



**REPORT**

**FARMER**

October 19-22, 2016

19th International specialized  
exhibition-fair of agricultural  
products, equipment,  
technologies and crafts

## Organizer



## Official support:

**Ministry of Agriculture and Food Industry of the  
Republic of Moldova**

**National Farmers Federation of Moldova**

**Media partner:**





## **FARMER is:**

**The most efficient way to enter the agricultural market of Moldova.**

**Unique opportunity to assess the Moldovan market potential, its investment attractiveness**

**Presentation of the achievements of the best farms and agricultural enterprises of Moldova.**

**A platform for establishing business contacts between scientific centers and scientific- manufacturing enterprises to devise joint projects for research and development.**

**The opportunity to sign contracts with farmers for the supply of equipment, seeds, veterinary medicines. Also, the exhibition provides an opportunity for farmers to sell their products at the fair "Golden Autumn".**



## The exhibition in figures:

**Area**

**1255 sq. m, including:**

Indoor – 1052 sq m

Outdoor – 203 sq m

**Exhibitors**

**247 companies**

**Participating  
countries**

**Denmark, Germany, Italy, Republic of Moldova,  
Republic Czech , Romania, Russian Federation,  
Ukraine.**

**Visitors**

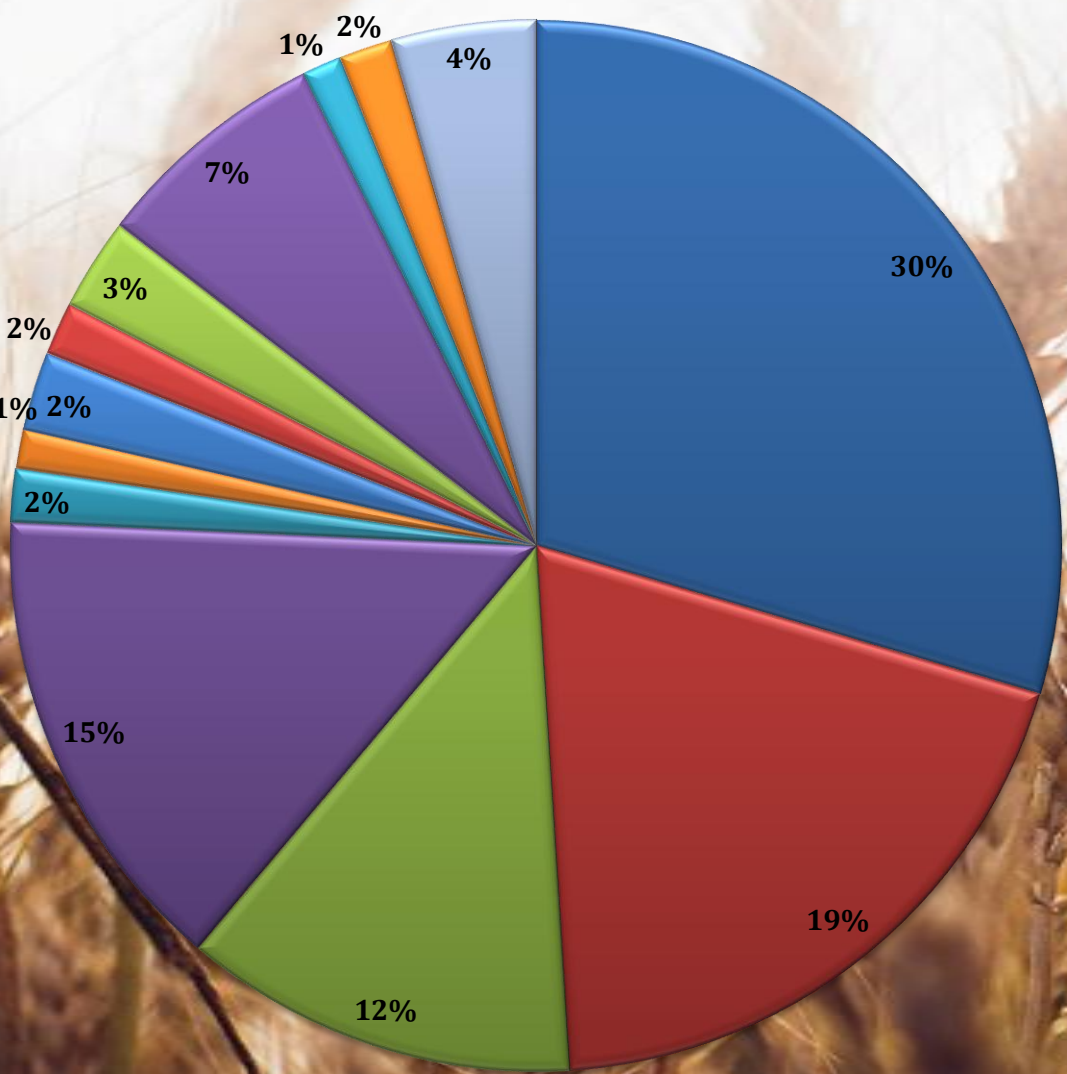
**20366 people, out of them:**

**72% professional visitors**

**4,8% visitors from abroad**



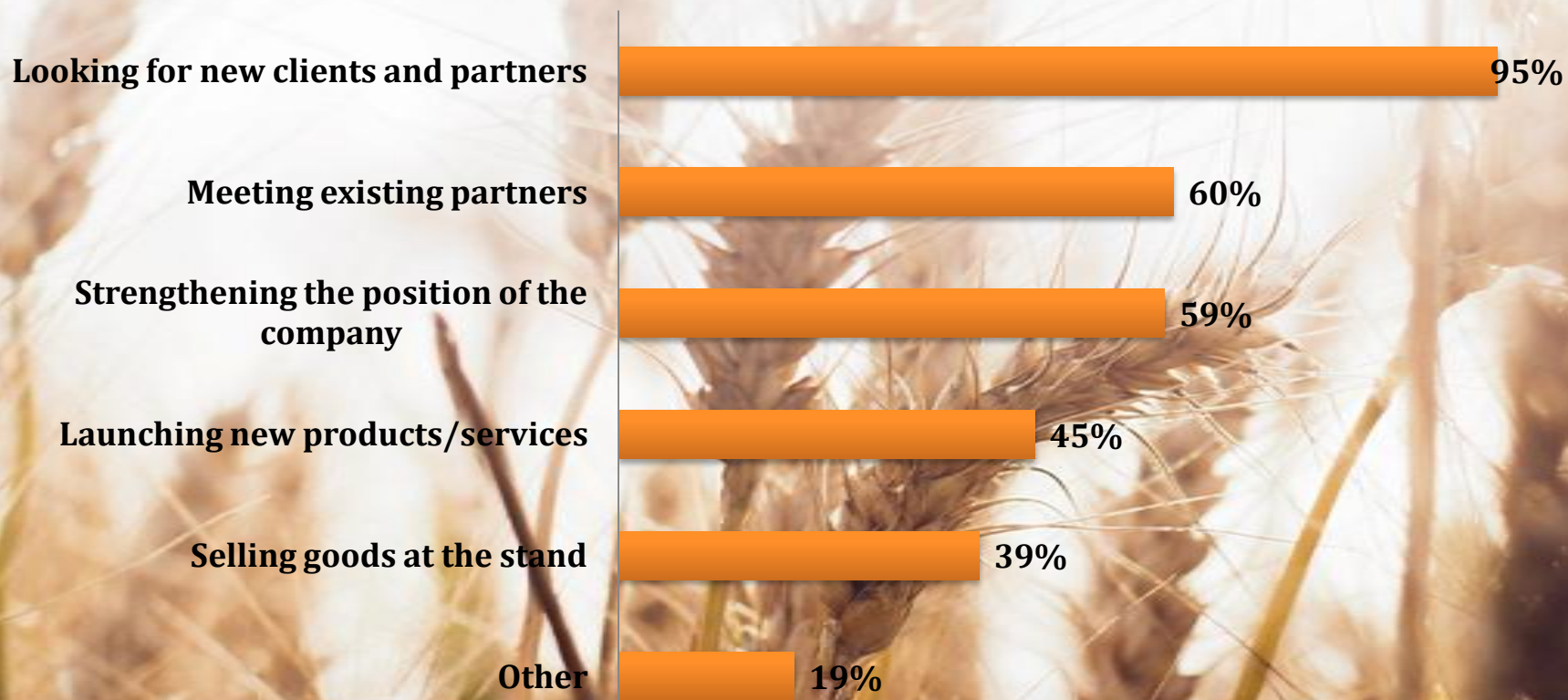
## Exhibitors – Fields of activity:



