 

**Seminar Program**

 ***„The Role of Trademarks in Promoting the Company`s Image and Sales”***

**Organizer:**

State Agency on Intellectual Property of the Republic of Moldova (AGEPI)

with the support of project “Value Intellectual Property for SMEs - VIP4SME”

**Guests:**

 - local economic operators;

 - representatives of the business incubator, Taraclia District

**Venue:** Taraclia town

**Date:** June 6, 2017

**Duration:** 2,30 hours

**Agenda**

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| **14.00–14.14** | **Opening Session**Representative of Chamber of Commerce and IndustryRepresentative of AGEPI |
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| **14.14–15.00** | **General aspects of protection and enforcement of trademark rights**Spaeker: Andrei Moisei, specialist coordinator, Training Division, External Relations and Promotion Department AGEPI |
| **15.00–15.10** | **Questions & Answers** |
| **15.10–16.00** | **The role of trademarks in promoting the company`s image and sales. Contest „Trademark of the Year”**Speaker: Dr. Iurie Badîr, Head of Training Division, External Relations and Promotion Department AGEPI |
| **16.00–16.30** | **Business opportunities: support for Small and Medium Sized Enterprises (SMEs)**Speaker: representative of ODIMM |