10.04.2012 События

Every year on April 26, Member States of the World Intellectual Property Organization (WIPO) celebrates The World Intellectual Property Day, which every year becomes a more relevant event. The celebration is marked since 2000 and on April 26 is the entry into force of the Convention establishing WIPO (1970). The initiative belonged to China, and the General Assembly of WIPO Member States agreed unanimously to this proposal.

World Intellectual Property Day this year is dedicated to Visionary Innovators, that is those great dreamers, possessed of lofty ideals, which have the ability to predict future needs and concerns of mankind.

“Behind every great innovation, either artistic or technological, is a human story – a tale in which new pathways open as a result of the curiosity, insight or determination of individuals.

The Wright Brothers’ boyhood fascination with flight leads to a flying machine and travel by air. Louis Pasteur’s inquisitive mind advances the science of disease prevention. Tu Youyou’s dogged analysis of herbal remedies results in a malaria treatment that saves millions of lives. Steve Jobs’ ambition to make digital technology simple and accessible to everyone gives rise to personal computing and – three decades on – a new paradigm for the delivery of entertainment.

The list of visionary innovators is long. It is a catalogue of human ingenuity and creativity. It includes the many artists, writers and musicians who changed the way we see and hear things: Rembrandt and Turner, Picasso and Kandinski, each reshaping our perceptions of light, shape and form; Chekhov and Tagore, Neruda and Mafouz, their writing giving new insights into the human experience; Charlie Parker and Miles Davis, Hendrix and Rostropovich – musicians who challenge the status-quo, and endure” reads the WIPO statement on the occasion of the World Intellectual Property Day.

In the Republic of Moldova the World Intellectual Property Day is celebrated through various activities designed to highlight its potential and role in development of the country. In this respect, we should mention the organization every year of **scientific and practical, information-methodical, training seminars** familiarizing the specialists and managers of enterprises, as well as teachers and students from higher education and vocational institutions with the national and international intellectual property protection system. Training and personnel upgrading in the field of intellectual property are AGEPI concerns on the agenda, which materialized in February-April with seminars and symposia held within seven preuniversity and university educational institutions of the republic: Theoretical Lyceum “M. Eminescu” from Cimislia, College “Mondostud-Art” from Chisinau, Theoretical Lyceum “Spiru Haret” from Chisinau, Lyceum of Moldova Academy of Sciences, State University of Moldova, Technical University of Moldova, State Agrarian University of Moldova. In the lyceums and colleges were held meetings with outstanding inventors of the republic, laureates of WIPO Gold Medal.

In the same series of actions also enroll three workshops devoted to geographical indications and benefits of their registration, held in Edinet, Chisinau and Beijing. The workshops were conducted with the support of European experts in the context of implementation of the Twinning Project “Support to Implementation and Enforcement of Intellectual Property Rights in the Republic of Moldova”. A training seminar for economic agents in the IP field was organized with the Joint-Stock Company “Viorica-Cosmetic”.

In the program of these events will also be included the student Conference organized on 26 April by the Academy of Economic Studies of Moldova (Faculty of Business Management and Administration) and AGEPI as co-organizer. The Conference will focus on the protection and enforcement of IP rights.

The agenda of events held on the occasion of the World Intellectual Property Day also includes the **Scientific and Practical Symposium “AGEPI Readings-2012”, fourteenth edition**, which is

conducted on 10-11 April this year under the title “Importance of Intellectual Property System in a Modern Society”. The symposium is also organized by AGEPI with the Twinning Project assistance. In its works take part researchers and practitioners, specialists in intellectual property protection field from the Republic of Moldova, Romania and Denmark, trained in the creation, legal protection and implementation of innovations, in the promotion of new products, prevention of counterfeiting and piracy.

A major event is also the organization on April 25 to 26, with the support of the Twinning Project, of the seminar “The Impact of Violations of Intellectual Property Rights”. The event will take place in the Conference Hall of the Hotel “Joly Allon”.

Also, on April 26 will be **launched the public consumer awareness Campaign “Stop Counterfeiting and Piracy”**, which will be organized within a press conference between 13.00-14.00 hours. The campaign in question aims to inform and sensitize society with reference to the negative phenomena of counterfeiting and piracy on economic, social and cultural development of the country. For this purpose, there will be used various mass media products and tools, including broadcasting of audio-video reels on Radio and TV, launch of the site www.stoppirateria.md, organization of seminars, round tables and public radio and television debates devoted to the fight against counterfeiting and piracy.

The Campaign “Stop Counterfeiting and Piracy” will start with the organization on 26 April this year, in the square of the Opera and Ballet Theatre in Chisinau of a flash-mob. There will also be printed and distributed in public places posters, stickers, and informative flyers.

On 27 April this year, starting at 14.00, in the Conference Hall of the Hotel “Joly Allon” will take place the Conference finalizing the Twinning Project “Support to Implementation and Enforcement of Intellectual Property Rights in the Republic of Moldova”. The event is expected to be attended by representatives of the Government of the Republic of Moldova, Romanian Embassy in the Republic of Moldova, Project leaders of the Danish Patent and Trademark Office, State Office for Inventions and Trademarks of Romania, national beneficiaries of the Twinning Project: AGEPI, MIA MAFI, MJ, SV and Prosecutor General’s Office, representatives of other Twinning projects, developed in our country.

Traditionally, on April 26, AGEPI will organize within its premises (24/1, A. Doga Str.) the **Festive Meeting dedicated to the World Intellectual Property Day**, to which are invited representatives of Parliament and Government of the Republic of Moldova, of the central public authorities, researchers and inventors, specialists in intellectual property. Within the framework of this event will take place the awarding of two WIPO Gold Medals “For Creativity”, mentioning the most active patent attorneys in industrial property. There will also be handed the awards obtained by the Moldovan inventors at the international exhibitions of inventions.

This is another important aspect of AGEPI activity, consisting in **supporting the inventors of the republic** in order that they can attend the most prestigious international exhibitions organized in this period, enabling them to promote their new technical solutions, products and materials on the foreign market. Thus, in March-May period of this year Moldovan inventors participate in:

- International Exhibition of Industrial Property “Archimedes” in Moscow, Russian Federation (20-23 March);
- International Exhibition of Inventiveness “Pro-Invent” in Cluj Napoca, Romania (27-30 March);
- International Exhibition of Inventions, New Technologies and Products in Geneva, Switzerland (18-22 April);
- European Exhibition of Creativity and Innovation “Euroinvent” in Iasi, Romania (9-12 May).

In the same context of activities that aim to inform and train in the field of intellectual property, we should mention **marketing and consulting activities**, organized by the AGEPI specialists at the international specialized exhibitions held at the IEC “Moldexpo”, namely: “Beauty”, “MoldConstruct & MOLDENERGY”, “Moldagrotech”, “Tourism, Leasure, Hotels”, “Food&Drinks, Food Technology”, and “Packaging. Depot”.

On the occasion of the World Intellectual Property Day, AGEPI administration and its guests will also participate in various radio and TV broadcasts, in which will be debated the most important aspects of intellectual property protection in our country.

As mentioned, all these actions are intended to raise public awareness of the importance and growing role of intellectual property in economic, social and cultural development of the country and pay justified homage to the creativity and ingenuity nationally and internationally.

Mass media representatives are invited to these events.

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