10.12.2010 События

The competition is held in order to promote successful practices in the field of marketing and branding being a test of the competitiveness of Moldovan products and services, based on an assessment of the trademarks, made by a professional jury, as well as by consumers of the Republic of Moldova .

At the competition are allowed only domestic or foreign trademarks which, at the time of filing the application for participation, are registered with the AGEPI or by international way, and are valid on the territory of the Republic of Moldova.

Nominations for the 2010 edition:

1. **According to the criteria of consumption:**

- nomination “CONSUMER ASSESSMENT”

According to the criteria of professionalism:

- - nomination “DEBUT OF THE YEAR”
- - trademark “EXPORT”
- - trademark “INTER”
- - trademark “PROFI”
- - nomination “ SOCIALLY RESPONSIBLE TRADEMARK”.

A novelty of the eighth edition of the competition is the inclusion in the Competition Rules of the nomination **“Rebranding”**, according to the criteria of professionalism. For the new nomination will compete trademarks that have changed their individual components, such as name, logo, items of visual identity, in order to enhance customer loyalty, trademark uniqueness, etc. (for more details: http://www.chamber.md/index.php?id=85 [1]).

Requests for participation will be received up to 20 December 2010.

Official ceremony of awarding the winners of the eighth edition of the competition will be held on 4 February 2011, within the annual national exhibition “Made in Moldova”.

The competition rules, the set of documents, the composition of the organizing committee, and other useful information can be found on www.marca.chamber.md [2]

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The competition “Trademark of the Year” was initiated by the Chamber of Commerce and Industry of Moldova in 2003. The competition is open to companies and organizations with diverse forms of ownership, legal persons registered in the Republic of Moldova producing material goods and/or services throughout the country. Participants will present trademarks for the entire range of products or services on the local market, and combinations thereof.

Competition helps to highlight leaders in the domestic market, analysis and acquisition of the successful experience of development and promotion of successful trademarks, to monitor the dynamics of consumer preferences, etc.

Traditionally, the competition organizers will edit the catalog “Successful Trademarks of the Republic of Moldova”, 2010 edition. This publication aims to promote trademarks, being distributed to the public institutions, organizations and enterprises, chambers of commerce and industry abroad, diplomatic missions accredited in our country, etc.

Источник: https://www.agepi.md/ru/node/5064