



FURNITURE

FASHION

EXPO

3-6

NOVEMBER 2016

POST RAPORT



Furniture Fashion Expo

**17th International specialized exhibition of
furniture, equipment, tools, raw materials
and accessories for furniture manufacture
November 3 – 6, 2016**

Organizer: IEC Moldexpo SA

Official support: Ministry of Economy of the Republic of Moldova

Partner of the program: International Furniture Personnel Center, Russia





Furniture Fashion Expo

The exhibition in figures

Exhibitors (companies)

28

Participating countries

2

Visitors, persons,
including from abroad
(China, Romania, Turkey, Ukraine,
Uzbekistan)

5620
393

- Moldova
- Ukraine

Exhibition area, sq m

427

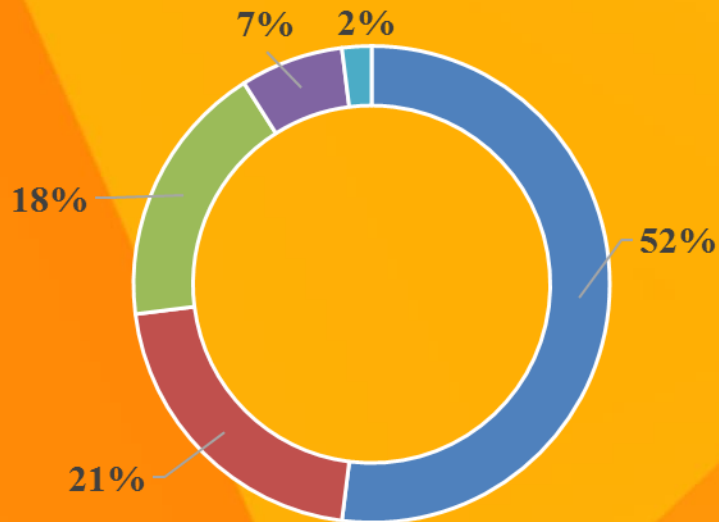




Furniture Fashion Expo

Exhibitors

Fields of activity



- Furniture (modular systems, bedrooms, tables, chairs, upholstered furniture, kitchens)
- Fittings and accessories for furniture production
- Development and design
- Equipment and materials for furniture manufacture
- Handmade





Furniture Fashion Expo

Exhibitors

Goals of participation in the exhibition

86%

- Promoting new products/services

86%

- Highlighting the image of the company

73%

- Meeting partners

73%

- Looking for new partners / clients

53%

- Identifying clients' preferences

33%

- Selling products/services at the stand





Furniture Fashion Expo

Exhibitors

Effectiveness of participation in the exhibition

99% of exhibitors achieved established goals

66% of exhibitors confirmed their participation on the exhibition next year



«We achieved all our goals of participation in FURNITURE FASHION EXPO. Thanks to the excellent organization, we got new clients, our stand was one of the most popular. We have successfully presented new models of our furniture, though the discounts we offered also played a role. Our company highly appreciates the effectiveness of participation in FURNITURE FASHION EXPO exhibition.»

Doina Moraru, Administrator, Mobvaro-M SRL



Furniture Fashion Expo

Events

Business program and special events

- Seminars:
 - «How to increase the effectiveness of participation in exhibitions»
 - «How to sell expensive furniture when everyone else is dumping»
- Business breakfast
- Presentations at stands
- Contest on social networks in partnership with exhibitors - Mobvaro-M, ICAM



«Thanks to the good organization and the right design of the stand, we were able to attract our target audience - professionals of furniture market, interior designers. The presentation of HPL - our new material for furniture - was a very successful one. We can say now that we got very promising contacts.»

Natalia Pruteanu, marketing manager, S.C. «Donaro-Mob» S.R.L.