- Cultivating produce
- Seeds, flowers, medicinal plants, seedlings of fruit trees and decorative plants
- Canned fruit and vegetables, dried fruit and vegetables, nuts, beekeeping products
- Meat and dairy products, baked products, confectionery, vegetal oil, cereals
- Veterinary
- Fodder, additives, premixes
- Gardening tools
- Greenhouses and hothouses, foil
- Domestic animals, poultry
- Financing, consulting and insurance in agriculture
- Packaging
- Traditional crafts
- Other



## Goals of participation



**96% of exhibitors achieved their goal**

**88% of questioned companies noted the high effectiveness of participating in the exhibition**

**69% of questioned companies confirmed their participation in the next exhibition.**

# CBC on Expo (Creating Business Contacts) - program for the creation of business contacts



## Tools of the program:

**Business Networking Event** – event for the establishment of primary business contacts among exhibitors;

**Program Professional Visitor** - a special service of the exhibition aimed to attract the target audience to the exhibitor's stand. In the framework of the program, more than 90 pre-arranged business meetings took place;

**Catalog of Novelties** – the catalog comprised new products/services, for the first time showcased at the exhibition. Professional visitors received the catalog at the registration desk;

**Promoting exhibitors prior to the exhibition** – individual online advertising campaign for exhibitors;

**Attracting visitors online during the exhibition** – video reports from the stands were placed on social networks. Online visitors were informed about the novelties and special offers directly by exhibitors.





## Special events



❖ Contest «**Farmer Lider**»

❖ Exhibition of breeding animals and poultry

**“Animal Show”**

comprising the contest

**“Purebred animals with high genetic potential”**

❖ Fair «**Golden Autumn**»

❖ Contest «**Queen of Plains**»

❖ Show of organic products,

comprising the contest

**«Golden Ladles»**







## Exhibitors' opinions

«I want to thank the organizers for the high quality of trade visitors at our stand. We are pleased with the outcome of our participation, we achieved our goal that was to provide the full range of world best in plant protection products from leading manufacturers, to maintain communication with our regular customers and boost the image of Syngenta Group Company.»

***Violetta Severin, Marketing manager, Syngenta Agro Services AG***

«For 8 years already we are taking part in FARMER, representing in Moldova one of Europe's leading agricultural brands. The main purpose of our participation was to impose the image of the brand, but we were also happy to acquire new customers. FARMER is an excellent platform for the presentation of specialized products.»

***Natalia Gonta, Commercial director, LIMAGRAIN MOLDOVA S.R.L.***

«We get the expected results at the exhibition. Here we go with several tasks - to get acquainted with local companies, possible distributors of our products, to exchange experience with colleagues and experts. Our expectations have not been deceived - the presence of professionals of the industry contributes to the creation of a business environment.»

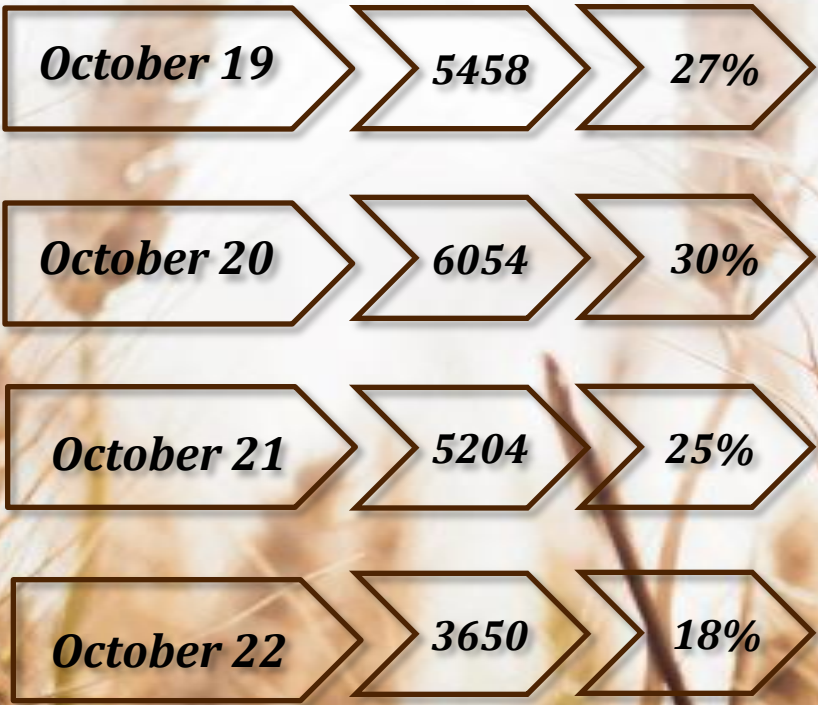
***Vasile Costacel, Regional manager, Representation «MAC-GmbH» in Moldova***

