



Post show report

18th International specialized
exhibition-fair of agricultural products,
equipment, technologies and crafts
October 21 – 24, 2015r

FARMER 2015



General information

Area	<ul style="list-style-type: none">• 2 389 sq m
Exhibitors	<ul style="list-style-type: none">• 338 companies
Participating countries	<ul style="list-style-type: none">• 9 – Austria, Germany, Italy, Moldova, Poland, Romania, Serbia, Turkey, Ukraine
Visitors	<ul style="list-style-type: none">• 16 370 visitors, including:• 15 550 domestic• 820 foreign• 65% professional visitors
Business program	<ul style="list-style-type: none">• 5 seminars• Presentations at exhibitors' stands• Professional contest «Farmer Leader»
Special events	<ul style="list-style-type: none">• Exhibition of breeding animals <i>Animal Show</i>• Fair «Golden autumn»

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Exhibitors

Exhibitors' field of activity

Cultivating produce	25%
Seeds, seedlings of fruit, grape and ornamental plants	22%
Canned fruit and vegetables, dried fruit and vegetables, nuts, beekeeping products	14%
Meat, dairy products, baked products, confectionery, vegetal oil, cereals.....	13%
Domestic animals, poultry.....	9%
Financing and insurance in agriculture.....	6%
Traditional crafts	4%
Gardening instruments	1.8%
Packaging	1.5%
Veterinary	1.5%
Fodder, additives, premixes	1.5%
Greenhouses and hothouses, foil.....	0.7%



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Goals of participation



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Exhibitors

Effectiveness of participation



Number of established contacts:



66% confirmed their participation in 2016

Exhibitor

«We participate in the exhibition for the last 3 years, but this year we see significant positive changes in the organization and approach. For the first time we took part in a free program, promoting our company as exhibitor. As a result, we get targeted visitors, we have established important contacts. In addition, we had meetings with the farmers of the districts of the republic, and we thank the organizers for bringing them, free of charge, to the exhibition.»

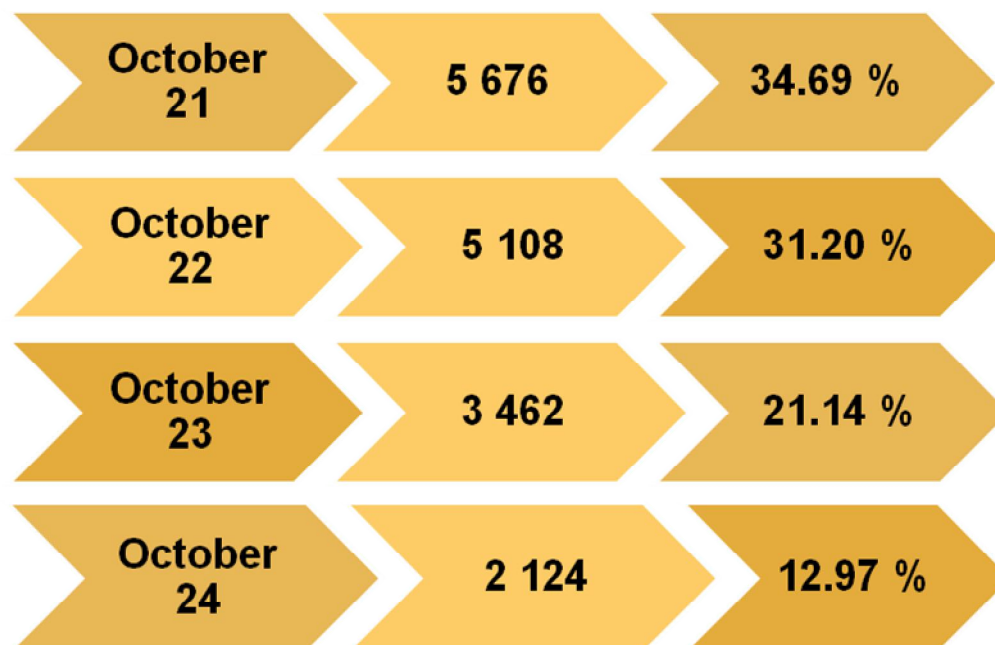
Oleg Cojocar, Director Syngenta Agro Services AG

