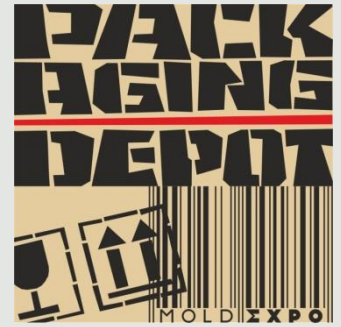


Packaging.Depot May 17- 20, 2017

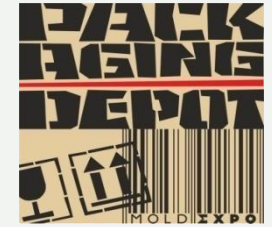


22nd International specialized exhibition of packaging, packing materials and technologies for their production



Post-event report

Packaging.Depot 2017



Organizer:

International Exhibition Centre
Moldexpo SA

Co-organizer:

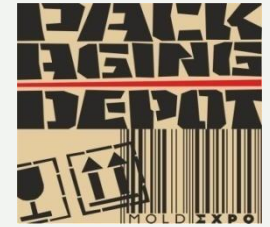
Ministry of Agriculture and Food Industry
of the Republic of Moldova

General media partner:

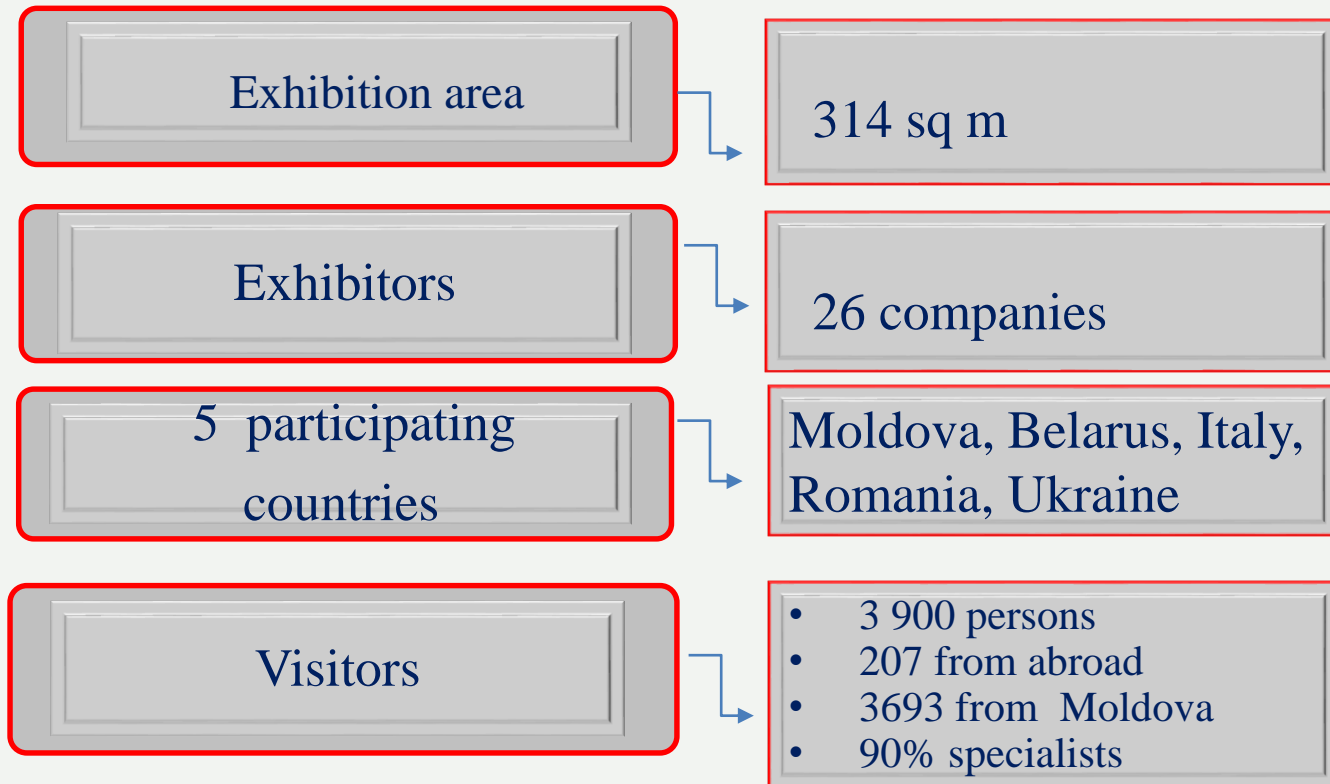
AGRO TV Moldova



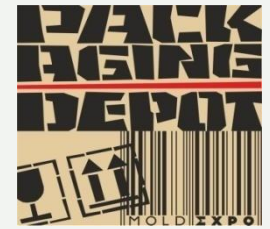
Packaging.Depot 2017



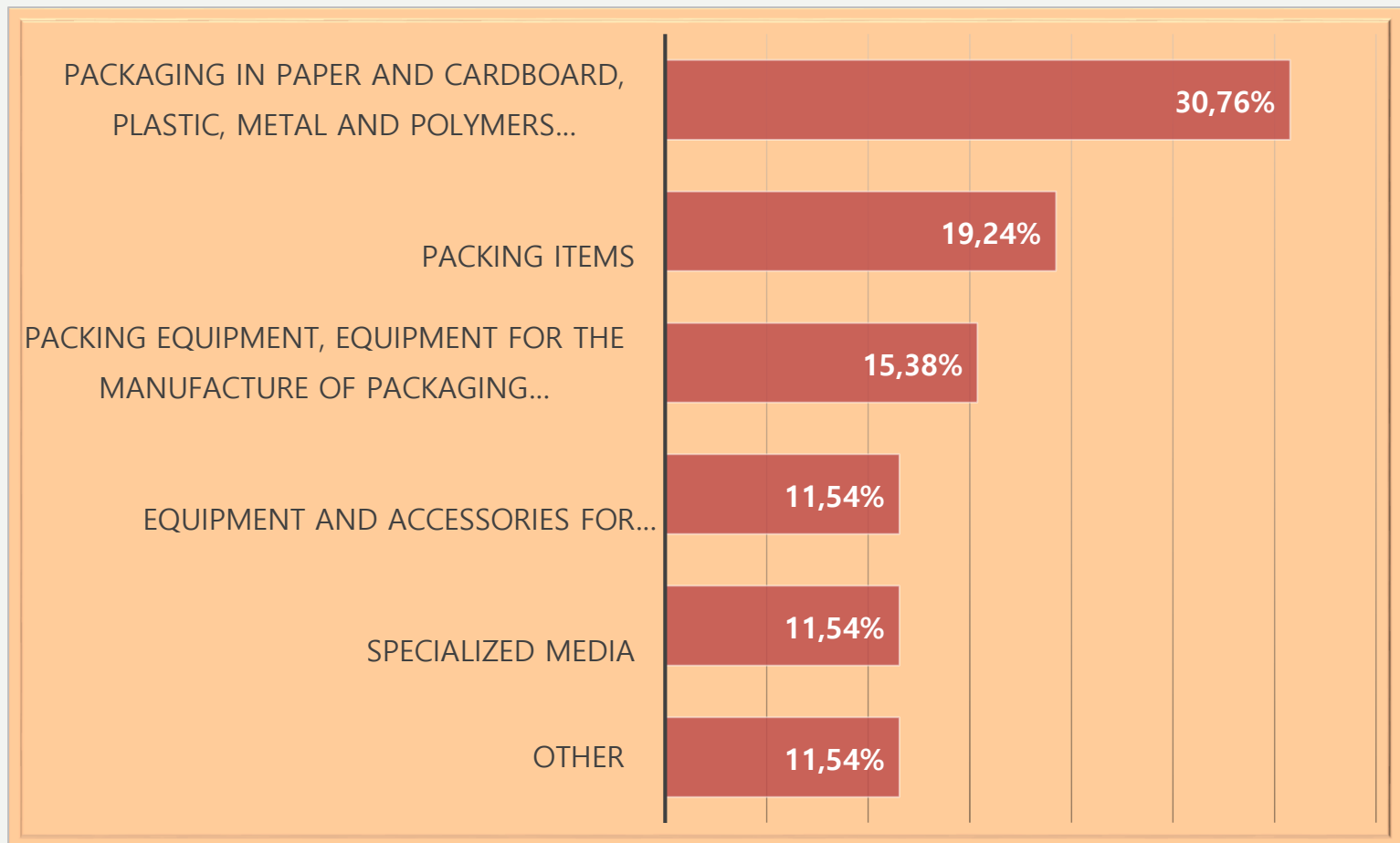
The exhibition in figures:



