



**23rd International specialized
exhibition of foodstuffs and raw
materials for their production**

Food & Drinks 2016

May 25 - 29

Post-event report



23rd International specialized exhibition of foodstuffs and raw materials for their production

FOOD & DRINKS
May 25 – 29, 2016

Organizer:
IEC Moldexpo SA

Official support:
**Ministry of Agriculture and Food
Industry of the Republic of Moldova**

Partner of the exhibition:
Plasma RTI SRL

Main media partner:
AGRO TV Moldova





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TOTALS OF THE EXHIBITION

EXHIBITORS

70

VISITORS

6696

EXHIBITING
SPACE

552
KB.M.

5

PARTICIPATING
COUNTRIES



BELARUS
MOLDOVA
ROMANIA
SPAIN
UKRAINE



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EXHIBITORS

Fields of exhibitors' activity

Dairy products, cheese	13%
Confectionery	11%
Meat, sausages, canned meat	10%
Retailers	9%
Tea, coffee, cocoa	8%
Alimentary fats	7%
Juices, bottled waters, soft drinks and spirits	7%
Certification services	7%
Milling and bakery products; cereals; pasta	6%
Fish and seafood	6%
Canned foodstuffs, sauces, ketchups, spices, toppings	6%
Dried breakfasts and snacks, dried fruits, nuts	6%
Other	4%



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EXHIBITORS

OBJECTIVE OF PARTICIPATION

73,1%

- Looking for new clients and partners

51,2%

- Consolidating the image of the company

48,7%

- Launching new products/services

41,4%

- Meeting existing partners

39%

- Selling products at the stand





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Effectiveness of participation
Number of established contacts:

63,4% exhibitors
1 – 50 contacts

19,5% exhibitors
51 – 100 contacts

12,2% exhibitors
101 – 300 contacts

4,9% exhibitors
>300 - contacts



«This is our third exhibition; every time we successfully solved the task of expanding our customer base and find new partners. This year was no exception, we are happy with the results».

Anatolie Gonta, manager *Condiprod-Com SRL*



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EVENTS

Business program and special events

**Round table: Technologies of processing raw
alimentary materials.**

**Retail Area
"Join the Chain"**

**Seminar: Financing opportunities for
Moldovan entrepreneurs.**

Consumers' Contest - The Tastiest Bread

**Seminar: Presentation of Regulations on the
distribution of the funds for subsidizing
agricultural producers for 2016.**

Coffee Theatre and Museum



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NEW AT FOOD&DRINKS

CBC on Expo (Creating Business Contacts)

Instruments of the program:

- **Catalogue of novelties;**
- **Video report at the stand and placement of the video on social networks;**
- **Online and offline positioning and promoting of the company;**
- **Program “Professional Visitor” encompassed more than 70 business meetings;**

Business Networking Event – organized to support primary business contacts.



«We are participating in the exhibition for 10 years already and this exhibition has been one of the most successful. The Networking was interesting and useful - we got new contacts and new ideas. Communication with partners provided new points of contact. The contacts proved useful, as we signed a contract for the supply of a new line of equipment».

Serghei Gladcov, General Director Moldagroproduct



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SPECIAL PROJECT

Retail Area – opportunities for Moldovan manufacturers

For the first time, the 6 largest retail chains of Moldova took part in the exhibition. "Join the Chain" is a symbolic name for this project. Right at the show the manufacturers were able to conclude agreements on the supply of goods for the retail chains of the country. More than 150 meetings were held in the Retail Area.



«We support the concept of Retail Area - it offers good opportunities in terms of sustainable cooperation. We will consider all received proposals, the majority of which came from small farmers».

Dan Dragan, marketing manager, *LINELLA*



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VISITORS

Geography of visitors

60% - Chisinau

35% - districts of Moldova

(Anenii Noi, Balti, Bender, Briceni, Gagauzia, Donduseni, Edinet, Cantemir, Calarasi, Causeni, Criuleni, Nisporeni, Orhei, Rezina, Riscani, Singerei, Soroca, Straseni, Telenesti, Tiraspol, Ungheni, Hancesti, Stefan Voda, Ialoveni)

5% - foreign visitors

(UAE, Belarus, Italy, Spain, Poland, Romania, Ukraine)

54% of visitors are professionals of the industry





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VISITORS

Reasons for visiting

46%

- Purchasing products

31,54%

- Looking for new suppliers

25,89%

- Meeting with business partners

16,96%

- Taking part in the business program

10,11%

- Wholesale purchasing



«I always visit such exhibitions and always learn something new. This time, I visited the stands that sold organic products, honey and a variety of cereals. I am glad that I can buy here high quality products at a lower price». *Valeriu Gutu*



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VISITORS

What the visitors were interested in

Meat, meat products, canned meat	47,02%
Tea, coffee, cacao	45,23%
Milk and dairy products. Cheese	43,75%
Bakery products	38,69%
Confectionery	37,20%
Flour and cereals	32,44%
Canned food, sauces, ketchups, seasonings, spices	32,14%
Juices, bottled water, soft drinks and spirits	30,95%
Fish and seafood	32,72%
Dried breakfasts. Dried fruits. Nuts	30,35%
Semi-finished and frozen products	21,42%
Alimentary fats	18,75%



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VISITORS

Classification of professional visitors by job positions

37% - Companies' owners and managers

50% - Medium-level managers

13% - Specialists
(chefs, cooks, merchandisers,
confectioners, etc.)

«The exhibition this year has been very productive for us. We have concluded agreements with a number of companies, like, for instance, for the supply of raw materials from Moldovan producers. Romanian companies came with an interesting proposal - after the exhibition we plan to work together on the development of ice-cream recipes. We also signed an agreement with a packaging-making company. The exhibition offered a lot of new ideas and new business opportunities».

Tatiana Cerlat, administrator PaniPit.



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THE TEAM of FOOD & DRINKS



See you at Food & Drinks 2017!