21.09.2026 События

The Chamber of Commerce and Industry of the Republic of Moldova organized from September 15 to 18, 2026, regional information sessions on rules of origin for goods at its branches in Cahul, Ungheni, and Bălți. The events aimed to familiarize domestic entrepreneurs and producers with aspects regarding the correct determination and indication of the origin of goods, as well as ways to strengthen the identity and market visibility of their products.

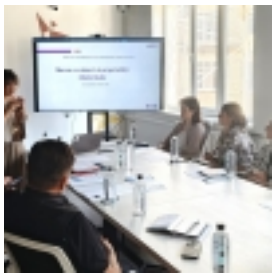
During these sessions, representatives of the State Agency on Intellectual Property (AGEPI) – Andrei Moisei, principal specialist in the Promotion and Training Section, and Svetlana Sahan, principal specialist in the National Trademarks Section – highlighted the essential role of intellectual property in the development and promotion of domestic products on the market. They emphasized the benefits of protecting trademarks, appellations of origin, geographical indications, industrial designs, and other intellectual property assets, as well as the risks products face in the absence of adequate protection.

Particular emphasis was placed on the importance of the trademark as a tool for distinguishing and differentiating products and services. Domestic entrepreneurs and producers learned how a protected trademark can contribute to building a distinct identity, strengthening a product’s reputation, and increasing consumer confidence.

Additionally, AGEPI specialists explained the specific features of geographical indications and appellations of origin – tools that leverage the link between a product, its characteristics, and its geographical origin. These represent an important mechanism for promoting traditional and local products and enhancing their competitiveness on both domestic and international markets.

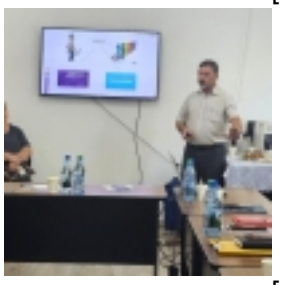
Discussions with participants highlighted the need for a strategic approach to intellectual property right from the product creation and promotion stages. Protecting distinctive elements, selecting and registering a trademark, and leveraging geographical indications and appellations of origin can transform intellectual property into a competitive advantage and a tool for increasing the commercial value of domestic products.

AGEPI’s participation in these events reaffirms the institution’s commitment to supporting domestic entrepreneurs and producers in promoting, protecting, and leveraging their products through intellectual property tools, while also helping to raise awareness of the opportunities offered by this system.


[1]

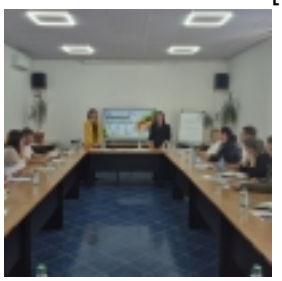

[2]


[3]


[4]


[5]


[6]


[7]

Источник: https://www.agepi.md/ru/node/18539