Packaging.Depot 2017



EXHIBITORS' OFFER:



Packaging.Depot 2017



Exhibitors:

Goals of participation in the exhibition:

Looking for new clients and partners.....	82,35%
Meeting with partners	58,82%
Upholding the image in the market	58,82%
Promoting new products/ services	41,18%
Sales of products/ services at the stand.....	23,53%



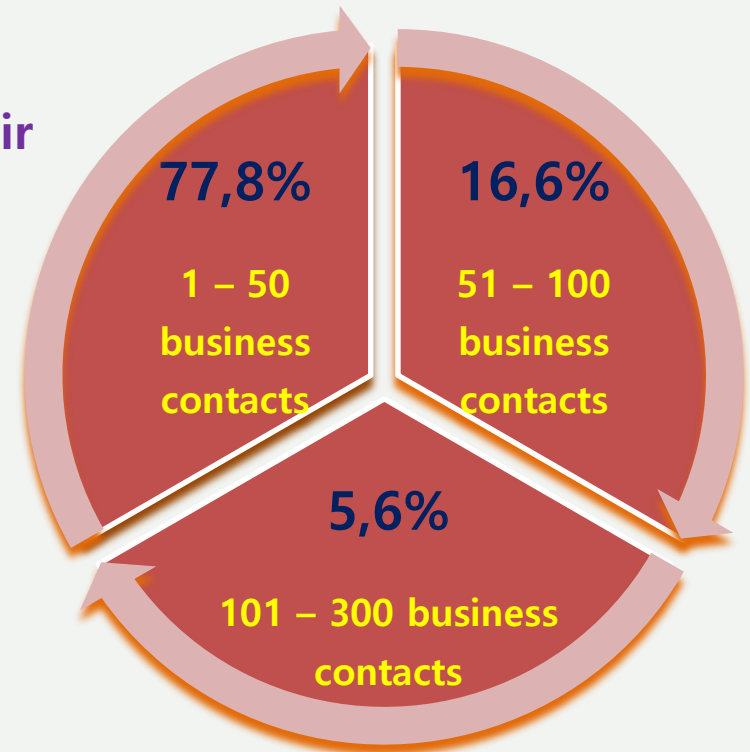
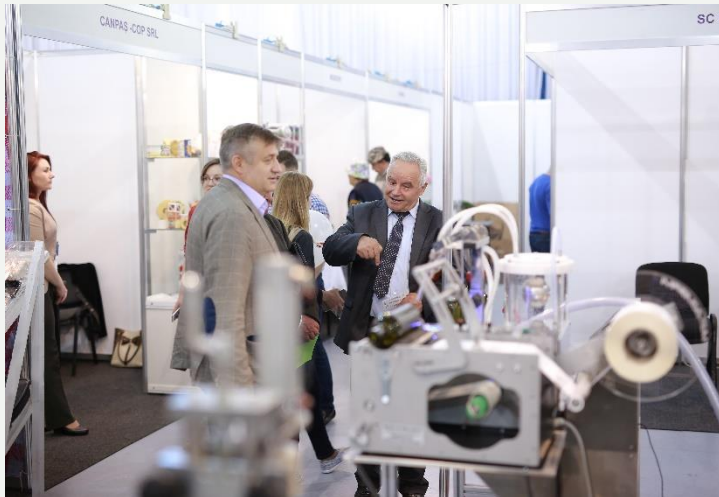
Packaging.Depot 2017



