

# MOLDAGROTECH spring 2015



28<sup>th</sup> International specialized exhibition  
of equipment and technologies for the  
agro-industrial complex  
March 4 - 7, 2015

## POST EXHIBITION REPORT

# MOLDAGROTECH spring 2015



## Organizer:

IEC MOLDEXPO JSC

## Official support :

Ministry of Agriculture and Food Industry  
of the Republic of Moldova

## General sponsor :



# MOLDAGROTECH spring 2015



## ENTRY INFO

The International specialized exhibition MOLDAGROTECH is approved by **UFI (The Global Association of the Exhibition Industry)**, confirming the high standards and excellent results of the exhibition.



MOLDAGROTECH spring is currently an epicenter of business meetings and negotiations where the professionals of the agri-industrial sector assess the situation in this field and the potential of the market.

This year we launched a new service for visitors – online registration in order to identify prospective clients.



# MOLDAGROTECH spring 2015



## The exhibition in figures:

**126 participating companies**

**15 900 visitors**

**3 679 sq m of exhibiting area**

**10 participating countries: Moldova, Romania, Ukraine, Russia, Austria, Czech Republic, Germany, Lithuania, Poland, Hungary**





# MOLDAGROTECH spring 2015



The number of participating companies increased by 10% compared to 2014

This year, 27 companies were first-time participants, 8% more than in 2014

## 10 participating countries:



Moldova



Austria



Hungary



Germany



Lithuania



Poland



Russia



Romania



Ukraine



Czech Republic



# MOLDAGROTECH spring 2015

## Exhibitors' field of activity:

- 37% - Agricultural machinery
- 14% - Planting stock, flowers, fruit trees, herbs
- 11% - Financing and insurance in agriculture
- 7% - Water supply and irrigation systems in agriculture, land-reclamation machinery, hydroelectric stations
- 7% - Production of compound feed
- 6% - Hothouses, nurseries, films for greenhouses
- 5% - Garden tools
- 4% - Equipment for food and processing industry
- 4% - Farming equipment
- 3% - Transportation packaging
- 2% - Fertilizers and plant protection products



Exhibitor

**«... The displayed machinery are the top of agricultural equipment from renowned manufacturers. We are also impressed by the equipment of Moldovan manufacturers – they are up to modern requirements ...»**

*Roman Gurali, Executive director, АГРОМАШ (Ukraine)*





# MOLDAGROTECH spring 2015

## Objectives of participation in the exhibition:

- 22.2% - Looking for new clients
- 12.5% - Launching new products/services on the market
- 11.7% - Looking for partners
- 11.7% - Strengthening the image of the company on the market
- 11.7% - Selling products/services
- 11.7% - Identifying clients' preferences
- 9.6% - Assessing the market and the competitive environment
- 8.9% - Strengthening existent business contacts

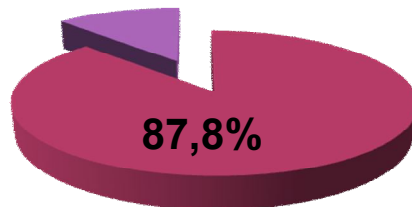


The exhibition is an event of national importance, a forum where the achievements of the agricultural sector of Moldova are presented and the requirements of the sector are outlined, but also a place where the global achievements and trends in efficient agriculture are displayed.

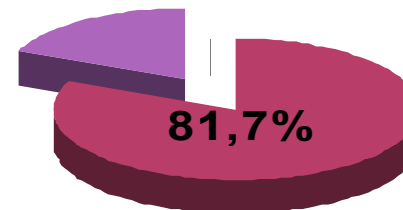


# MOLDAGROTECH spring 2015

**87,8%**  
of participants  
noted the improved efficiency of  
participation in the exhibition



**81,7%**  
confirmed their participation  
at the exhibition in 2016



Exhibitor

«... The exhibition ensures the recognition of our brand in Moldova, helps us to establish new partnerships. At the exhibition we signed circa ten preliminary cooperation contracts ...»  
*Csaba Demeter, expert in marketing, FRISOMAT (Romania)*



Exhibitors



# MOLDAGROTECH spring 2015

## Business program and special events

- ◉ Business program: 14 seminars, roundtables, presentations, consulting sessions, involving over 560 specialists.
- ◉ 15 companies took part in the International contest “**Useful for Moldova**”, where 21 samples were showcased.