Furniture Fashion Expo

CBC on Expo (Creating Business Contacts)

- **Professional Visitor Program** – a tool for attracting visitors to the exhibitor's stand. In the framework of the program 66 pre-arranged business meetings were held.
- **Catalog of new products and services** – the catalog included brand new products/services launched at the exhibition. Professional visitors received the catalogs after registration.
- **Online promotion prior to the exhibition** – personalized advertising campaigns for exhibitors.
- **Attracting visitors online during the exhibition** - various events at the exhibitors' stands. The visitors are informed about special offers and new products/services directly by exhibitors.

100% of exhibitors were satisfied by the promotion tools they used for the first time at FURNITURE FASHION EXPO 2016!





Furniture Fashion Expo

Direct-mail

FURNITURE FASHION EXPO

2-5.11.2016
10:00-18:00
4.11.2016
10:00-18:00

Produse noi, oferte noi, servicii noi la Moldexpo!

Expoziția Internațională Specializată „FURNITURE FASHION EXPO - FFE”, ediția a 17-a, vă așteaptă începând de joi 3 noiembrie - 2016 la C.I.E. "Moldexpo" S.A.

5 motive pentru a vizita
Expoziția Internațională Specializată
Furniture Fashion Expo - 2016!

DOAR LA EXPOZIȚIE VEȚI PUTEA :

interacțiunea cu specialiști din industria mobilei și a sectoarelor conexe: arhitecți, designeri, ingineri, proiectanți din Moldova, Ucraina, România, Rusia.

beneficia de cele mai noi tehnologii, echipamente și materiale pentru producerea mobilei de pe piața internă și externă.

ПРАКТИЧЕСКИЙ ТРЕНИНГ:
«КАК ПОВЫСИТЬ ЭФФЕКТИВНОСТЬ УЧАСТИЯ В ВЫСТАВКАХ»

МВЦ "MOLDEXPO", центральный павильон

31 октября, 14.00 - 17.00

Екатерина Окунская,
зам. генерального директора компании Премьер-Экспо (Киев)

Заставьте выставки работать на Вас!

МВЦ «MOLDEXPO» приглашает Вас принять участие в практическом тренинге на тему: «Как повысить эффективность участия в выставках».

Тренинг носит прикладной характер: лучшие выставочные технологии, проверенные решения и идеи, которые будут работать на Вас уже на предстоящей выставке!

Для кого этот семинар

Семинар рекомендован руководителям компаний, директорам и менеджерам по маркетингу, рекламе, продвижению, продажам, сотрудникам компаний, отвечающим за выставки.

Программа семинара

Подготовка к выставке:

- Что не позволяет экспонентам добиваться на выставках максимальных результатов
- «Формула экспозффективности»
- Как создать фундамент успеха на выставке

Выставочный стенд:

- Полиграфическая и сувенирная продукция
- Как организовать успешное деловое мероприятие на выставке
- Как использовать рекламные возможности выставки
- Выставочная команда

Практический семинар:
«Как продавать мебель дорого, пока другие демпингуют»

Продавать мебель – это призвание! А продавать дорого – искусство!

Есть вопросы? Спрашивайте! У меня нет от Вас секретов.

Как продавать мебель дорого, пока у других кризис?

Здравствуй, уважаемый руководитель!

Прошел год после семинара, который мы провели для Вас в 2015 году в рамках мебельной выставки в г. Кишинев. **И мы снова к Вам возвращаемся!** И готовы поделиться реальными историями успеха Ваших коллег, мебельщиков Молдовы! Наверняка Вам до боли знакома ситуация, когда:

- Покупатель капризничает, торгуется, "отнимает" скидки
- Конкурентов много, они демпингуют, часто ведут нечестную игру.
- Продажи... слабые.

Что делать в этих условиях мебельной компании, которая хочет не только выжить, но и развиваться?

Как противостоять падающему рынку, конкурентам и "приманить" к себе покупателя в новых условиях?

Какие форматы продаж будут развиваться в ближайшее время?

Ответы на все эти вопросы вы получите на семинаре «Как продавать мебель дорого, пока другие демпингуют».

Когда и где пройдет семинар?

10 info mails were sent to 7476 professionals.



