12/21/2018 Information

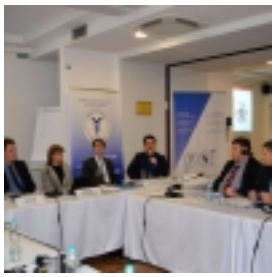
The seminar „E-Commerce: Accessing New Markets by Improving Digital Skills”, organized by the Chamber of Commerce and Industry of the Republic of Moldova and the OSCE, co-financed by the Swiss Agency for Development and Cooperation took place from 18 to 20 December 2018.

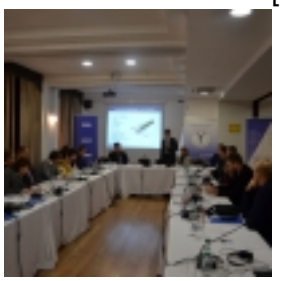
The event aimed at providing a platform for communication to Moldovan public authorities and enterprises to increase the degree of knowledge about the dimensions and components of e-commerce, international expertise in the field, best practices and solutions available to address challenges and facilitate e-commerce.

During the seminar there were discussed topics related to the ecosystem of e-commerce and e-commerce evaluation in Moldova, international and national perspectives, the first steps in e-commerce, creation of a brand and its online promotion, online marketing and promotion on social networks, international platforms and integration opportunities, attraction of new customers, financial aspects, logistics, customs procedures, etc.

The seminar was attended by the Deputy Director General of AGEPI Andrei Popa, who presented to the participants information about the national and international intellectual property system, the effect of counterfeiting and piracy, and also the role of the trademark in e-commerce.

We should mention that the event was attended by representatives of AGEPI, CCI, Ministry of Economy and Infrastructure, Customs Service, Economic Council to the Prime Minister, OSCE Secretariat and over 40 local economic agents.


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