



23rd International specialized exhibition of medical equipment, pharmaceuticals and stomatology

MOLDMEDIZIN & MOLDDENT

September 7 – 10, 2016

Report post-event

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Organizer: IEC Moldexpo SA

Official support:

Ministry of Health of the Republic of Moldova

Professional medical associations of Moldova

General media partner :



Partner for specialists' registration:



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Exhibition in figures



EXHIBITORS, companies

67

**VISITORS,
including 5% from abroad**

4357

**EXHIBITION AREA,
sq m**

968

PARTICIPATING COUNTRIES

7

Belarus
China
Moldova
Russia
Romania
USA
Ukraine

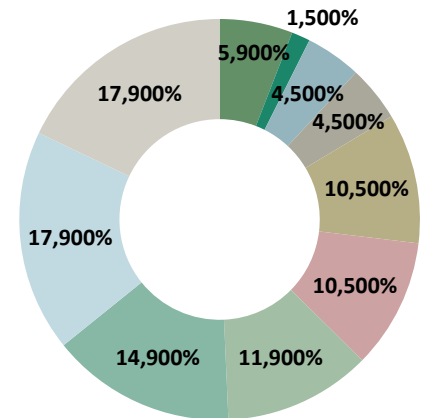
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Fields of exhibitors' activity



Pharmaceuticals and parapharmaceuticals
Medical centers and clinics
Stomatology
Medical equipment and instruments
Medical aesthetics
Softs and technologies in medicine
Mijloace sanitare și de igienă
Rehabilitation medicine
Ophthalmology
Other

17,9 %
17,9%
14,9%
11,9%
10,5%
10,5%
4,5%
4,5%
1,5%
5,9%



87% of exhibitors stressed that the exhibition is very important for their business.

"Our company is a permanent participant of the exhibition MOLDMEDIZIN & MOLDDENT, presenting at every edition new products. During the exhibition, our stand has been visited by a large number of visitors. We are very pleased with the increased interest in our products. For the next edition of the exhibition we will prepare new surprises for visitors at MOLDMEDIZIN & MOLDDENT".

Alexandru Guțu, Marketing vice-director, Farmina

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Goals of participation in the exhibition



Looking for new clients	75%
Looking for new partners	63%
Strengthening the image of the company	60%
Promoting new products	50%
Assessing competitors' activity	38%
Meeting with partners	35%
Identifying clients' preferences	25%
Selling at the stand	22%



51% of exhibitors are permanent participants of the exhibition

"The exhibitions are part of the corporate culture. Our goals at MOLDMEDIZIN & MOLDDENT are to present modern technologies, familiarize doctors and managers with recent scientific elaborations. We met with professional visitors, we exchanged views, we presented our products. I think that our objectives have been achieved. "

Veniamin Şandrovski, CEO Intexnauca, Zerkalo, Inc Consulting Co

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Effectiveness of participation in the exhibition



Number of contacts established during the exhibition

85%

> 1-50

12%

> 51-100

3%

> 200

41%
of exhibitors
achieved the
traced goals

"We are very pleased with the results of our participation in the exhibition. Many professional visitors were interested in the products we offered - we organized presentations for them at the stand. We have established contacts with the target audience, which is very important. In addition, we communicated and we exchanged experiences with colleagues and industry experts, so I can say that the exhibition is the perfect place for professional communication.."

Mihaela Buzilă, Sales manager, Styletech Digital (Romania)

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Related program



There were organized 6 scientific and practical conferences



- Scientific and practical seminars and conferences for doctors
- Social program «Healthy lifestyle»
- Express Diagnostic Center - medical examinations and free consultations for all interested

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CBC on Expo (Creating Business Contacts)



Tools of the program:

Business Networking Event - the event aiming to facilitate the making of initial business contacts between exhibitors and professional visitors (chief physicians of healthcare institutions of Moldova).

Professional Visitor Program – a special service for attracting visitors to the exhibitor's stand. In the framework of the program more than 100 pre-arranged business meetings were held.

Online promotion prior to the exhibition – personalized advertising campaigns for exhibitors.

Attracting visitors online during the exhibition - on-the-spot reports from the stands. The visitors are informed about special offers and new products/services directly by exhibitors.