Furniture Fashion Expo

Digital Marketing

Promotional video spots of exhibitors

Furniture Fashion Expo
Publicat de Надежда Рацеева (?): 20 Octombrie · €

Решили обновить мебель? Не покупайте мебель сейчас, дождитесь выставку Furniture Fashion Expo, с 3 по 6 ноября на CIE Moldexpo. #icam #подарочныйсертификат #furniture

Vezi traducerea

Impact - 6.277 de persoane [Vezi rezultatele](#)

2,5 mii de vizualizări

👍 Îmi place 🗨️ Comentează ➦ Distribuie

👤 Furniture Fashion Expo, Bogos Ion Si Victoria, Maria Cechir și alți 23

13 distribuiri

2,5 thousand views

Furniture Fashion Expo
Publicat de Надежда Рацеева (?): 20 Octombrie · €

Oferta companiei Mobvaro-M – dbar în perioada 3 – 6 noiembrie prețul dormitorului EMILIANO va fi de 3700 lei, după 6 noiembrie – 4500 lei, mai mult, fiecare vizitator al standului va beneficia de o cartelă de reducere-cadou în valoare de 5 % la tot sortimentul companiei. #moldexpo #furniture #mobilă

Impact - 4.880 de persoane [Vezi rezultatele](#)

1,2 mii de vizualizări

👍 Îmi place 🗨️ Comentează ➦ Distribuie

👤 24 [Ordine cronologică](#)

4 distribuiri

1,2 thousand views

Furniture Fashion Expo
Publicat de Irina Senicovscaia (?): 18 Octombrie · €

Самые лучшие цены от компании Clasic Mobili в рамках выставки Furniture Fashion Expo - 2016: дупсальная кровать, с 3 по 6 ноября стоит 10.000 лей, после 6 ноября 15.000 лей! Цена дивана на выставке - 7.000 лей, после выставки - 10.000 лей! Не покупайте мебель сейчас! Приходите на выставку с 3 по 6 ноября! #furniturefashionexpo #moldexpo

Vezi traducerea

Impact - 3.961 de persoane [Vezi rezultatele](#)

1 mii de vizualizări

👍 Îmi place 🗨️ Comentează ➦ Distribuie

👤 Furniture Fashion Expo, Christina Speianu, Adriana Buzdugan și alți 16

1 distribuie

1 thousand views

Только на выставке Furniture Fashion Expo - 2016 Вы сможете воспользоваться эксклюзивным предложением участника - компании Domino мебельный магазин: стильный и комфортный диван "DON" на выставке будет стоить 6.699 леев, после - 7.500 леев. Не упустите возможность "выгодно" преобразить свою гостиную! Приходите на выставку с 3 по 6 ноября!

Vezi traducerea

Impact - 3.126 de persoane [Vezi rezultatele](#)

