

**minions**



**PARTY**

**6<sup>th</sup> International Exhibition-festival of  
products and services for children and  
expectant mothers KID'S EXPO  
June 1 – 5, 2016**

**PARTY**



**Post-event report**



# KID'S EXPO 2016

## Organizer:

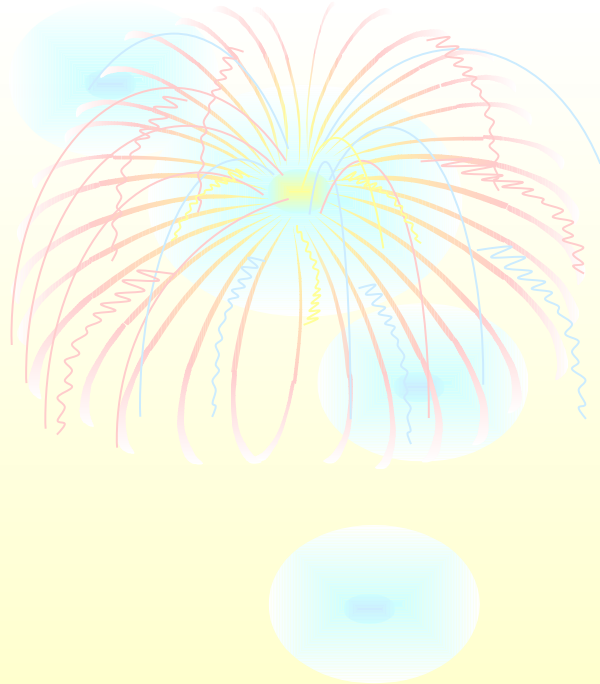
IEC MOLDEXPO SA

## Official support :

- Ministry of Education of the Republic of Moldova
- Ministry of Health of the Republic of Moldova
- Ministry of Labor, Social Protection and Family of the Republic of Moldova

## Partners of the program:

- Local administration of Buiucani sector, Chisinau municipality
- Republican Centre for Children and Youth ARTICO



