



MOLDOVA Swiss PartnershIP

Intellectual Property Cooperation Programme

The project with Moldova is part of the Swiss PartnershIP – Intellectual Property Cooperation Programme funded by the Swiss State Secretariat for Economic Affairs (SECO) and implemented by the Swiss Federal Institute of Intellectual Property (IPI). This programme aims to strengthen the intellectual property systems in partner countries in order to promote innovation and creativity and thereby contribute to higher competitiveness and sustainable economic development.

Project background and context

Since gaining its independence in 1991, the Republic of Moldova has undergone extensive restructuring to transition its economy from a centrally planned system to one that is sustainable, inclusive, and market-oriented. Aspiring to join the European Union, Moldova has worked to align its legislative framework with EU standards, including participation in IP conventions and treaties. Furthermore, the country has established free trade agreements, especially with the EU, and continues to prioritize the development and strengthening of its IP system to reduce reliance on external support and enhance domestic business capabilities.

The State Agency on Intellectual Property in Moldova (AGEPI) is committed to modernizing the country's IP framework and bolstering enforcement efforts. These initiatives aim to empower businesses to effectively manage and capitalize on IP assets, thereby fostering socio-economic growth. Strengthening the agency's capacities is expected to improve the delivery of services to applicants and ensures a more robust IP infrastructure that meets international standards.

Despite notable progress, Moldova faces challenges in implementing and enforcing IP rights. Counterfeiting and piracy remain significant issues, combined by a lack of specialized personnel, insufficient knowledge and training among IP authorities, and limited public awareness of the importance of IP protection. Additionally, inadequate funding for technology transfer offices and innovation hubs has hindered efforts to fully support businesses in realizing their IP potential.

The MSIP Project seeks to address these challenges by enabling private stakeholders to utilize IP more effectively and by assisting the government in improving IP-related services. This includes enhancing IP Rights enforcement, providing legal and technical support, strengthening the geographical indications system, and fostering IP commercialization and SME support. By addressing these gaps, the project contributes to Moldova's broader socio-economic development while at the same time building climate resilience and sustainable management of local resources.

Quick Project facts

Project duration

3 years (2024-2027)

Total budget

CHF 750'000 CHF

Donor Agency

Swiss State Secretariat for Economic Affairs **SECO**

Implementing partner

Swiss Federal Institute on Intellectual Property **IPI**

Moldavia country context

Population: 3.1 million

Area: 33,846 km²

Annual GDP growth: 0,8%

Annual GDP growth per capita PPP:
USD 17,384

Objectives

The overall objective of the project is to contribute to Moldova's socio-economic development by enabling private stakeholders to use IPRs more effectively and by supporting the government in its provision of better IP

services. The project is implemented by the Swiss Federal Institute of Intellectual Property (IPI), in close cooperation with the project partner AGEPI. MSIP provides support to the following identified priority areas:

- Legal Support and technical assistance around GI system
- IPR Enforcement
- IP Commercialisation & SME Support

Activities

The project offers specialized advice and targeted support in priority areas to strengthen Moldova's IP system, leveraging Switzerland's expertise. Through a combination of capacity-building activities, technical assistance, and awareness-raising initiatives, the project aims to enhance institutional frameworks, empower IP users, and contribute to Moldova's socio-economic development.

Under the priority area "**Legal Support and Technical Assistance around the GI System**," the project supports the development of IP policies and regulations related to GIs, Appellations of Origin (AOs), and Traditional Specialty Guaranteed (TSGs). Technical assistance focuses on identifying and accrediting certification and control bodies, implementing control mechanisms, and establishing a robust certification structure. Capacity-building initiatives targets certification and accreditation bodies, selected producers, and inter-institutional coordination to ensure effective GI implementation. The project also assists producers in developing promotional materials to enhance the visibility and value of their GI-protected products.

Concerning **IPR Enforcement**, the project provides technical assistance to enforcement officials and capacity-building for the judiciary, ensuring that expertise and resources are retained despite staff turnovers. AGEPI and other enforcement-relevant agencies also receive training to strengthen their capabilities in managing and enforcing IP rights effectively.

Lastly, to support **IP commercialization and SMEs**, the project focuses on raising awareness and providing training for SMEs, creators, and entrepreneurs. Partnering with AGEPI, other IP institutions, and industry associations, it aims to strengthen participants' IP knowledge and commercialization skills, driving innovation and economic growth.

Alignment with Moldova's development priorities

The MSIP Project supports the Government of Moldova's key socio-economic development goals by modernizing the IP framework and enhancing enforcement, in line with Moldova's commitment to aligning its IP laws with the EU acquis. The project builds on existing efforts to improve the IP system, contributing to socio-economic growth, by collaborating with AGEPI to strengthen its capacity and improve services for applicants.

Moreover, AGEPI aims to strengthen the Moldovan economy in the post-COVID era by means of IP awareness raising activities, as well as by expanding its IP services to empower businesses to identify, manage and capitalize IP assets. Moldova is also keen on moving away from its dependence on foreign remittances. A robust IP system that improves the participation of the private sector and SMEs can contribute to this goal.

Beneficiaries

The main beneficiary of the project is AGEPI. Further beneficiaries include other stakeholders of the national IP system such as GI producers, SMEs in selected industries, judges and related staff, and the members of Observatory for Enforcement. Additionally, overall Moldavian SMEs also benefit from the project as they are now better informed about IP and GI products. **The wider public benefits indirectly through improved AGEPI services and increased quality and competitiveness of Moldavian goods and services.**

More information and contact

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