15.05.2026 События

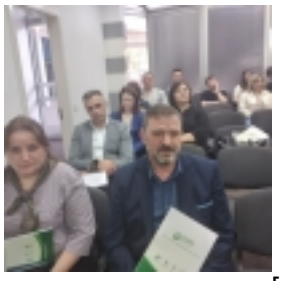
The State Agency on Intellectual Property (AGEPI) participated on May 15, 2026, in the International Practical Conference “Packaging and Labeling of Agricultural and Agri-Food Products in the European Space”, organized by the P.I. Agricultural and Rural Advisory Center, within the premises of the International Exhibition Center “MOLDEXPO”. The event was held in the context of harmonizing national standards with European ones and strengthening the competitiveness of agri-food products from the Republic of Moldova.

During the conference, Andrei Moisei, principal specialist in the Promotion and Training Section of AGEPI, delivered a presentation entitled “Intellectual Property as a Means of Product Promotion”, highlighting the strategic role of intellectual property rights in the development and promotion of agri-food products on national and international markets.

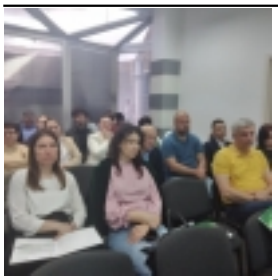
In his intervention, the AGEPI representative emphasized the importance of protecting trademarks, geographical indications, industrial designs and other intellectual property objects, in order to use local products and increase their competitiveness. At the same time, relevant examples were presented on the contribution of intellectual property tools to product differentiation, strengthening local identity and increasing consumer confidence.

During the same period, AGEPI specialists also participated in promotional and information activities on intellectual property within the framework of the International Specialized Exhibitions “Food & Drinks”, “Food Technology” and “Packaging. Depot”, organized by I.E.C. “MOLDEXPO” with the support of the Ministry of Agriculture and Food Industry. They provided consultancy services to exhibition participants and discussed with local entrepreneurs and producers about the benefits of protecting intellectual property rights and the importance of using them for business development and promotion.

AGEPI’s participation in these events reconfirms the institution’s commitment to supporting the business environment and local producers in the process of promoting, protecting and using products through intellectual property tools.


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Источник: https://www.agepi.md/ru/node/18298