Ministerul Educației  
al Republicii Moldova



Ministerul Sănătății  
al Republicii Moldova



Ministerul Muncii, Protecției  
Sociale și Familiei  
al Republicii Moldova





# KID'S EXPO 2016



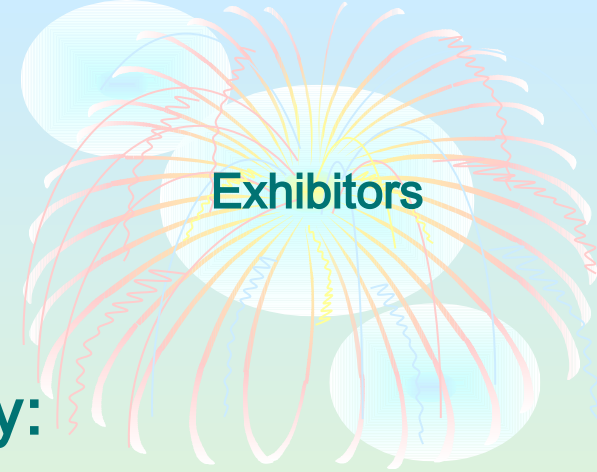
Exhibitors

## Totals of the exhibition





# KID'S EXPO 2016



## Fields of exhibitors' activity:

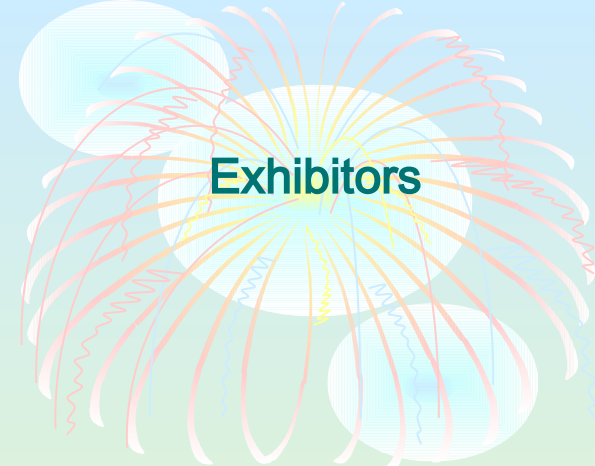


Foodstuffs and drinks	- 20%
Clothes and footwear	- 18 %
Accessories	- 12%
Events organizers	- 10%
Cosmetics and hygiene products for children	- 8 %
Children's room furnishings	- 8%
Schools and development centers	- 7 %
Books for children	- 7 %
Games and toys	- 5 %
Clinics, labs and medical services	- 5%

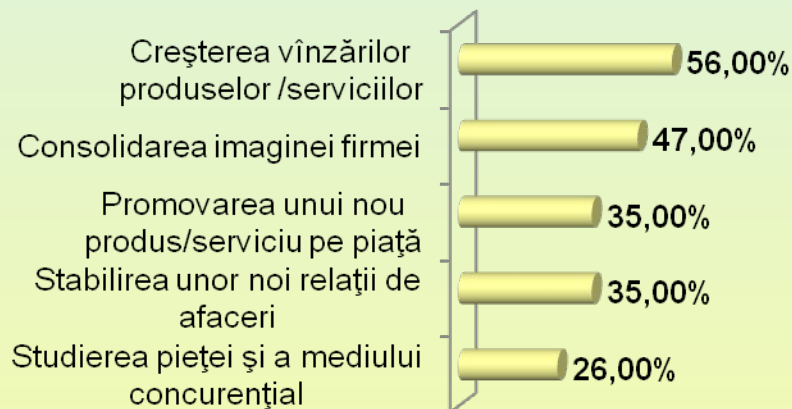




# KID'S EXPO 2016



## Objective of participation

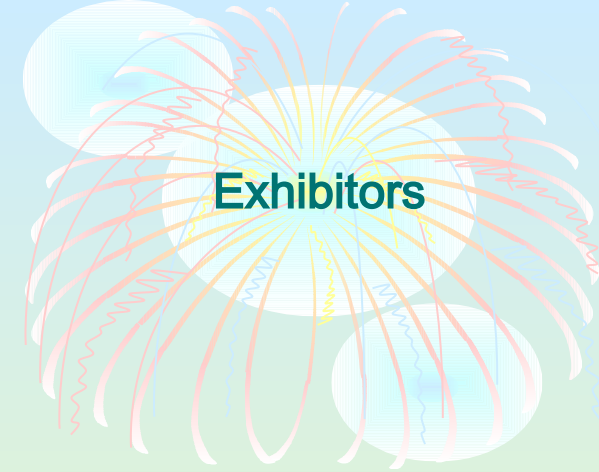


*"We participate every year in the exhibition Kid's Expo. This year we successfully presented a new collection of slings, manufactured in Moldova. For us the exhibition is a place where we can discuss, explain to parents how to use the slings. Our products are in great demand at the exhibition."*

*Olga Boieru, Director "By Bagy"*



# KID'S EXPO 2016



## Effectiveness of participation



91% of exhibitors were satisfied with the quality and number of visitors



97% confirmed their participation in the next exhibition



79% of exhibitors mentioned the high effectiveness of their participation in the exhibition

*"Our company participates in the Kid's Expo for the fifth consecutive year. Participation in the exhibition helps us find new partners and we are satisfied with the results. We discussed promising contracts with potential partners from Ukraine and China. We successfully presented the network of shops "Baby Boom" and a new brand - Aqua Baby. Our participation in the exhibition was productive."*