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Visitors

Daily flow of visitors

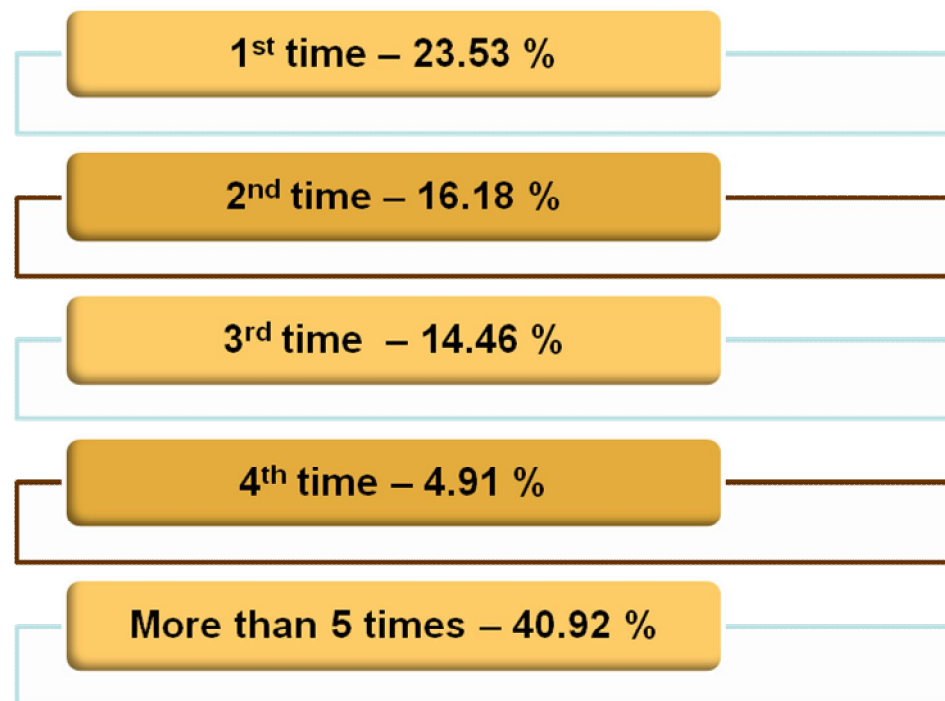


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Visitors

Frequency of visits



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Visitors

Geography of visitors

21.83% – Chişinău municipality

73.17% – Districts of the Republic

(Anenii Noi, Basarabeasca, Bender, Briceni, Balti, Glodeni, Donduseni, Drochia, Dubasari, Edinet, Cantemir, Cahul, Criuleni, Calarasi, Causeni, Cimislia, Leova, Nisporeni, Ocnita, Orhei, Rezina, Riscani, Soroca, Straseneni, Singerei, Taraclia, Telenesti, Ungheni, Floresti, Hincesti, Nisporeni, Soldanesti, Stefan Voda, Ialoveni, as well as Gagauzia and Transnistria - Camenca, Tiraspol, Grigoriopol, Ribnita)

5.00% – from abroad

(Argentina, Belarus, Germany, Hungary, France, Italy, Israel, Poland, Portugal, Romania, Serbia, Spain, Turkey, Ukraine, USA)



«The purpose of our visit was the purchase of equipment, in addition, we met with our partners. The exhibition displayed the necessary equipment for us, both from manufacturers and distributors, allowing us to compare prices and quality. Compared to last year, the exhibition is bigger and more interesting.»

Sergei Cebotari, Administrator GT Cebotari Maria

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Visitors

Products the visitors were interested in:

• Agricultural equipment for small farming units	60.19%
• Gardening tools	26.28%
• Technologies of intensive cultivation of agricultural crops; animals and birds breeding	25.30%
• Agricultural raw materials: cereals, leguminous, oilseeds, industrial crops, fruits, vegetables, grapes	24.07%
• Seeds, sprouts, seedlings	24.07%
• Greenhouses and hothouses	19.65%
• Packaging	17.93%
• Animal husbandry, veterinary medicine	14.25%
• Financing and insurance in agriculture	13.26%
• Products for animal husbandry	12.28%
• Meat, dairy products, baked products, vegetal oil, cereals, beekeeping products	12.28%
• Fodder and premixes	12.03%
• Rural entrepreneurship	12.03%