The **GRAND PRIX** was awarded to the company **MOLDAGROTEHNICA**



- ◉ 1000 sq m and 90 participants in the Fair of seeds and planting stock.



# MOLDAGROTECH spring 2015

## Geography of visitors

- Bălți – 1%
- Dondușeni – 1%
- Sîngerei – 1%
- Taraclia – 0.80%
- Comrat – 0.40%
- Basarabeasca – 0.40%
- Rezina – 2.41%
- Cahul – 2.21%
- Edineț - 1.61%
- Strășeni – 2.21%
- Drochia – 2.01%
- Șoldănești – 1.81%
- Briceni – 1.81%
- Glodeni – 1.81%
- Leova – 1.81%
- Râșcani – 1.61%
- Călărași – 1.61%
- Transnistria - 2.61%



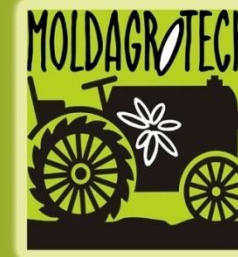
- Chișinău - 21.08%
- Ialoveni - 7.03%
- Orhei - 3.82%
- Anenii Noi - 3.61%
- Criuleni - 3.41%
- Telenești - 3.41%
- Cantemir - 3.21%
- Cimișlia - 3.21%
- Stefan Vodă - 3.01%
- Hincesti - 3.01%
- Caușeni - 2.81%
- Florești - 2.81%
- Soroca – 1.41%
- Fălești – 1.41
- Ungheni – 1.20%
- Nisporeni – 1.20%
- Ocnița – 1.20%

Visitor

«... I am a farmer and I am coming to the exhibition every year to buy seeds directly from producers, at lower prices. Here we can compare the variety and quality of local products with those imported. ...»

*Mircea Burduja, farmer*

Visitors



# MOLDAGROTECH spring 2015

## Foreign visitors: 5.04%

- Greece
- Ukraine
- Russia
- Turkey
- Belarus
- Denmark
- Italy
- Netherlands
- Armenia
- Romania



Visitor

«... The exhibition gives the best overview of innovations and opportunities. It is important to be aware of everything new and understand current requirements, this helps us in making important decisions...»

*Vitalii Foirime, director, ECHITATE*

Visitors



ufi  
Approved  
Event

# MOLDAGROTECH spring 2015

## VISITORS' FLOW DAY BY DAY

- March 4 – 3536 persons – 22.23%
- March 5 – 5112 persons – 32.40%
- March 6 – 4856 persons – 29.68%
- March 7 – 2396 persons – 15.69%

## How often you visit the exhibition

- First-time visitors - 11.93%
- Permanent visitors – 88.07%

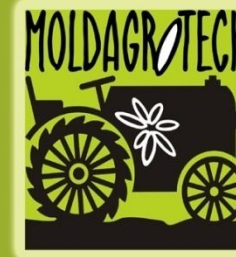


Visitor

«... Every year, the exhibition is displaying impressive innovative technologies for an efficient agricultural production ...»

*Vitalie Dragancea, General director, National Institute of Metrology*





# MOLDAGROTECH spring 2015

## STRUCTURE OF VISITORS by their interest in various categories of products and services

\* (Data based on the survey of 500 persons)

- 67.28% - Agricultural machinery
- 5.02% - Planting stock and seeds
- 4.02% - Fertilizers and plant protection products
- 3.67% - Water supply and irrigation systems
- 3.19% - Financing and insurance in agriculture
- 3.96% - Technologies of crops intensive cultivation
- 4.25% - Hothouses, nurseries, sheets for greenhouses
- 3.16% - Equipment for food and processing industry
- 2.00% - Transportation packaging
- 1.42% - Production of compound feed
- 1.77% - Garden tools
- 0.26% - Other



Visitor

«... At the exhibition we want to purchase a modern tractor. We are glad that here we can see and compare machinery from different manufacturers. We are very pleased with the level of organization of the exhibition - everything is well thought out and orderly ...»

