



PACKAGING. DEPOT 2016

**21st International Specialized Exhibition
of packaging, packing materials and
equipment for their production**

May 25 – 28, 2016

Post-event report

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Organizer:

IEC MOLDEXPO SA

Official support :

Ministry of Agriculture and Food Industry of the Republic of Moldova

Partner:

Plasma RTI SRL

Main media partner:

AGRO TV Moldova



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The exhibition in figures

Area

- 269 sq m

Exhibitors

- 24 companies

**Participating
countries**

- Moldova, Poland, Romania, Serbia,
- Ukraine

Visitors

- 3 803 persons, including
- 3 485 from Moldova
- 318 from abroad

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Events at the exhibition

- **Business Networking Event;**
- **Masterclasses and raffles:**
 - Principle of palletizing exported products;
 - Meeting of representatives of the packaging industry with producers of agricultural goods
- **Presentations of equipment;**
- **Business platform:**
 - Global Trends In the Packaging of Bakery Products
- **Consulting in the field of intellectual property**



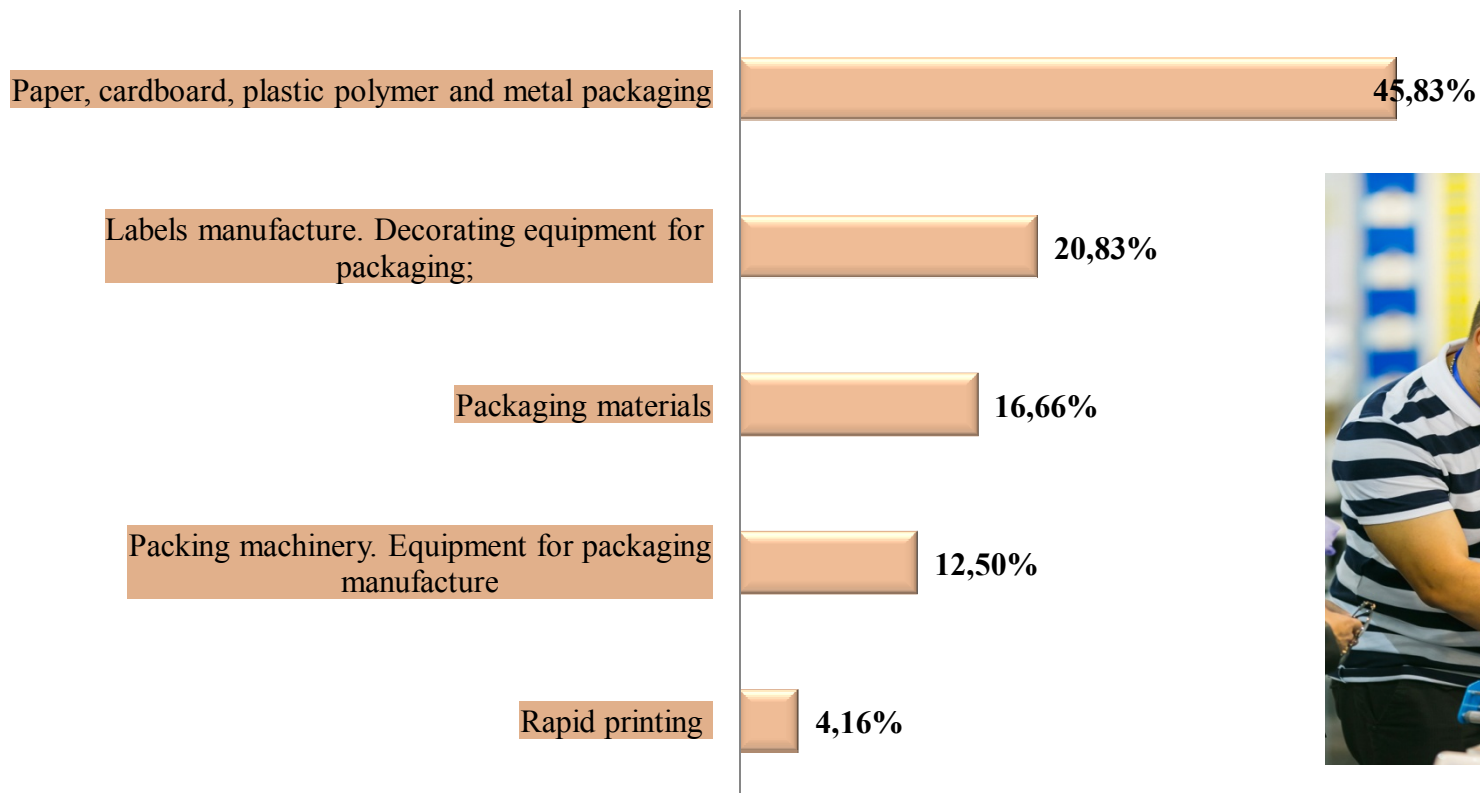
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Exhibitors