916 de vizualizări

👍 Îmi place 🗨️ Comentează ➦ Distribuie

👤 Furniture Fashion Expo, Наталья Камарова, Domino мебельный магазин și alți 11

6 distribuiri

916 views



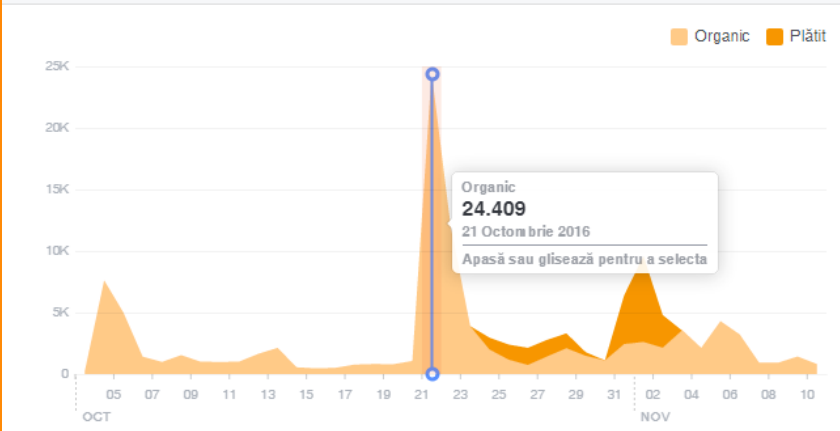
Furniture Fashion Expo

Digital marketing

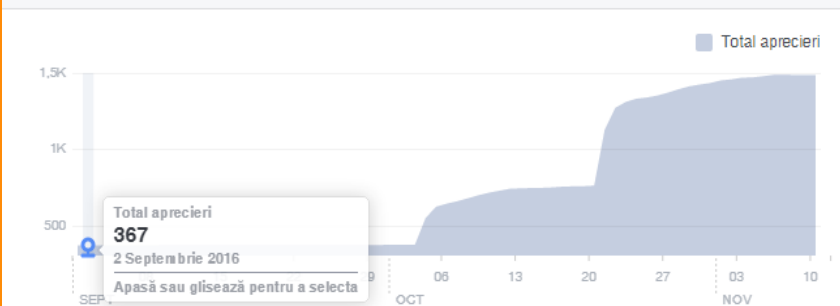
Impact of posts on the page Furniture Fashion Expo
(number of persons who followed the posts)

Impactul postărilor

Numărul de persoane cărora le-au fost livrate postările tale.



Numărul total de aprecieri ale paginii tale până astăzi: 1.495



Top clipuri video

Cele mai văzute clipuri video de pe Pagina ta, urmărite timp de cel puțin 3 secunde, pentru clipuri postate în perioada 28 Octombrie 2016 - 25 Noiembrie 2016.

➔ Bibliotecă video

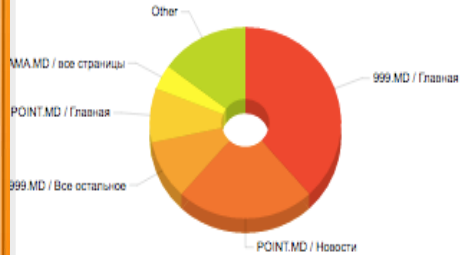
Publicat	Clip video	Țintire	Impact	Vizualizări
05.11.2016 18:15	Sloganul expoziției "NU CUMPĂRA MOBILĂ ACUM - VINO LA EXPOZIȚIA Furniture Fashion Expo și-a avut efectul! Participanții	🌐	2,8K	912
05.11.2016 16:46	Puișorul își alege cuibușorul!!! Cea mai dulce cumpărătoare și-a ales culoarea canapelei singură la standul companiei Mobila ICAM	🌐	2K	765
05.11.2016 15:35	Pentru NOI contează părerea participanților noștri! Mobvaro-M, CIE Moldexpo, Furniture Fashion Expo	🌐	1,4K	457
22.11.2016 13:54	Creativitate și funcționalitate în designul de mobilier. Raftul Kollen creat de 4 viitori designeri din Barcelona.	🌐	1,8K	368
06.11.2016 13:06	TINERI, TALENTAȚI, PLINI DE IDEE!! În cadrul expoziției Furniture Fashion Expo - 2016 a fost organizată ZONA ARTSPACE - zona	🌐	1,6K	277
09.11.2016 14:25	Realizări, emoții, rezultate - deja îi ducem dorul! Retrospectiva expoziției Furniture Fashion Expo - 2016! #mobilă #furniture	🌐	1,2K	272
02.11.2016 17:53	Pregătirile sunt în toi! Atmosfera plăcută și confortul este pe ultima sută de metri AICI și ACUM la CIE Moldexpo. Mîine 3 noiembrie	🌐	1,3K	266
23.11.2016 11:43	Amintiri plăcute! 🌟🌟🌟 Mulțumim echipei "Proremont" pentru retrospectiva expoziției Furniture Fashion Expo - 2016. Artvent	🌐	1,1K	176
01.11.2016 10:00	Căutați fotoliul ideal, sunteți în plină reparație, dar doriți deja să investiți în comoditatea casei Dvs. sau, poate, doriți să puneți	🌐	529	167
04.11.2016 17:19	PARTICIPANȚII MULȚUMIȚI - ORGANIZATORII ÎMPLINIȚII!! #SerpanuSRL #moldexpo #furniture	🌐	592	82



Furniture Fashion Expo

Advertising campaign

Показы / Клики



CTR



Advertising campaign on TV and radio:

PRO FM	135 ap.
Retro FM	90 ap.
Новое радио	81 ap.
Megapolis FM	81 ap.
Kiss FM	81 ap.