*Ghenadie Mocanu, Director, PARMA*



# MOLDAGROTECH spring 2015

## STRUCTURE OF VISITORS BY JOB POSITION

- **28.5%** - Top managers and heads of departments
- **32.7%** - Managers (engineers, agronomists, administrators, technologists)
- **38,8%** - Farmers



Moldagrotech 2015 is a business forum reflecting the development trends in the agriculture of the Republic of Moldova.

Visitor

«... The exhibition is very productive. 7 out of 10 visitors are potential customers. The exhibition offers the opportunity to make actual sales – we sold at the stand some agricultural equipment, exhibited as models ....»

*Veaceslav Zhurba, manager, ATC - AGROTECHCOMERȚ*

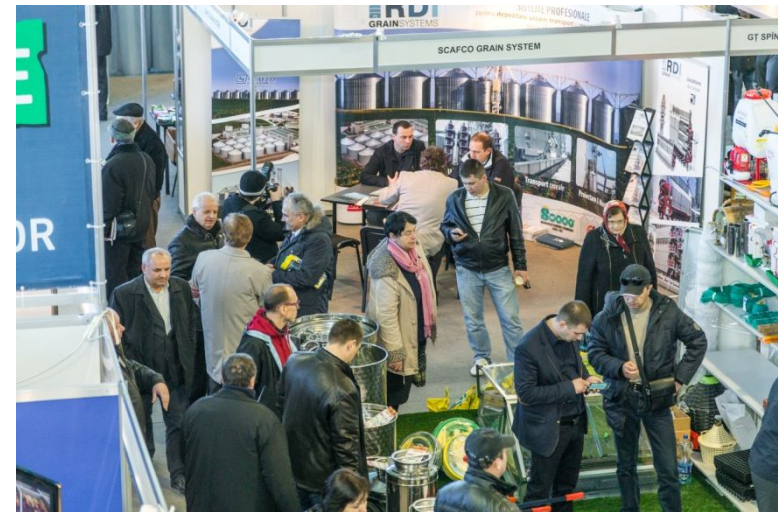




# MOLDAGROTECH spring 2015

## REASON FOR VISITING

- 34.51% - Purchasing products
- 22.98% - Finding new providers
- 21.65% - Meeting existing business partners
- 10.24% - Taking part in seminars
- 7.74% - Wholesale purchases
- 2.88% - Getting acquainted with the innovations on the market



Moldagrotech (spring) is a 100% B2B event, where the needs and opportunities of the market are evaluated, latest trends are presented and stringent issues of the sector are discussed.

Visitor

«... I came to the exhibition because I am seeking a distribution market for the processed products of my company. I had a series of important meetings and now I am awaiting the outcome, I hope it will be good...»  
*Ivan Malac, Director, ENIIGEA*

# MOLDAGROTECH spring 2015



## Contacts

### Project coordinator:

Svetlana Ghelan

[ghelan@moldexpo.md](mailto:ghelan@moldexpo.md)

### Managers:

Natalia Mîrzenco

[natalia@moldexpo.md](mailto:natalia@moldexpo.md)

Aliona Maloghin

[aliona@moldexpo.md](mailto:aliona@moldexpo.md)

### Marketing specialist:

Inna Borsci

[marketing3@moldexpo.md](mailto:marketing3@moldexpo.md)

### IEC Moldexpo JSC

1 Ghiocelilor str., MD-2008 Chisinau, Republic of Moldova

Phone: +373 22/ 810-410; 810-403; 810-412; 810-431

[en.moldagrotech2.moldexpo.md](http://en.moldagrotech2.moldexpo.md)

# MOLDAGROTECH spring 2015



Welcome  
to Moldagrotech (spring) 2016!