*Anastasia Burlitcaia, Head of Marketing Department, Trade House Hendrix Bail*



# KID'S EXPO 2016



## CBC on Expo (Creating Business Contacts) (program for establishing business contacts at the exhibition)

### Instruments of the program:

#### Discount book



Exhibitors' Discount Catalogue

#### Professional Visitor Program



Program for establishing contacts with prospective clients

*"Our company is a leading manufacturer of clothing and accessories for children in Hong Kong. We participate for the first time in an exhibition in Moldova. We are looking for partners here. Thanks to the good organization of the event, we had the opportunity to talk with a number of companies, including representatives of Grand Hall, Family Center, the shopping center Fairy Tale in Balti, Hendrix Bail. We are very pleased with the results of the Professional Visitor Program. The exhibition, as well as the communication with potential partners, offered us the opportunity to do a market survey and to chart our business prospects in Moldova. We will absolutely participate next year."*

*Henry Young, Director of the company Kar Cheong Knitting & Garments Co Ltd.*



# KID'S EXPO 2016

## Classification of visitors by interests:

- Games and toys - 73,35 %
- Clothes, footwear, accessories - 72,28 %
- Literature for children, audio and video products - 58,85 %
- Cosmetics and hygiene products for children - 52,78 %
- Foodstuffs for children, drinks - 52,07 %
- Clubs and entertainment centers for children - 43,50 %
- Schools and development centers for children - 41,85 %
- Furniture, bed linens and accessories for children - 36,92 %
- Clinics and health centers - 34,00 %
- Products and services for newborn babies - 26,86 %
- Other - 1,85 %



*"Our whole family went to spend time at the exhibition - to relax, have fun, see the offer of clothes. The children spent their time cheerfully, drawing in the creative area. We were interested very much by the Librarius stand, where we bought very good educational books. We leave the exhibition with hands full of everything. We are very pleased."*

**Sergiu (34) and Carolina (28) Harabagi**





# KID'S EXPO 2016

## Reason for visiting the exhibition

- Purchasing products for children - 73,70 %
- Taking part in events - 65,57 %
- Attending seminars - 52,85 %
- Looking for new partners - 34,28 %
- Meeting with business partners - 7,92 %
- Other - 4,07 %



Visitors



*"I try not to miss any edition of the exhibition Kid's Expo, because there is always the opportunity to learn new things and see new products for children. This year, I visited the stand of Hendrix Bail (new products for child care), Chicco (where I bought cosmetics for children with discounts) and the stand of the Clinic of Pediatric Dentistry "Cudalb Dent" – I've never heard about them before, but they made a very good impression."*

*Irina Bujor (25)*



# KID'S EXPO 2016



## On stage and outdoors



- Concerts presented by children' groups;
- Presentation of clothes collections;
- Entertaining programs with clowns;
- Playground for children, swings, trampolines.





# KID'S EXPO 2016



Events

## Seminars Zone



- Forum “Parents ask – Doctors answer”
- Consultations of specialists: pediatrician, gynecologist, dermatologist, neurologist, endocrinologist, orthopedist

## Education Zone



- Interactive courses for children;
- School of magic;
- The young chemist;
- Courses of foreign languages.

## Entertainment Zone



- Playground;
- Face painting;
- Contests;
- Board games.

## Creation Zone



- Masterclasses;
- Painting and application courses

*“I’ve read on Facebook that in the framework of the exhibition Kid’s Expo will be held a forum with the participation of the pediatrician Mihai Stratulat. I am pregnant and I’m interested in everything related to breastfeeding and babies’ care. In my opinion, the forum is very useful for future moms. I have learned many new and useful things.”*

*Emma Parnetchi, 27*



# KID'S EXPO 2016



## Events

### Special Events



Fashion Show

Forum  
"Parents ask –  
Doctors answer"



Parade  
of slings  
and prams



Contest  
"Baby Racing"