TV Prim - Edinet	224 ap.
TV Prim - Balti	224 ap.
ATV - Comrat	224 ap.
Cort TV - Soroca	224 ap.
TCV - Tiraspol	224 ap.
PRO TV	112 ap.
Jurnal TV	84 ap.
RTR Moldova	65 ap.
THT Bravo	50 ap.
NTV Moldova	33 ap.

Live reports:

Prime TV	3.11
Publica TV	3.11
Jurnal TV	3-4.11
Pro TV	3.11
CTC	3.11
Canal 3	5.11
2 Plus	5.11

№	название сайта	показов	человек	кликов
1	999.MD 1 страница	504 612	276 826	1 454
2	AFISHA.MD 1 страница	4 688	3 010	27
3	POINT.MD 1 страница	345 182	189 488	454
4	MAMA.MD 1 страница	41 019	22 660	54
5	MARRY.MD 1 страница	13 954	10 966	29
6	MAMA PLUS.MD 1 страница	26 737	20 183	14
7	NewsMaker.md 1 страница	40 760	31 318	34

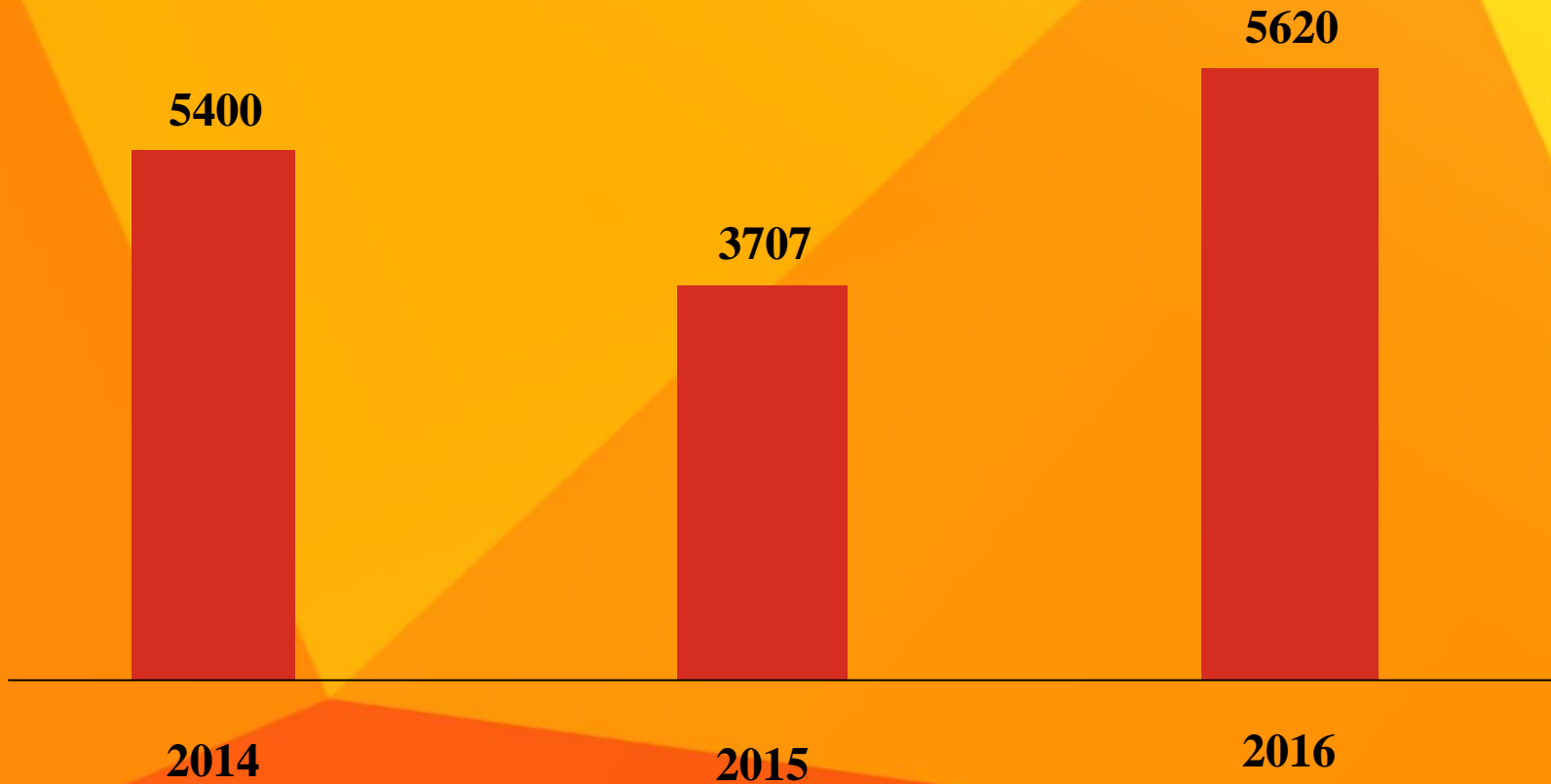
Specialized and news internet platforms:

Aif.md, Afisa.md, Allfun.md, AllMoldova.com, Biznes.md, Eco.md, Kompass.md, Kp.md, Mama.md, Mamaplus.md, Madein.md, Marry.md, Mebeliportal.md, Moldova-today.com, Mybusiness.md, Noi.md, NewsMaker.md, 999.md, Numbers.md, Pan.md, Point.md, 7 days.md, Splendid.md, Vedomosti.md, YellowPages of Moldova



Furniture Fashion Expo

Flow of visitors in the period 2014 - 2016





Furniture Fashion Expo

Visitors

Geography of visitors



42% - professional visitors
58% - general public, end consumers



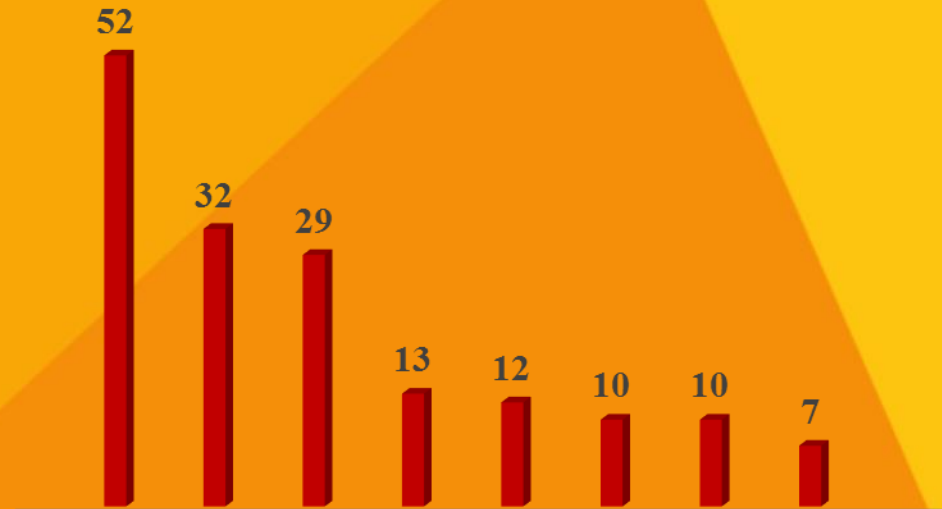


Furniture Fashion Expo

Visitors

Reasons for visiting the exhibition

- 52% - purchasing furniture
- 32% - get acquainted with new products and equipment
- 29% - purchasing materials for furniture production
- 13% - looking for new distributors
- 12% - meeting business partners
- 10% - attend seminars and conferences
- 10% - retail purchasing
- 7% - other



«We are very pleased with the large number of visitors at our stand. Every day of the exhibition visitors were actively interested in our offer: in 4 days we gained a lot of customers. We not only sold furniture, but also entered into agreements on the creation of furniture for individual projects. In my opinion, the participation in the exhibition has been fully justified.»

