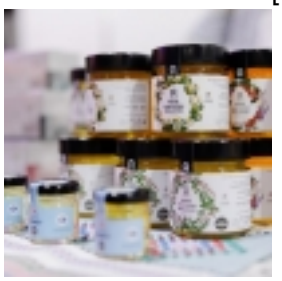

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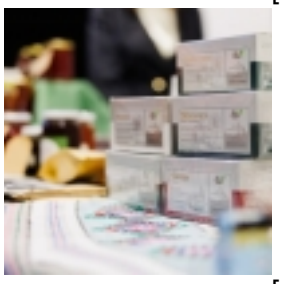

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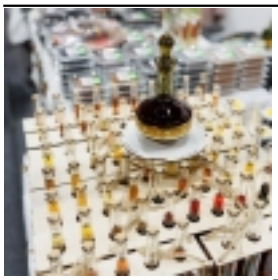

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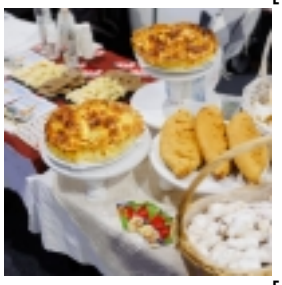

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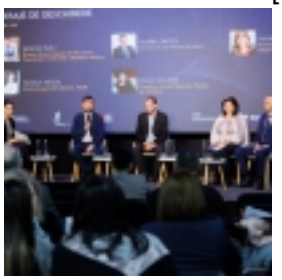

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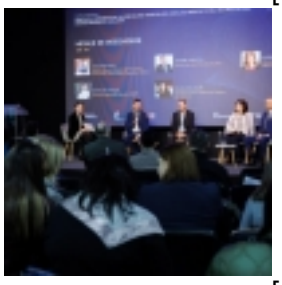

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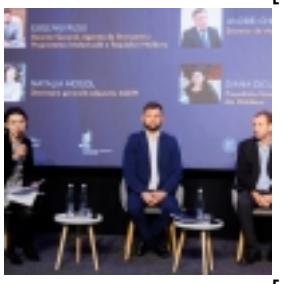

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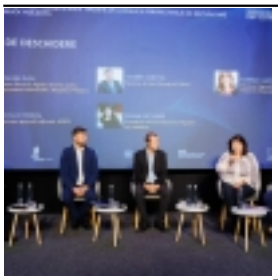

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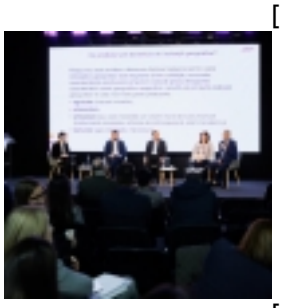

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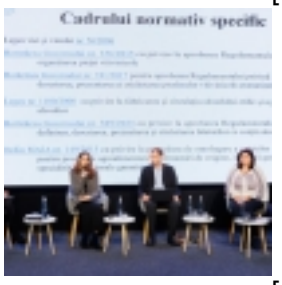

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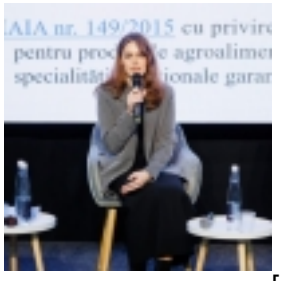

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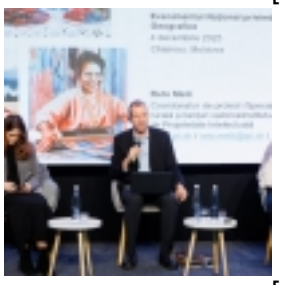
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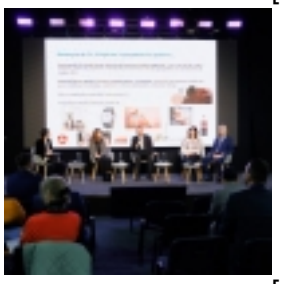


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