Exhibitors:

Effectiveness of participation:

Over 66.7% of exhibitors were satisfied with the results of their participation in the exhibition



«Summing up the results of our participation in the exhibition PACKAGING.DEPOT, we can say that we are very satisfied. We had at our stand the representatives of our target audience, very interested in our new proposals. The merit of the organizers is that they support the status of the exhibition as a professional event.»

Dmitri Pliuşcirov, marketing manager, Propac SRL



Packaging.Depot 2017



Special events:

- Contest «Novelty of the Year»
- Business Networking Event
- Test-drive of new food packing equipment.



Packaging.Depot 2017



CBC on Expo (Creating Business Contacts)



Tools of the program:

- ❑ **Business Networking Event** – an event for establishing primary business contacts between exhibitors.
- ❑ **Program Professional Visitor** - a special service for attracting the targetted audience to the exhibitor's stand. In the framework of the program 543 pre-arranged business meetings were held;
- ❑ **Catalog of novelties** included new products and services, first presented at the exhibition. The catalog has become a visitors' guide to the stands with novelties;
- ❑ **Online promotion prior to the exhibition** – personalized online advertising campaigns for exhibitors;
- ❑ **Attracting online visitors during the exhibition** - on-the-spot reports from the stands. Visitors are informed online about special offers and new products/services directly by exhibitors.



Packaging.Depot 2017



Visitors

Geography of visitors:



45, 2% from regions of Moldova:
Anenii-Noi, Bălți, Cahul
Cimișlia, Criuleni,
Edineț, Fălești, Florești,
Glodeni, Hîncești, Leova,
Nisporeni, Orhei, Strășeni, Soroca
Taraclia, Tiraspol, Ungheni.

49, 5% – Chișinău

From abroad **5,3 %** : Belarus, Italy,
Poland, Romania, Russia, Turkey,
Ukraine



Packaging.Depot 2017



Visitors were interested in:

- 37.73% – Packing materials
- 36.82% – Printing equipment for packaging
- 35.74% – Labels manufacture
- 17.06% – Equipment and production lines for packing
- 14.7% – Cash registers, marking equipment Aparate de casă și marcat, weighing equipment
- 10.47% – Lifting and transportation equipment
- 5.7% – Recycling

«Our company specializes in sales of equipment for the HoReCa sector. At the PACKAGING.DEPOT exhibition, I was interested in shelving for foodstuffs, exhibited by ASPETI S.R.L. and FIRSTLINE S.R.L. In addition, we received attractive offers in the field of labeling: CANPAȘ-COP presented me its full-color self-adhesive labels.»

Massimo Grampassi, Export Manager, SPM Drink Systems S.p.A. (Italy)



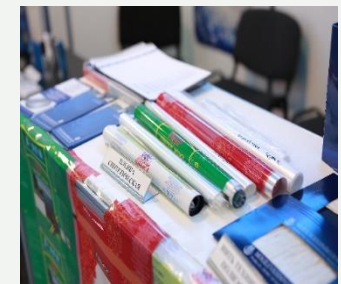
Packaging.Depot 2017



Promotion tools

Direct mail

5 info mails have been sent to
7, 385 specialists in the field



Packaging.Depot 2017



Promotion tools:

