



## Post show report

29th International specialized exhibition  
of equipment and technologies for the  
agro-industrial sector

**MOLDAGROTECH (autumn)**

October 21 – 24, 2015

# MOLDAGROTECH (autumn) 2015



## General information

<b>Area</b>	<ul style="list-style-type: none"><li>• 6 218 sq m</li></ul>
<b>Exhibitors</b>	<ul style="list-style-type: none"><li>• 140 companies</li></ul>
<b>Participating countries</b>	<ul style="list-style-type: none"><li>• 14 – Republic of Moldova, Austria, Czech Republic, Hungary, Germany, Greece, France, Italy, Poland, Romania, Russia, Serbia, Turkey, Ukraine</li></ul>
<b>Visitors</b>	<ul style="list-style-type: none"><li>• 14 490 visitors, including:</li><li>• 13 765 domestic</li><li>• 725 foreign</li><li>• 90% professional visitors</li></ul>
<b>Business program</b>	<ul style="list-style-type: none"><li>• 4 seminars at the stands</li><li>• 2 forums</li><li>• Presentations at the stands of exhibitors</li></ul>
<b>Special events</b>	<ul style="list-style-type: none"><li>• Networking Event</li><li>• Contest «Novelty of the Year»</li></ul>

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Exhibitors

## Fields of exhibitors' activity

Agricultural machinery and equipment.....	34 %
Grains storage systems, silos, hangars .....	12 %
Irrigation and water supply systems in agriculture, land reclamation machinery.....	9 %
Fertilizers and plant protection products.....	7 %
Equipment for animal husbandry.....	7 %
Consulting services .....	7 %
Equipment for food and processing industry .....	5 %
Energy-saving technologies .....	5 %
Equipment for technical services, spare parts, lubricants.....	4 %
Greenhouse technologies, hothouses.....	4 %
Loading vehicles, special transport.....	1 %
Other.....	5 %



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## Goals of participation at the exhibition





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## Effectiveness of participation

94.1 %

Achieved established goals

83.8 %

Satisfied with the exhibition

23.5 %

First-time exhibitors

61% confirmed their participation in 2016



## Number of established contacts

70.6 %

>1-50

19.1 %

>51-100

5.9 %

>101-300

4.4 %

>300

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## Daily flow of visitors

October 21 3 828 26.42 %

October 22 4 828 33.31 %

October 23 3 912 27.0 %

October 24 1 922 13.27 %



Exhibitor

«We are satisfied with the results of the exhibition, the objectives have been achieved. Visitors were well informed, they had a specific purpose of the visit, it significantly increased the efficiency of our activity.»

Andrei Cristache, Sales Director, Frigotehnica, Romania

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## Frequency of visits

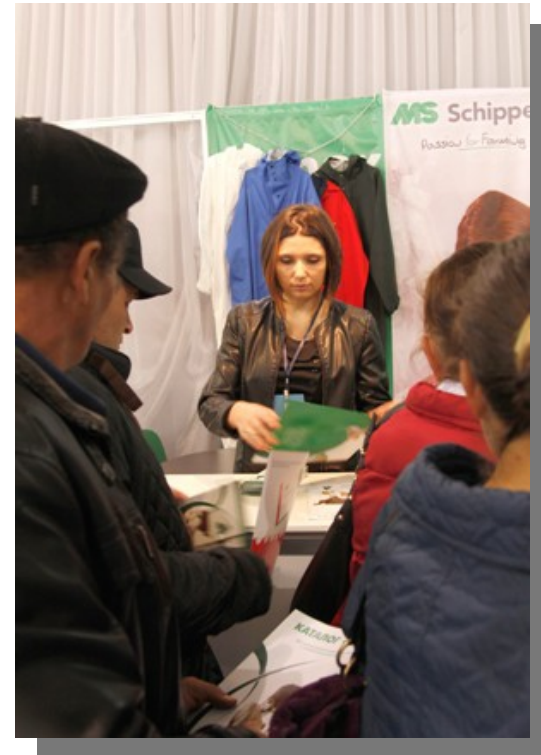
1<sup>st</sup> time – 26.46 %

2<sup>nd</sup> time – 11.66 %

3<sup>rd</sup> time – 12.55 %

4<sup>th</sup> time – 14.35 %

More than 5 times – 34.98 %



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## Geography of visitors

**36.34% – Chisinau municipality**

**58.66% – Districts of the Republic**

(Anenii Noi, Basarabeasca, Bender, Briceni, Balti, Glodeni, Donduseni, Drochia, Dubasari, Edinet, Cantemir, Cahul, Criuleni, Calarasi, Causeni, Leova, Nisporeni, Ocnita, Orhei, Rezina, Riscani, Soroca, Straseni, 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, Hungary, France, Germany, Israel, Italy, Poland, Portugal, Romania, Serbia, Spain, Turkey, Ukraine, USA)



«This is a professionally organized event, where we found all products and services we are interested in, ranging from seedlings and ending with agricultural machinery. It is good that the exhibition is held twice a year, because we are an agricultural country, and the exhibition gives us a strong motivation to keep up with the times».