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Visitors

Daily flow of visitors:



September 7

1 343 persons

31%

September 8

1 537 persons

35%

September 9

1 063 persons

24%

September 10

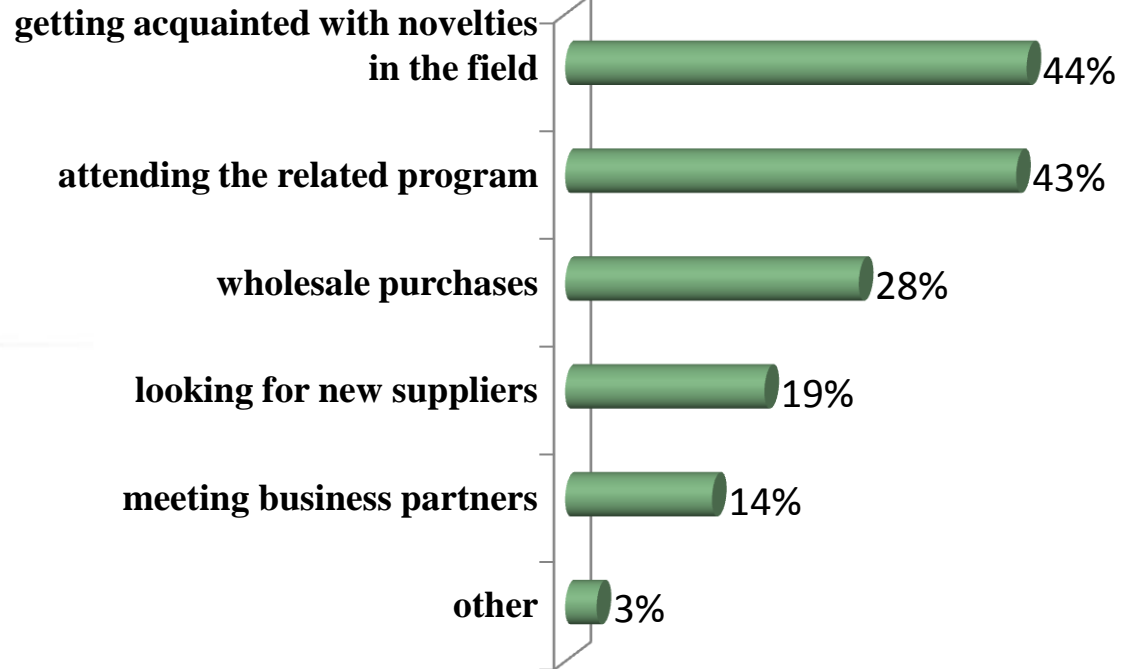
414 persons

10%

32% of specialists visited the exhibition for the first time

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Reasons for visiting the exhibition



93%
of visitors are
professionals
in the field

"I visited the exhibition at the special invitation of the program "Professional Visitor". Before the exhibition I learned about the offers of the companies DUTCHMED and Dina Medica. At the exhibition we discussed with Dutchmed the purchase of a piece of equipment, also negotiated with Dina Medica the purchase of equipment for anesthesia. My visit to the exhibition MOLDMEDIZIN & MOLDDENT proved to be very effective."

Sergiu Cudalb, Director, Stomatologic Centre Cudalb Dent

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Classification of visitors by interests:



Pharmaceuticals	67,27%
Medical equipment	40,31%
Laboratory equipment, reagents, test systems	24,01%
Stomatology equipment, instruments, materials	11,21%
Sanitary and hygiene products	11,16%
Products for urgent medicine	7,75%
Pediatrics and gynecology	7,59%
Rehabilitation medicine	5,89%
Medical centres	5,17%
Ophtalmology	4,35%
IT in healthcare	3,73%

73,5%
of visitors
have decision-
making job
positions

" I visited the exhibition in order to get familiar with the latest medications used in endocrinology, gynecology, cardiology, ophthalmology. We are interested in particular in the products and offers of such companies as Vitapharm-Com, Farmina, GBGMoldova, Hippocrates Pharmacy, Gedeon Richter Moldova. We have established the necessary contacts, and we hope to cooperate. "

Tatiana Bașkatova, Director of pharmacies network "Remedium" (Tiraspol)

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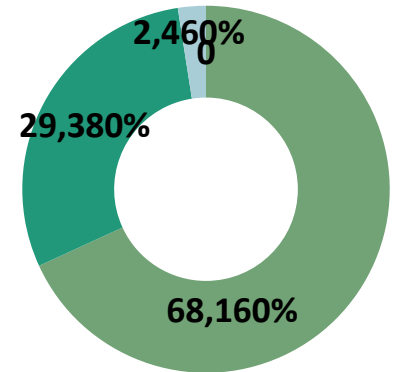


Geography of visitors:

66% mun. Chişinsu

29% districts

5% foreign visitors (Italy, Canada, Poland, Romania, Russia, Ukraine, Finland, France, Czech Republic)



The exhibition has been visited by professionals from 9 countries, and also from all the districts of the country.

" As manufacturers of therapeutic and preventative medicines we were interested in the offer of our colleagues from Moldova and the possibility to establish partnerships with local distributors. During the visit, I exchanged experiences with representatives of Farmina, Gedeon Richter, Hippocrates. I have established very useful contacts, so we hope to enter the Moldovan market. "

Olga Lukaşenko, Manager ЧАО Фитория (Ukraine)

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Team of the project:

MOLDMEDIZIN
& MOL
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Thank you for your participation!

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We will see you at
MOLDMEDIZIN & MOLDDENT 2017!
September 13 – 16