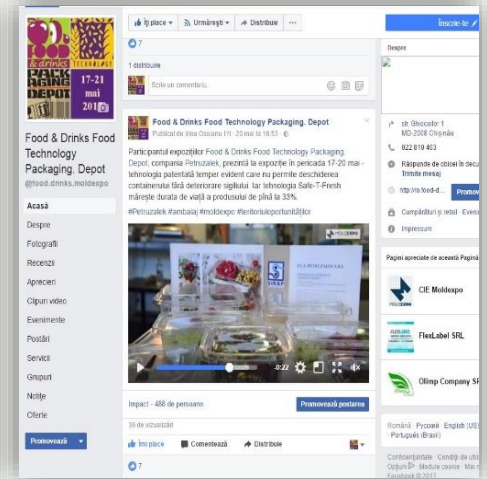
SMM (Social Media Marketing)



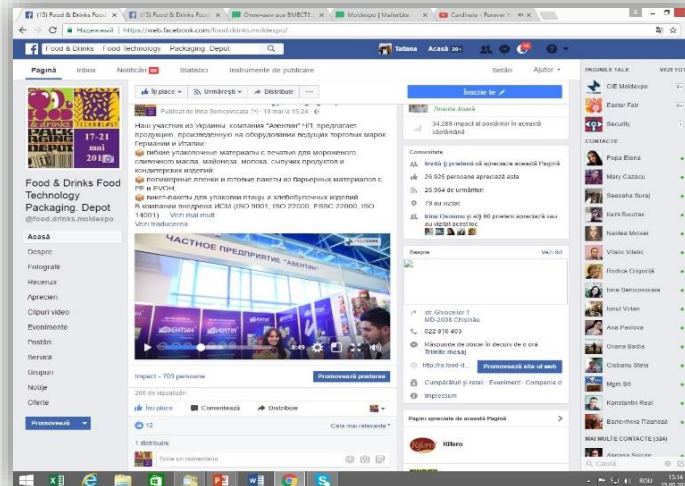
510 viewings, coverage - 1150



572 viewings, coverage - 1000



450 viewings, coverage - 950



506 viewings, coverage - 900



Packaging.Depot 2017

Number of viewings of the exhibition page on Facebook during the advertising campaign



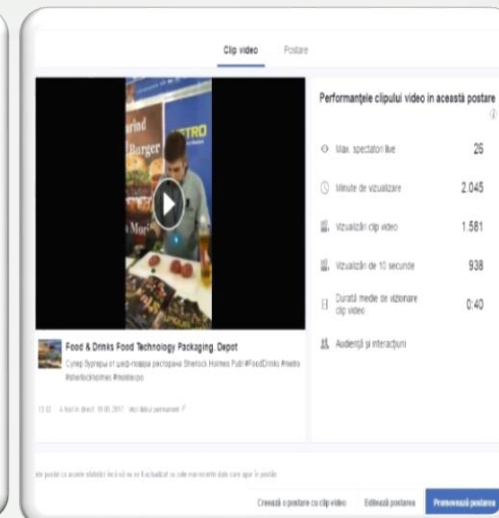
Notificări Statistici Instrumente de publicare Setări Ajutor

Top clipuri video

CLIPURILE VIDEO CU CELE MAI BUNE REZULTATE ÎN FUNCȚIE DE MINUTELE DE VIZIONARE DIN PERIOADA 18.05 - 24.05

Noua secțiune Top clipuri video va cuprinde toate clipurile video care au fost văzute în intervalul de timp selectat. Deschide Biblioteca video pentru a vedea toate clipurile tale video.

