

# Post-event report

# MOLDOVA FASHION EXPO 2016



16<sup>th</sup> International  
specialized exhibition of  
goods, equipment and  
raw materials for the  
light industry



November 3 – 6, 2016



# MOLDOVA FASHION EXPO 2016

**Organizer:** IEC MOLDEXPO SA

**Official support:** Ministry of Economy of the Republic of Moldova

**Co-organizer:** Employers Association of the Light Industry APIUS

**Partner:** Cultural Foundation ARTPODIUM

**Media support:** VALAND Magazine, Wedsale.md, SPLENDID, InSTYLE, eModa.md, MirNevest.md, Simpals, Комсомольская правда



MINISTERUL ECONOMIEI  
al Republicii Moldova



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sale  
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**SPLENDID**



# MOLDOVA FASHION EXPO 2016

The exhibition in figures



**Exhibitors  
(companies)**

**73**

- Austria
- Italy
- Moldova
- Romania
- Ukraine

**Visitors,  
including 5% from  
abroad**

**8350**

Italy, Latvia, Moldova,  
United Arab Emirates,  
Poland, Russia, Romania,  
Turkey, Ukraine

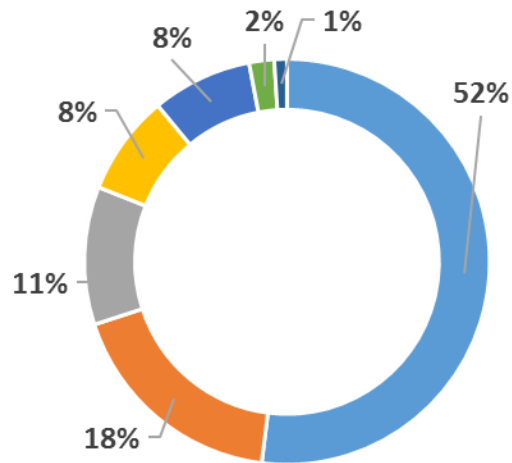
**Exhibition area  
(sq m)**

**1422**



# MOLDOVA FASHION EXPO 2016

## Exhibitors' profile



<b>Knitted wear, clothing, underwear</b>	<b>52%</b>
<b>Equipment and accessories for clothing and footwear manufacture</b>	<b>18%</b>
<b>Leather footwear, bags and other goods</b>	<b>11%</b>
<b>Furs and fur wear</b>	<b>8%</b>
<b>Textiles, accessories, raw materials</b>	<b>8%</b>
<b>Textiles for interiors</b>	<b>2%</b>
<b>Jewelry</b>	<b>1%</b>

«The exhibition MOLDOVA FASHION EXPO is always a good platform for us to promote new products. This year, we offered a new collection of children's winter shoes. People got acquainted with these models, appreciated their quality, so we achieved our goal and we expect to increase the number of our customers.».

*Olga Botnaru, Marketing Director, Oldcom*



# MOLDOVA FASHION EXPO 2016

## Reason to take part in the exhibition



Looking for new clients and partners .....	75%
Assessing customers' preferences .....	57%
Strengthening the image on the market .....	55%
Selling products / services .....	53%
Promoting new products / services .....	53%
Meeting with partners .....	3%



«The purpose of our participation in MOLDOVA FASHION EXPO is to raise the visibility of our brand and of our products and to attract buyers. Every year, we successfully solve this task at the exhibition: for us, the exhibition is a very effective promotion marketing tool.»

*Tatiana Kozireva, consultant, SC «Maican-Com» SRL  
(Maicom brand)*



# MOLDOVA FASHION EXPO 2016



## Effectiveness of participation in the exhibition

**73%** declared a high effectiveness of participation in the exhibition  
**47%** of exhibitors confirmed their participation in MOLDOVA FASHION EXPO - 2017

"I would like to thank the organizers! MOLDOVA FASHION EXPO 2016 proved to be very effective: our company gathered around 20 solid contacts with professionals of the Moldovan market. We had fruitful discussions with a number of exhibitors, like Triogrup Prim SRL. I'm certain that the effect of our participation will be palpable."

*Ion Robu, Regional Manager, YKK Romania SRL*



# MOLDOVA FASHION EXPO 2016

## Events at the exhibition



- ❖ International fashion festival ARTPODIUM 2016;
- ❖ Presentation of Moldovan brands in the framework of the project «Din inima / From Our Hearts»;
- ❖ Presentation of renowned clothing brands, organized by Valand Magazine;
- ❖ National contest Top Model 2016 of the agency Luxury General Grup;
- ❖ Seminar: «Potential of intellectual property for business development and promotion». Organizer APIUS in partnership with AGEPI;
- ❖ Seminar: «How to rise the effectiveness of participation in exhibitions»;
- ❖ Specialized master-classes;
- ❖ Business Networking Event;
- ❖ Flash mob Fashion Revolution.