«For us, this exhibition was a real success - in the very first day of the FARMER we have received professional visitors and customers. Thanks to the good organization, we were able in a short time to discuss with experts and businessmen all the issues and reach an agreement. In my opinion, these results speak for themselves.»

***Vasile Tonu, Director, Global Genetics SRL***



# Daily flow of visitors



25 % visited the exhibition for the first time



## Reason to visit the exhibition



«Our company is engaged in scientific developments and the creation of equipment and machinery for agriculture. I as an engineer was interested in drip irrigation systems for fields and greenhouses, grain mills from «ELECTROARGES» S.A. In addition, it is useful to exchange experience with colleagues. I believe that the time spent on the show was worth the visit.»

***Vasile Sicora, Director Corboinginerie SRL***



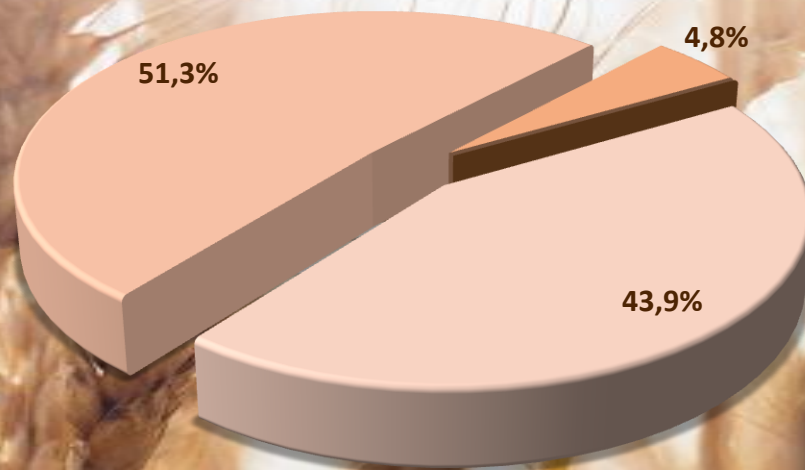
## Geography of visitors

**43,9% – mun. Chisinau**

**51,3% – districts of the Republic**

**4,8% – foreign visitors**

(Azerbaijan, Greece, France, Italy, Kazakhstan, Netherlands,  
Poland, Romania, Russian Federation, Turkey, Ukraine, Uzbekistan)



“I visited the exhibition in order to study the proposals of exhibitors and find reliable partners to work together on the Moldovan market. I want to note the high level of organization: I visited all the stands I needed, received interesting suggestions. We hope, with the help of FARMER, to establish strong partnerships with Moldovan companies.»

***Victor Demiliuc, Director for exports, Ekoplon SA (Poland)***



## Products the visitors were interested in

<b>Agricultural equipment for small farming units</b>	<b>25%</b>
<b>Seeds, sprouts, seedlings</b>	<b>25%</b>
<b>Financing and insurance in agriculture</b>	<b>13%</b>
<b>Agricultural products</b>	<b>12%</b>
<b>Veterinary</b>	<b>12%</b>
<b>Rural entrepreneurship</b>	<b>12%</b>
<b>Gardening tools</b>	<b>11%</b>
<b>Technologies of intensive cultivation of agricultural crops; animals and birds breeding</b>	<b>10%</b>
<b>Agricultural raw materials: cereals, leguminous, oilseeds, industrial crops, fruits, vegetables, grapes</b>	<b>9%</b>
<b>Canned and dried fruit and vegetables, nuts, beekeeping products</b>	<b>9%</b>
<b>Packaging for agricultural products</b>	<b>7%</b>
<b>Hothouses</b>	<b>7%</b>
<b>Fodder, premixes</b>	<b>5%</b>





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***Thank you for participation!***

***See you at the exhibition***

***FARMER***

***in October 18-20, 2017!***