Mother's Day



# KID'S EXPO 2016

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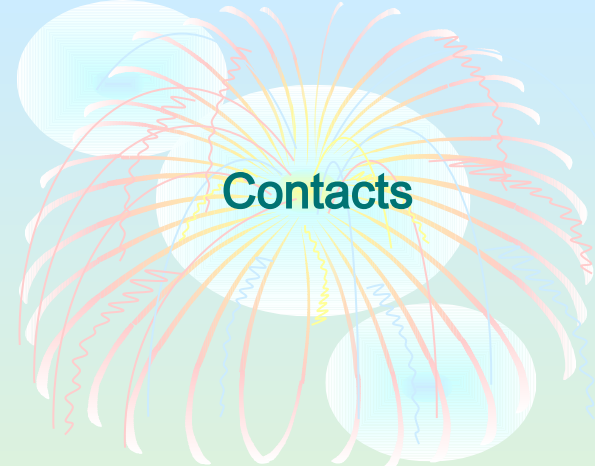
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**Welcome to Kid's Expo  
2017!**



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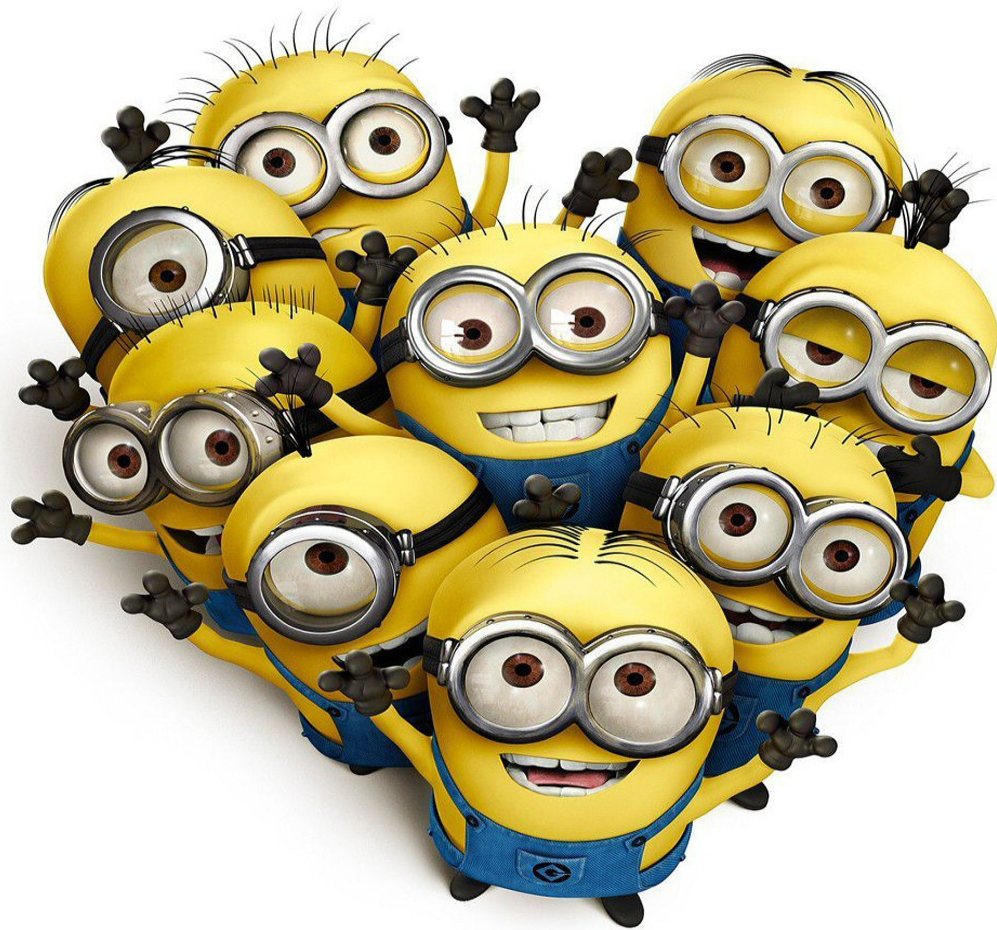
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Thank you!