Clip video	Publicat	Minute de viz.	Vizualizări de clip v.
Сучер Сырцов и фуд-поппар... prezentare Shirock Holmes Publ...	19.05.2017 03:07	2 mi	1,6 mi
Ocean Fish Moldova este importator... producători și distribuitori, vede în...	19.05.2017 03:07	916	1,7 mi
De sărbători răstăți o țență cu o rețetă deosebită. Lăsați prăvălăra să vă...	05.03.2016 07:32	735	1,1 mi
Participantul expoziției Food & Drinks Food Technology Packaging, Depot...	18.05.2017 06:45	581	1,3 mi
Дарителю с ваган притягива и политическому деятелю пародокс...	18.05.2017 01:28	552	2,4 mi
Мастер-класс талантливого шеф- повара "Хурджиня" Яна Максимова по...	21.05.2017 01:40	513	994
Chiar în acest moment patiserul Julia Lobutuc pregătește în cadrul...	18.05.2017 01:07	506	912



Packaging.Depot 2017



Advertising campaign

TV channels

Jurnal TV	60
PRO TV	50
NTV Moldova	54
RTR Moldova	76
Agro TV	156

Radio stations

Radio Plai	80
Radio Noroc	80
Новое радио	64
HIT FM	64
Radio Dor- Causeni	196
Radio Prim-Glodeni	196
Radio Media-Cimislia	196
Albena-Taraclia	196
Impuls Soldanesti	196

On-the-spot reports

PRO TV	17, 19.05.2017
NTV Moldova	19.05.2017
Publika TV	17.05.2017
Canal 2	19.05.2017
Canal 3	19.05.2017
TVC 21	17.05.2017
Agro TV	17, 19.05.2017
Madein.md	17.05. 2017

broadcastings

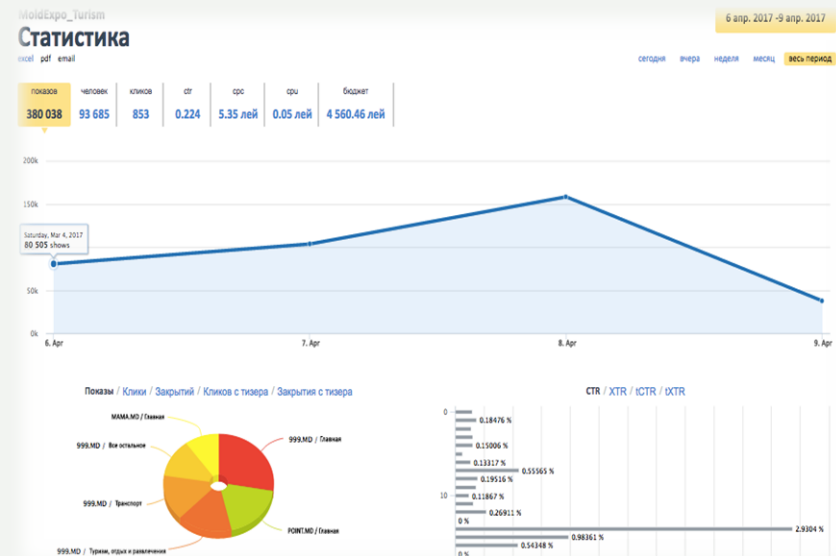
broadcastings

Specialized and news sites:

Afisa.md, Biznes.md, Goodsmatrix.ru,
horeca.ru, Infomedi.eu, food.ua, Moldova-today.com,
 Mybusiness.md, Neogen.md, Point.md, Play.md, oboru
 d.info, prodinfo.com.ua, Kompass.md, Kp.md, Vedomo
 sti.md, Yellow Pages of Moldova.

Printed mass-media

Аргументы и факты,
 Молдавские ведомости,
 Панорама,
 Труд в Молдове



Packaging.Depot 2017



Project coordinator

Svetlana Ghelan

Tel.: (+373 22) 81-04-10

E-mail: ghelan@moldexpo.md

Project manager

Aliona Maloghin

Tel.: (+373 22) 81-04-39

aliona@moldexpo.md

Marketing manager

Tatiana Dranicer

Tel.: (+373 22) 81-04-31

marketing3@moldexpo.md



**See you at
Packaging.Depot
2018!**