**Mihail Lesii, director „Agro Cristi” SRL**



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## Interests at the exhibition

• Equipment and machinery for the agri-business	72.20%
• Irrigation and water supply systems in agriculture, land reclamation machinery	25.44%
• Fertilizers and plant protection products	25.12%
• Greenhouses, hothouses	23.77%
• Equipment for food and processing industry	16.15%
• Resource-saving technologies	13.91%
• Feed mill equipment	12.11%
• Equipment for animal husbandry	12.10%
• Consulting services	11.10%
• Loading vehicles, special transport	10.12%



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## Goals of visiting

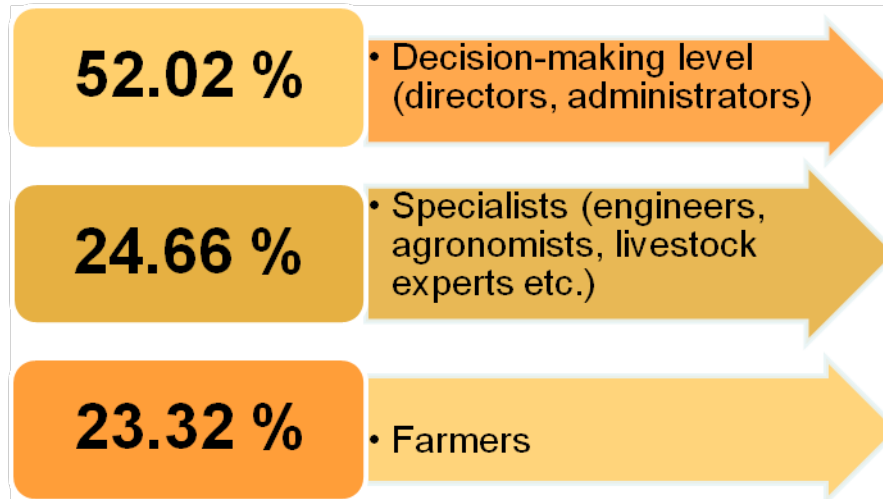


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Visitors

## Classification of visitors by job position



Visitor

“Work at the exhibition was extremely interesting and productive. We found new partners, with whom we plan to cooperate in the future, also got acquainted with agricultural technical innovations. We’ll surely visit the spring Moldagrotech. We are already aware that we’ll become regular visitors to the exhibition.”

Ion Mirza, administrator „Chir Agro Group” SRL



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## Program «Professional visitor»

The “Professional Visitor” program, aimed to organize meetings with professional visitors, gathered 53 companies.



Exhibitor

“At the exhibition we traditionally hold meetings with our potential customers and partners in order to find mutually rewarding solutions. For us, the exhibition is an important marketing tool. This year the exhibition has exceeded our expectations in terms of quality and quantity of visitors. “

**Igor Ciudni, head of marketing and sales department «WT AGROPROFI»**



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## Business program

- ✓ International contest «Novelty of the Year»
- ✓ Forum: Possibilities of Czech-Moldovan cooperation in the agro-industrial and food sector
- ✓ Forum: Innovative irrigation systems in Moldova
- ✓ Roundtable: Social protection and agriculture: How to break the vicious circle of poverty in rural areas
- ✓ Seminar: Trends in modern processing of fruit and vegetables

- ✓ Seminar: Quality control of milk and artificial insemination in cattle breeding
- ✓ Seminar: The problem of remediation of chernozems quality and increase of their production capacity
- ✓ Presentation. Biologization of agriculture. Importance and application of mycoparasitic fungi in the soil as prophylaxis against fungal diseases

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## Business program

### International contest «Novelty of the Year»

The competition attracted 26 companies – manufacturers and distributors, which presented 42 exhibits - equipment, phytosanitary products and fertilizers. The jury awarded 12 gold, 14 silver and 10 bronze trophies, as well as diplomas and cash prizes.



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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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Another novelty at the exhibition was the NETWORKING EVENT – a business event aimed at the formation of business contacts. Each participant gathered more than 20 personal business contacts.





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## Exhibitors' opinions

«We are a Romanian company, participating in the exhibition for many years. This year we were also able to establish partnerships with companies from Moldova. The event was very well organized. We consider the cost of participation as an investment.»

**Gheorghe Babau, General Manager, Axe Consulting,  
(Romania)**

«We participate in Moldagrotech every year, here we find our target audience and customers with whom we have established long-term cooperation. The exhibition gives us the opportunity to promote our company and products. In my vision, to participate in the exhibition is to be among the strongest players in the market.»

**Ruslan Dumbravean, founder of Agro Sera Prim SRL**

«We decided to participate in the exhibition because it is a very effective promotional tool. We do not have an official representation in Moldova, so it's only here that we can achieve our goals and impose ourselves in the market of Moldova.»

**Ion Negru, Director consultant, Inox Center (Romania)**

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## Contacts

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### Organizer:

IEC Moldexpo SA.



### Official support:

Ministry of Agriculture and Food Industry of  
the Republic of Moldova



### General sponsor:



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**Welcome to Moldagrotech (autumn) 2016!**  
**October 19 - 22**