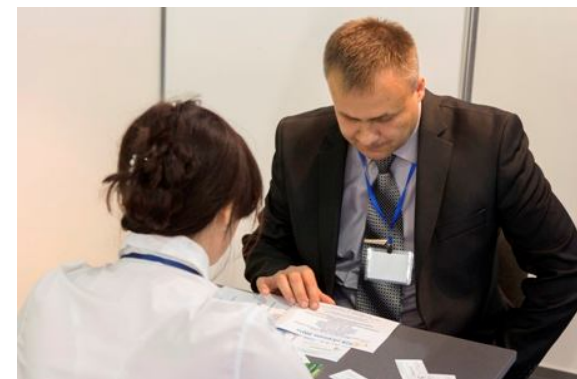
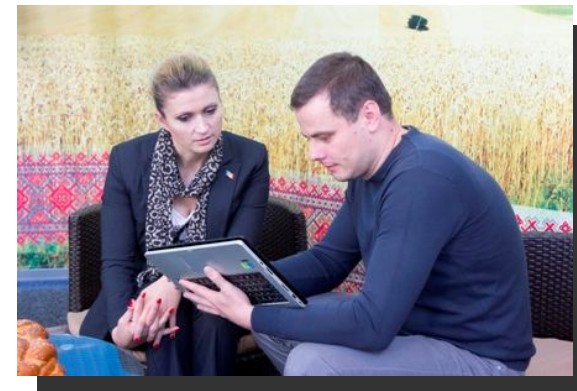
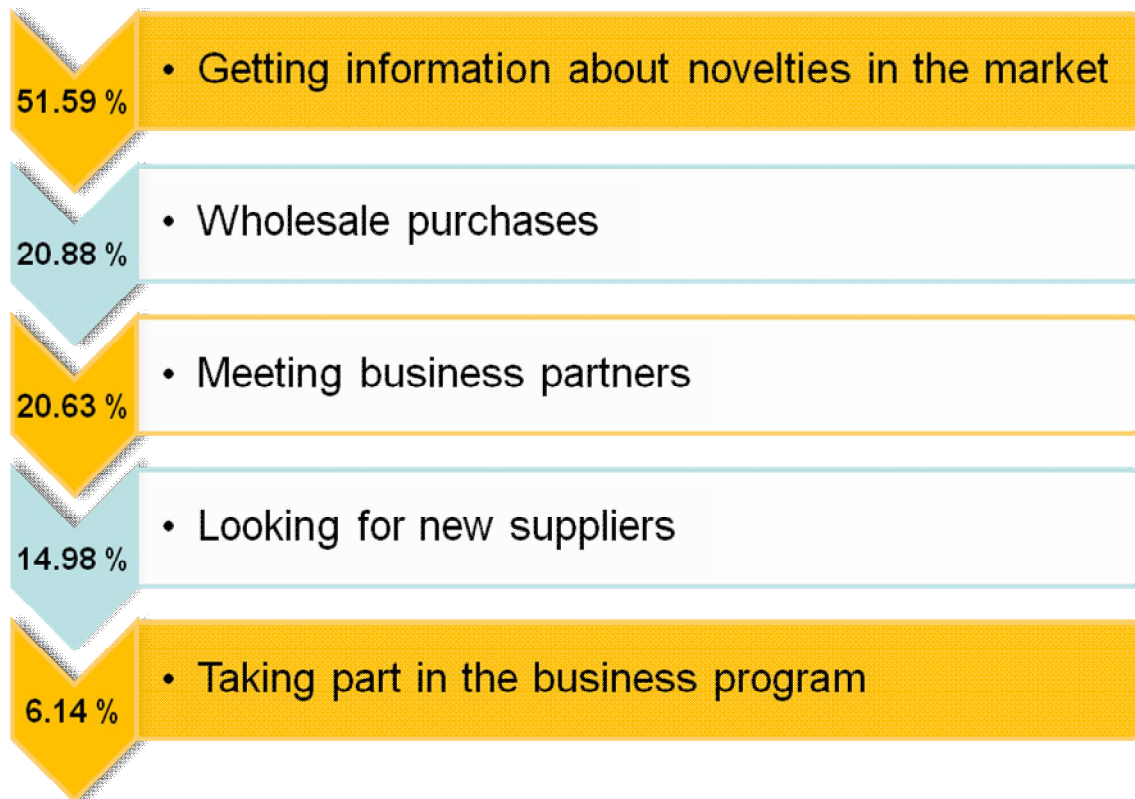