Classification of exhibitors by fields of activity



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Exhibitors

Objectives of participation



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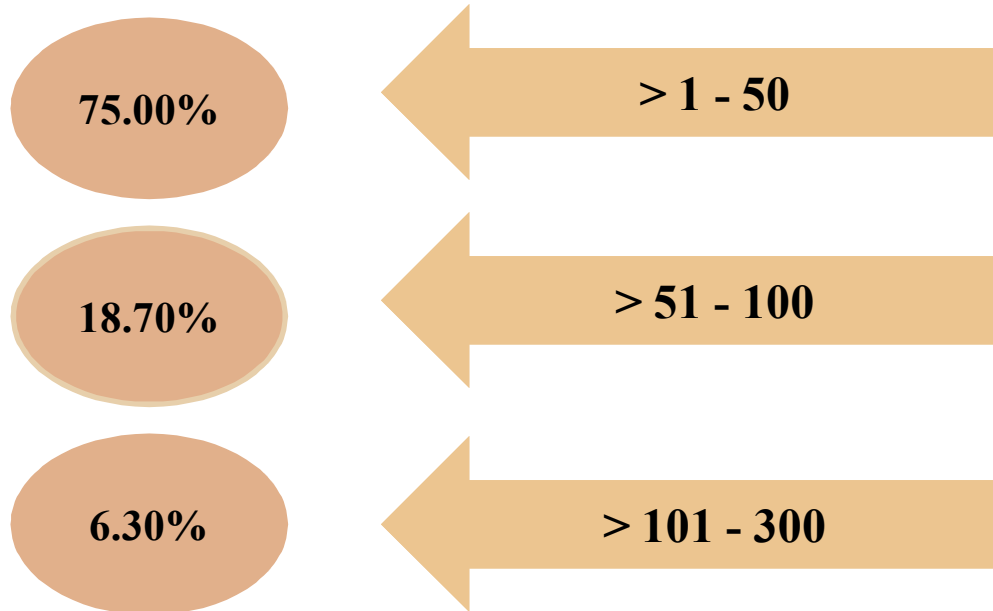


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Exhibitors

Effectiveness of participation

Number of contacts made at the exhibition:



97.5 % of exhibitors achieved the established goals

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CBC on Expo (Creating Business Contacts)

Program for establishing business contacts at the exhibition

Tools of the program:

- Catalogue of new products;
- Advertising campaign of the exhibitor, placement and promotion on social networks;
- Simultaneous online and offline presentation of the brand (video spot made at the exhibitor's stand and its placement on social networks);
- Professional Visitor Program, where 64 business meetings were organized;
- Business Networking Event – enhancing the making of contacts.



“I was satisfied with the exhibition, especially with the Professional Visitor Program which helped us establish contacts with companies, both local and foreign. Now we are negotiating the terms of our future cooperation with our new customers.

Anatol Ștepa, Director, Barleta SRL

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Visitors

Daily flow of visitors

- 27.62% – May 25 – 1050 persons
- 30.03% – May 26 – 1144 persons
- 23.66% – May 27 – 900 persons
- 18.64% – May 28 – 709 persons



Frequency of visits

- 54.30% – loyal visitors
- 45.70% – new visitors



“Participation in the exhibition was a good opportunity to study the market and to present the last of our elaborations in packaging. The opinions of visitors show that our products can represent a serious competition for Moldovan companies. We are happy with the results.»

Igor Ivanov, Director Development and Marketing, Aventin (Ukraine)

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Geography of visitors

50.07% – Chişinău

41.49% – Districts (Anenii Noi, Basarabeasca, Briceni, Cahul, Causeni, Cimislia, Comrat, Donduseni, Edinet, Falesti, Hincesti, Ialoveni, Leova, Nisporeni, Orhei, Rezina, Riscani, Soroca, Straseni, Singerei, Ştefan Vodă, Taraclia, Telenesti, Tiraspol, Ungheni, Gagauzia)

**8.44% – From abroad
(France, Germany, Italy, Poland, Romania,
Russia, Turkey, Ukraine, USA, Uzbekistan)**

Visitors



90% of attendees are professional visitors

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What the visitors were interested in

Visitors

- 36.62% – Packing materials
- 35.83% – Equipment for the manufacture of packaging
- 34.75% – Manufacture of labels
- 18.06% – Packing equipment and lines
- 15.65% – Cash registers and weighing equipment
- 11.42% – Lifting-transporting equipment



«The objectives of our company at the exhibition were attained. We have only positive impressions. I would like to thank the organizers for the program “Professional Visitor”. We are very happy that we had at the stand informed and motivated visitors.»

Alexandru Țurcan, Head Sales Department, Propac SRL

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Visitors

Classification of visitors by job positions

33.58% – Directors and heads of departments

45.26% – Managers (engineers, administrators, accountants, distributors etc.)

21.16% – Specialists (merchandisers, technologists, consultants etc.)



My goal at the exhibition, as a professional visitor, is to study the trends in the packaging market, including the foreign market, and also to find new business partners. I liked the professional organization of the event, it was easy to find the stands you were looking for, I had the opportunity to establish contacts in a relaxed atmosphere.

Marian Constantin, Director , Sunpack (Moldova)

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Visitors

Reasons for visiting

- 52.45% – Looking for new suppliers**
- 40.73% – Purchasing products**
- 33.62% – Business meetings**
- 17.45% – Taking part in the business program**
- 4.52% – Other**



“Our company participates in the exhibition for the second time. Our goal is to attract new partners. The goals have been met this year, and we will certainly participate in future exhibitions. “

Evghenii Croitor, Manager Marketing, Copertina-Pac

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Contacts

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The team of Packaging. Depot

See you at Packaging. Depot 2017!