



## FOOD TECHNOLOGY 2016

**23<sup>rd</sup> International specialized exhibition  
of equipment and technologies  
for the food processing industry**

**May 25 – 28, 2016**

**Post-event report**

# FOOD TECHNOLOGY 2016



May  
25 – 28

**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**



**RTI**  
fii efectiv



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## The exhibition in figures

**Area**

• **644 sq m**

**Exhibitors**

• **30 companies**

**Participating  
countries**

• **7 (Moldova, France, Germany, Italy, Romania, Romania, Turkey, Ukraine)**

**Visitors**

• **3 803 persons including**  
• **3 482 from the Republic of Moldova**  
• **321 from abroad**

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## Events in the framework of the exhibition

- **5<sup>th</sup> 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.**





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## Exhibitors' fields of activity

Commercial equipment and accessories for supermarkets and shops	16.66%
Freezing equipment, compressors, pumps	14.28%
Software for the food industry	13.33%
Technologies and equipment for the manufacture of:	
- bakery products and pasta	10.00%
- meat and dairy products	10.00%
- confectionery	5.71%
Standardization of technological processes	8.30%
Equipment and kitchenware for restaurants, cafes, bars, fast food	6.66%
Ventilation and air conditioning systems	3.33%
Other	7.80%

## Exhibitors



“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*

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## Objectives of participation in the exhibition



## Exhibitors



«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)*

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## Effectiveness of participation

## Exhibitors

Number of contacts made at the exhibition:

85.7%

> 1 - 50

14.3%

> 51 - 100

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 Lupașcu, Director, Cart-Cedru SRL*



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## 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*

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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;
- 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*



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## Visitors

### 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)**



**90% of attendees are professional visitors**

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## Visitors

### 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



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## 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 Director of the RTI group of companies***



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## 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, Roşiori-Lux SRL*

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## Contacts

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**Team of Food Technology**

**See you at Food Technology 2017!**