

23rd International specialized exhibition of equipment and technologies for the food processing industry

May 25 – 28, 2016

Post-event report



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





The exhibition in figures

Area	• 644 sq m	
Exhibitors	• 30 companies	
Participating countries	•7(Moldova, France, Germany, Italy, Ro mania, Romania, Turkey, Ukraine)	
Visitors	•3 803 persons including •3 482 from the Republic of Moldova •321 from abroad	



- 5th International Gastronomic Championship;
- Masterclasses conducted by:
 - -brand-barmen MONIN (Russia);
 - brand-sales manager ISI (Belgium);
 - representative of the company Rational;
- Presentation of the technology of baking pastries from frozen dough;
- French pastry.
- Demonstration of equipment functioning.



May

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Commercial equipment and accessories for supermarkets and shops Freezing equipment, compressors, pumps Software for the food industry Technologies and equipment for the manufacture of: • bakery products and pasta • meat and dairy products • confectionery Standardization of technological processes Equipment and kitchenware for restaurants, cafes, bars, fast food Ventilation and air conditioning systems	16.66% 14.28% 13.33% 10.00% 10.00% 5.71% 8.30% 6.66% 3.33%	<image/>
cafes, bars, fast food		
Ventilation and air conditioning systems Other	3.33%	
Other	1.00 %	

"Our company is a permanent participant of the exhibition Food Technology, where we demonstrate our equipment in action. This year, we had a lot of positive feedback - we had many visitors at the stand, more and more people are aware of our brand. We achieved our current objectives , so in future we plan to expand our presence at the exhibition."

Justin Legomba, Commercial representative, BONGARD in Moldova

May 25 – 28

Objectives of participation in the exhibition Exhibitors • Looking for partners and clients 85.6% • Meeting existing partners 82.5% • Launching new products / services 61.4% • Consolidating the image in the market • Selling products / services at the stand 8.0%

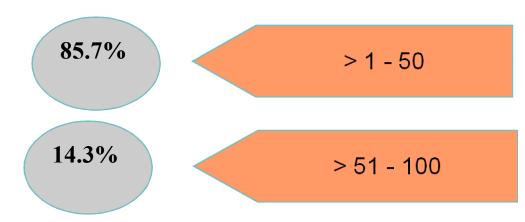
«We appreciated the organization of the exhibition at the highest level: we have received substantial support in promoting our company. I saw here a professional approach, and this helped us to communicate with our target audience, to actually find new customers.»

Simona Vasile, Financial Manager, Stellas Consulting SRL (Romania)

May 25 – 28

Effectiveness of participation

Number of contacts made at the exhibition:



57% of exhibitors achieved their goals

43% of exhibitors are loyal participants (take part in the event for a number of editions)





«For the fifth consecutive year we participate in the exhibition, it is an indispensable part of our marketing plan. The exhibition met our expectation: out of the total number of professional visitors who visited our stand, a big number became clients of the company. It is important to note that our visitors represented our target group».

Alexandru Lupaşcu, Director, Cart-Cedru SRL

Exhibitors



Visitors

Daily flow of visitors:

28.26% - May 25 - 1.075 persons 29.44% - May 26 - 1.119 persons 23.74% - May 27 - 903 persons 18.56% - May 28 - 706 persons

Frequency of visits

56.40% – loyal visitors 43.60% – new visitors



«Participation in the exhibition this year has given us informed visitors, new customers and contacts. I should mention, in particular, that we successfully introduced our new development Kitchen Aid». *Viorel Plăcintă, Marketing Director, MGM SRL*



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

Tools of the program:

- Catalogue of new products;
- Making a video spot about the exhibitor's participation in the exhibition and its placement on social networks;
- Online and offline conceptual promotion of the brand;
- Professional Visitor Program, where 17 companies took part and 474 business meetings were organized;
- Business Networking Event enhancing the making of contacts.



«I visited the exhibition as a professional visitor. The results of the exhibition can be assessed as positive. In the framework of the program "Professional Visitor" I visited the stands which interested me: our company is looking for new deals and here I found new opportunities for collaboration.».

Leonid Cotogoi, General Director, Nivalli SRL

Visitors' geography

50.07% – Chişinău

41.49% – Districts of Moldova (Anenii Noi, Basarabeasca, Briceni, Cahul, Căuşeni, Cimişlia, Comrat, Donduşeni, Edineţ, Făleşti, Hînceşti, Ialoveni, Leova, Nisporeni, Orhei, Rezina, Rîşcani, Soroca, Sîngerei, Străşeni, Ştefan Vodă, Taraclia, Teleneşti, Tiraspol, Ungheni, Găgăuzia)

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

Soldäreşti Bălţi Rezina Urgheni Oriei Călăraşti Strășeni Chișinău Hinceşti Taloveni Bender Cimişlia

90% of attendees are professional visitors

Visitors

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What the visitors were interested in

- 40.12% Technologies, machinery and equipment for food processing
- 9.02% Equipment and kitchen ware for restaurants, bars, cafes, fast-food
- 22.11% Refrigerators, compressors, pumps
- 18.48% Commercial equipment and accessories for shops and supermarkets
- 15.16% Computerized systems for the food processing companies
- 13.74% Standardization of manufacturing methods
- 14.84% Ventilation and air conditioning systems
- 17.06% Professional cleaning products, detergents and disinfectants





Visitors



Visitors

Structure of visitors by job position

- **28.67%** Directors and managers of companies
- 35.66% Managers
- 35.67% Specialists (chefs, cooks, merchandisers, confectioners, technologists)



"Participation in the exhibition means to us, first of all, contacts and new customers. Exhibition itself has been a positive experience, we have established interesting contacts and we had the opportunity to have pre-arranged meetings with professional visitors, including well-known companies, in the framework of the Professional Visitor Program.»

Ruslan Ivanov, General Directorl of the RTI group of companies



Visitors

Reasons for visiting

- 33.15% Purchasing necessary equipment
 26.19% Looking for new suppliers
 23.13% Business meetings
 14.31% Taking part in the business program
- 3.22% Other



"We had a great opportunity to get acquainted with the latest developments in technology, we have already begun to cooperate with some companies. Overall, in terms of displayed equipment, the exhibition can be considered very advanced. In addition, we found new customers. Thanks to the good organization of the event, I found from the start companies that interest me».

Nicolai Moraru, Director, Roșiori-Lux SRL



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Team of Food Technology

See you at Food Technology 2017!