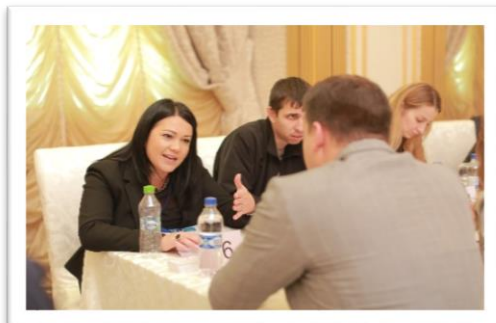
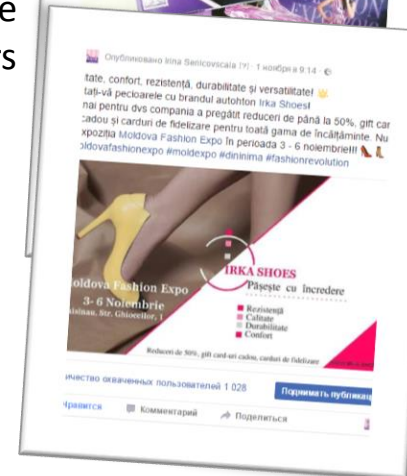
# MOLDOVA FASHION EXPO 2016

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



### Instruments 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 100 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* – reporting from the stands. Online visitors were told about the novelties and special offers directly by exhibitors.





# MOLDOVA FASHION EXPO 2016

Online promotion



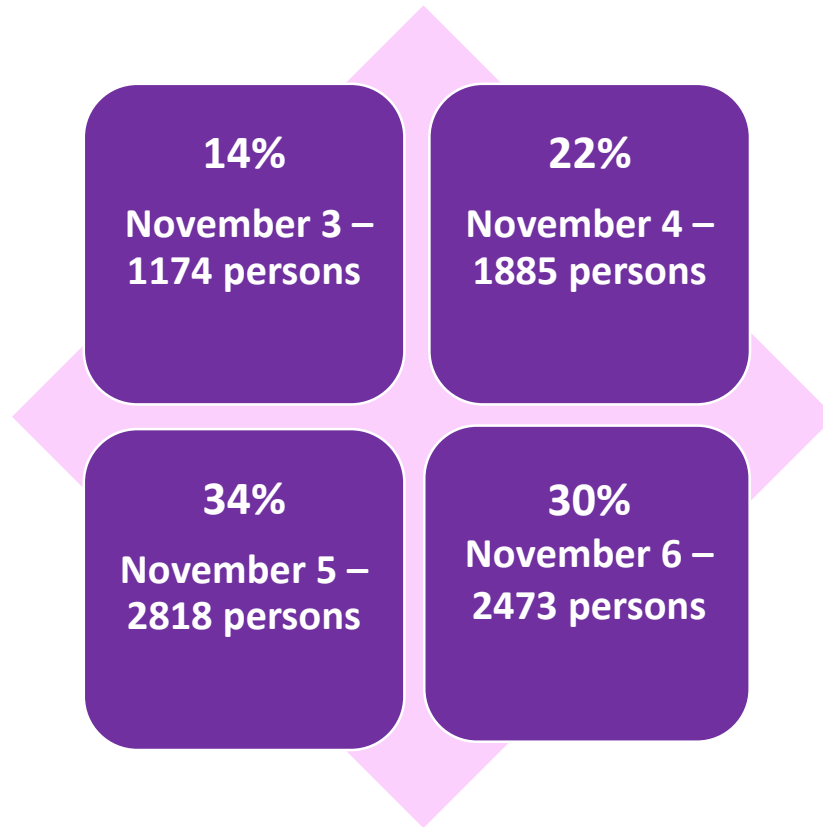
- ✓ The movement Fashion Revolution – support for local manufacturers under the slogan “Who made my clothes?”;
- ✓ Contests on Facebook jointly with participating companies: Iuvas, Nikita Rinadi, Mallena, Olsa Shoes, Vitalie Burlacu.



# MOLDOVA FASHION EXPO 2016



## Visiting the exhibition



«I am a loyal visitor of MOLDOVA FASHION EXPO, I try to meet my business partners at the exhibition, take part in seminars. In this exhibition, I got interested in the offers of manufacturers of sewing equipment, such as Triogrup Prim SRL, and accessories from YKK Romania. I am confident that the exhibition is a most convenient place to find new dealers and to research the market as a whole. »

*Iurie Hanganu, Director of the garment factory ÎM Bălțeanca SA*



65% - loyal visitors

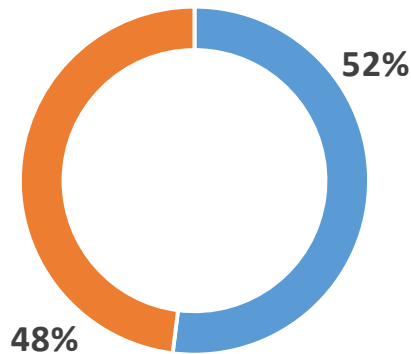
35% - new visitors

# MOLDOVA FASHION EXPO 2016



## Categories of visitors

### Classification of visitors – B2B:



**52% B2B audience  
(business)**

**48% B2C audience  
(consumer)**

✓ Manufacturers of clothing .....	20,34%
✓ Educational institutions .....	16,34%
✓ Designers.....	12,90%
✓ Retail .....	8,93%
✓ Stylists .....	4,21%
✓ Models .....	3,47%
✓ Manufacturers of furniture .....	3,22%
✓ Manufacturers of footwear .....	1,98%
✓ Manufacturers of textiles .....	1,98%
✓ Photographers .....	1,48%
✓ Sale of sewing equipment .....	1,45%
✓ Creation, registration and protection of trade marks .....	0,74%

