

POST SHOW REPORT

15th International specialized exhibition of goods, equipment and raw resources for light industries

MOLDOVA FASHION EXPO
November 5 – 8, 2015



Ministry of Economy
of the Republic of Moldova



APIUS

Asociația patronală
a industriei ușoare



MOLDOVA FASHION WEEK 2015



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TRENDY ZONE

International Fashion Festival ARTPODIUM 2015
Presentation of Moldovan brands in the framework of the project *Straight From the Heart*

Business Program

Seminar: Managing risks in light industries, presentations at the stands
Business Networking Event

Participants – 233, including

exhibitors - 76, participants at ARTPODIUM activities - 157

Participating countries - Austria, Italy, Moldova, Romania, Ukraine

Visitors - 7910, including 7 515 domestic visitors and 395 from abroad : Austria, France, Italy, Romania, Switzerland, Turkey, Ukraine
40% - specialists

Exhibiting area - 1427 sq m

Exhibitors' fields of activity

- 48% knitted goods, ready-made clothes, underwear
- 18% handmade jewelry
- 14% bags and leather goods, footwear
- 6% equipment, technologies, labels
- 6% furs
- 4% textile, accessories and raw materials
- 4% home textile



Exhibitor

The ladies were delighted with the collections we presented, and many of them rushed to buy various items of clothing. We have established many contacts and we hope they will bring us more customers.

Nadejda Gudumac, Director Nikita Rinadi S.R.L.



Goals of participation

- 48%** Sale of products/services
- 46%** Looking for partners/clients
- 40%** Strengthening the image of the company in the market
- 39%** Identifying customers' preferences
- 31%** Launching new products/services
- 18%** Meeting existent partners



Effectiveness of participation

75% of exhibitors are satisfied with the results of their participation
63% confirmed their participation at the next exhibition



53% 1 – 50 business contacts
32% 50 - 100 business contacts
15% 101 - 300 business contacts



Geography of visitors

Domestic visitors:

68% Chişinău

27% Districts: Bender, Bălţi, Călăraşi, Cimişlia, Glodeni, Ialoveni, Străşeni

Foreign visitors:

5% Austria, France, Italy, Romania, Switzerland, Turkey, Ukraine



Visitor

“I came to the exhibition with the aim to study the local market and establish as many contacts as possible. In the future we plan to work with local companies participating in the exhibition.”

Enrico Solaro, Manager, textile manufacture “Nola”, Italy

Daily flow of visitors / Frequency of visits

17.6% November 5 - 1395 visitors
17.1% November 6 - 1353 visitors
37.7% November 7 - 2987 visitors
27.4% November 8 - 2175 visitors



22.3% 1st time
20.5% 2nd time
44.1% 3rd time
14.1% 4 times



Products the visitors were interested in

- 78%** Clothing
- 44%** Knitwear and underwear
- 36%** Shoes
- 24%** Furs and headwear
- 18%** Leather goods
- 18%** Jewelry
- 13%** Home textile
- 12%** Textiles
- 8%** Accessories, threads, yarns
- 7%** Raw materials
- 7 %** Equipment, technologies, packaging



Visitor

“The collections of top designers present the latest fashion trends for ladies in Moldova.”

Daniela Culev, fashion blogger

Classification of visitors by job position

- 38%** Directors and top managers
- 29%** Senior specialists
- 17%** Designers
- 12%** Specialists
- 4%** Dealers



Visitor

“I am visiting Moldova Fashion Expo every year to follow the fashion trends presented by local designers.”

Ana Gamețchi, fashion designer



Goals of visiting

- 58%** Get acquainted with new products and services
- 19 %** Meeting business partners
- 9.4%** Looking for new suppliers
- 5.6%** Wholesale purchases
- 5%** Taking part in seminars
- 3%** Other



Visitor

“Moldova Fashion Expo is where we can see the latest and most beautiful collections. We are following with great interest the offers of local manufacturers.”

Stela Straleu, university teacher



Accompanying Program

International Fashion Festival ARTPODIUM 2015:

- **Contest** of young fashion designers
- **ARTCOLLAGE** – presentation of clothes collections in the category “Artcollection”
- **GALLERY OF MOLDOVA** – the best ethno collections, dedicated to the 15th anniversary of the Fashion Festival in Moldova
- **Fashion Dog Show**
- **GALA PRESENTATION** - presentation of clothes collections of renowned fashion designers, winners of national and international contests and of the honoured guest Ruslan Hvastov (Ukraine)
 - Presentation of clothes collections created by local manufacturers and of national brands in the framework of the project *Straight From the Heart*
 - Seminar: **Managing risks in the light industries**
 - **Business Networking Event**

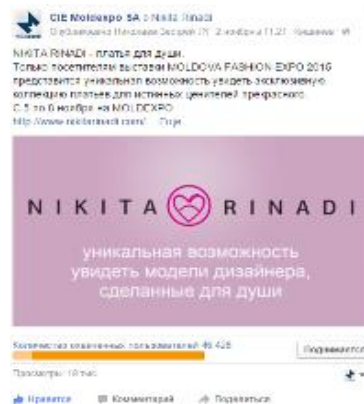


New marketing product

New!

Program Creating Business Contacts

- ❖ Development of the participation concept for the exhibitor
- ❖ Development of the video spot for the exhibitor
- ❖ Placement and promotion of advertisements



Opinions of participants in the CBC program



I participated for the first time in the program of exhibitors' promotion. We were pleased with the video spot. A promotion campaign prior to participation in the exhibition has had a considerable effect - visitors were arriving directly to our booth!

Olga Garacciun, Head of Marketing Department, Ionel S.A.



The brand EHO presented at the exhibition a new clothing collection in casual style. By promoting our brand as a participant in Moldova Fashion Expo we created the "turmoil" we needed. The intriguing content of the advertisement brought us interested customers, ready for business talks.

Evgheni Hudorojcov, fashion designer, Eystil art S.R.L.



Our goal at the exhibition was to find new contacts and to position our products. We prepared in advance for participation through a promotion program organized by IEC Moldexpo. Our promotional video was a huge success on social networks. As a result, we had at the exhibition "our" visitors who were specifically looking for dresses from Nikita Rinaldi.

Nadejda Gudumac, fashion designer, Nikita Rinaldi S.R.L.



We are participating in the exhibition for the first time and we are very satisfied: thanks to the promotional campaign we had many customers who wanted to learn more about our shops and exhibited products .

Eduard Zelter, Director Batistrada

MOLDOVA FASHION WEEK 2015



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MOLDOVA FASHION EXPO 2015



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Moldexpo S.A.

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ARTPODIUM



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MOLDOVA FASHION WEEK 2016



WELCOME TO MOLDOVA FASHION EXPO 2016!
November 3-6