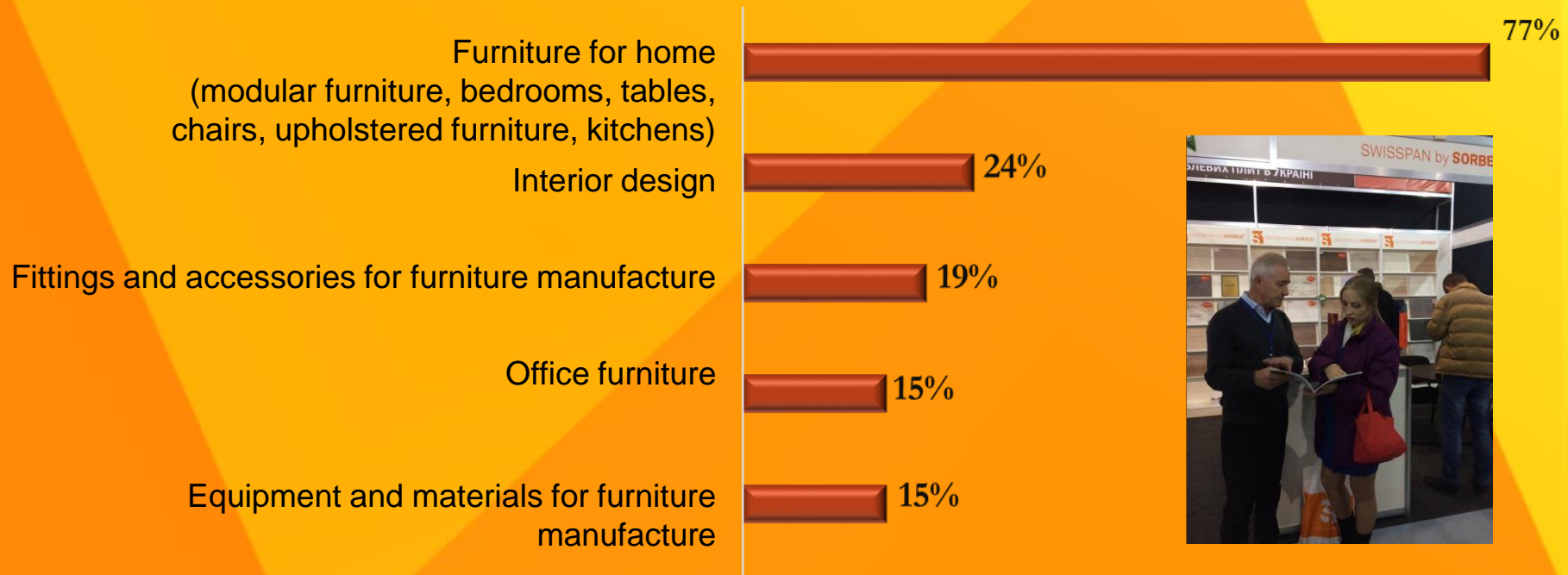
Tudor Tutunaru, Director, ARTVENT RTD



Furniture Fashion Expo

Visitors

Classification of visitors by interests



«Our company is engaged in manufacturing custom-made furniture, including furniture in natural wood. The aim of our visit was to study the offers of companies engaged in furniture accessories, in particular of «Economlux-Grup» S.R.L., «Serpanu» S.R.L. At the stand of Artvent RTD I discovered new equipment for the manufacture of certain types of furniture. In addition, I was interested in the new products offered by participants.»

Tatiana Chiriac, Administrator, Masterstar SRL (Moldova)



Furniture Fashion Expo

Contacts

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We hope to see you at
**Furniture Fashion
Expo 2017!**