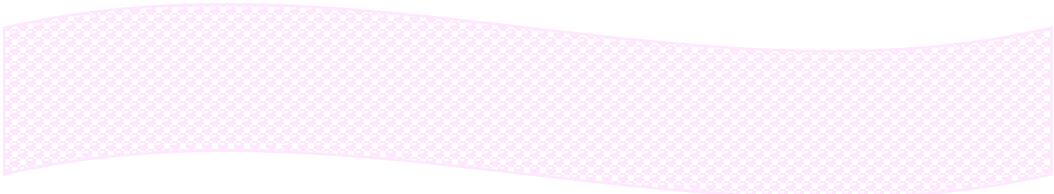


# MOLDOVA FASHION EXPO 2016

## Classification of visitors by interests



Women's wear .....	71,29%
Men's wear .....	60,28%
Children's wear .....	54,78%
Textiles .....	51,19%
Knitted wear .....	47,60%
Footwear .....	36,36%
Underwear .....	31,33%
Furs and headgear .....	18,66%
Accessories and raw materials for clothes manufacture .....	16,02%
Sewing equipment .....	12,67%
Jewelry .....	12,07%
Leather goods, bags .....	11,37%
Ornaments .....	6,93%
Products certification .....	6,69%



# MOLDOVA FASHION EXPO 2016



## Reasons for visiting the exhibition

Purchasing clothes and footwear, find out what's trending 48%

### Professional visitors

Purchasing necessary products 52%

Identifying new trends in the light industry 46%

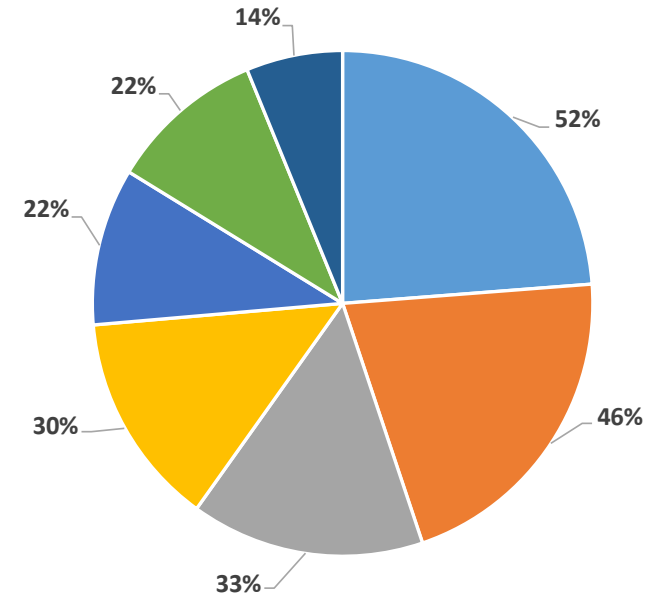
Looking for new partners 33%

Meeting business partners 30%

Wholesale purchases 22%

Attending seminars and conferences 22%

Other 14%



«Our company has 25 years of experience in professional sewing equipment. We are looking for reliable partners and to this end I visited the exhibition MOLDOVA FASHION EXPO. I visited the stands of Moldovan manufacturers, including Ravetti and Olga Ceban SRL, held talks. The quality of the contacts allows us to hope for the establishment of close partnerships in Moldova».

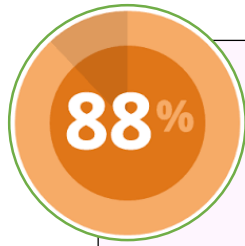
*Karol Chiborowski, Regional director, Strima SP (Poland)*



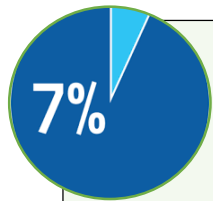
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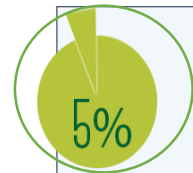
## Geography of visitors



**Chisinau**



**Districts of Moldova**



**Foreign visitors**

Anenii-Noi, Balti, Edinet, Cahul, Criuleni, Leova, Nisporeni, Orhei, Taraclia, Tiraspol, Ungheni, Floresti, Hincesti

Italy, Latvia, United Arab Emirates, Poland, Russia, Romania, Turkey, Ukraine



# MOLDOVA FASHION EXPO 2016



## Contacts



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**See you at**  
**MOLDOVA**  
**FASHION**  
**EXPO 2017!**