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Visitors

Goals of visiting

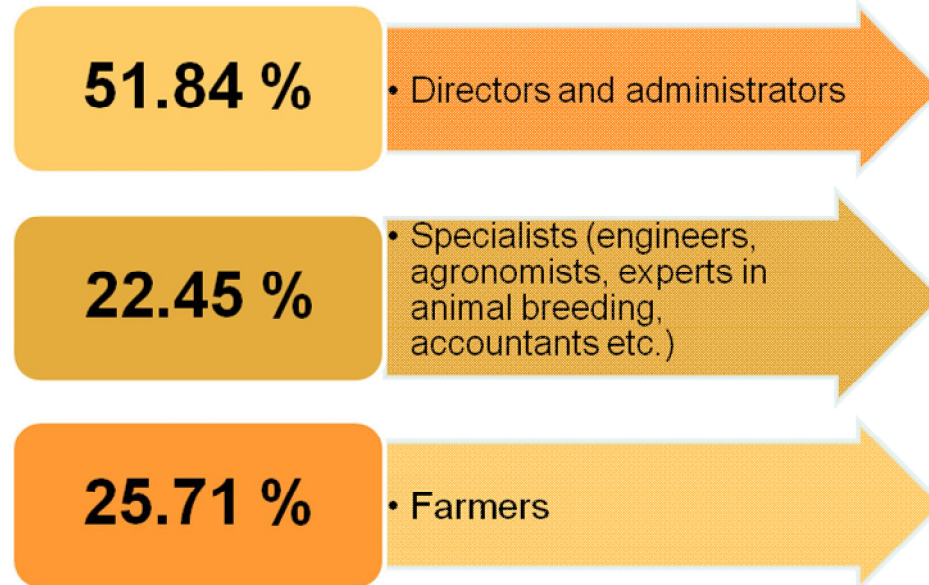


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Visitors

Classification of visitors by job positions



Exhibitor

«The exhibition is an ideal platform for meeting our local and foreign partners. This year, we had fruitful meetings with potential partners for further cooperation.»

Vadim Rosca, Director Sum Agro Service

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Visitors

«Professional Visitor» Program

The “Professional Visitor” program, aimed to organize meetings with professional visitors, gathered 55 companies.



Visitor

«Our company participated for the first time in the Professional Visitor Program. We had a business meeting with Agrochem 2001, a company from Ukraine. The meeting resulted in the signing of a cooperation agreement.»

Vladimir Badiul, Director „СберИнвест» ООО

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Visitors

NEW service - for the first time the organizers provided shuttle buses to bring at the exhibitions farmers from the districts **Balti, Edinet, Glodeni, Straseni, Singerei, Floresti, Donduseni, Orhei, Riscani, Soroca**, as well as from **Gagauzia**.



Visitor

“ For us, a visit to the exhibition is a powerful impetus for further development. We thank the IEC Moldexpo for organizing our visit. This is a very good initiative, we were nicely welcomed, shown around and presented everything. We were particularly interested in the offer of grain drying systems, elevators and granaries. At the exhibition, we compared various proposals of exhibitors and collected useful contacts.”

Nicolai Covali, Administrator “Mecagronomia Plus SRL”, Gagauzia

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Business program

- ✓ Contest «Farmer Leader»;
- ✓ Seminar: Conference on awarding grant certificates;
- ✓ Seminar: Agreement on Deep and Comprehensive Free Trade Area (DCFTA) between the Republic of Moldova and the European Union;
- ✓ Presentation of milking equipment ;
- ✓ Seminar: Effective management of IP rights - enhancing the competitiveness of products and services;
- ✓ Seminar: The problem of remediation of chernozems quality and increase of their production capacity ;
- ✓ Seminar: May Seed & Smartor Platform.



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Business program

Contest «Farmer Leader»

The competition attracted 30 Moldovan farmers. The jury of the contest awarded Grand Prix «FARMER», medals and cash prizes. For the first time the contest was enriched with 2 new categories - "Women Farmers" and "Young Farmers".



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Special events

The exhibition of breeding animals ***Animal Show*** hosted the contest Breeding Animals with a High Genetic Potential



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Exhibitors

Exhibitors' opinions:

«We participate in the exhibition for the first time. The purpose of our participation is to enter the Moldovan market. The exhibition has become an effective tool for market research, where we met the key players. Work at the exhibition allowed us to analyze market opportunities, we have met with potential partners. Our results in the exhibition this year are strong indicators that we must attend the exhibition next year.»

Andreea Ganceanu, Administrator MAC-GMBH, Germany

«The exhibition was a success for us, our stand was visited by specialists, we have contacted directly our target audience and, most importantly, senior staff of companies. We are pleased to have participated in Farmer. I found new contacts and plan future cooperation.»

Alexandr Vozian, Sales Director Agro-Partener SRL

«At the exhibition we have worked intensely, and the quality of visitors this year is worth mentioning. We want to emphasize the effectiveness of shuttle buses, as we had the opportunity to contact our target audience - farmers, from whom we are waiting for feedback.»

Iaroslav Golmezanov, Vice-Director Dakon S.A.

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Organizer:

IEC Moldexpo SA.



Official support:

Ministry of Agriculture and Food Industry of
the Republic of Moldova



National Federation of Farmers of Moldova



FARMER 2016



Welcome to Farmer 2016
October 19 – 22!