



Post-event report

MOLDENERGY



2017

22-26 March



21st EDITION 2017



Organizer:

**International Exhibition Center
MOLDEXPO SA**



Official support:

**Ministry of Economy of
the Republic of Moldova**



Project partners:

Energy Efficiency Agency



agenția pentru eficiență energetică

IDomus Company S.R.L.



EXHIBITION IN FIGURES

Exhibition area, sq m

1258

Exhibitors, companies

79

Visitors, persons

8100

EXHIBITORS:

79 companies from:



Belarus



**Republic of
Moldova**



Romania



Russia



Ukraine

FIELDS OF ACTIVITY:

**VENTILATION AND AIR
CONDITIONING**

26%



**ELECTRICAL
ENGINEERING**

10%



**GREEN
TECHNOLOGIES**

6%



**SERVICES FOR
BUSINESS**

3%



POWER SYSTEMS

11%



LIGHTING

10%



**CABLES AND
CONDUCTORS**

6%



**SMART HOUSE
SYSTEM**

3%



THERMOENERGETICS

10%



**INSULATION
MATERIALS**

7%



**GAS-SUPPLY
SYSTEMS**

5%



GOAL OF PARTICIPATION IN THE EXHIBITION	%
Looking for new clients	82
Looking for new partners	68
Launching new products / services on the market	60
Strengthening the image of the company on the market	60
Maintaining existing business contacts	45
Selling products / services	45
Identifying clients' preferences	31



«Our factory participated in the exhibition with the goal to search for partners on the Moldovan market for wholesale sales. I want to note that our stand was visited by our target audience - representatives of construction organizations, designers, architects. The reputation of the exhibition as a professional platform was confirmed - we reached a number of agreements on contracts, the event was attended by a large number of industry experts. I want to express my gratitude to IEC Moldexpo for the excellent organization and, in particular, for the high level of promotion in the media.»

Serghei Scheglov, Leading Specialist in Marketing and Advertising, Minsk Heating Equipment Plant

Business program:

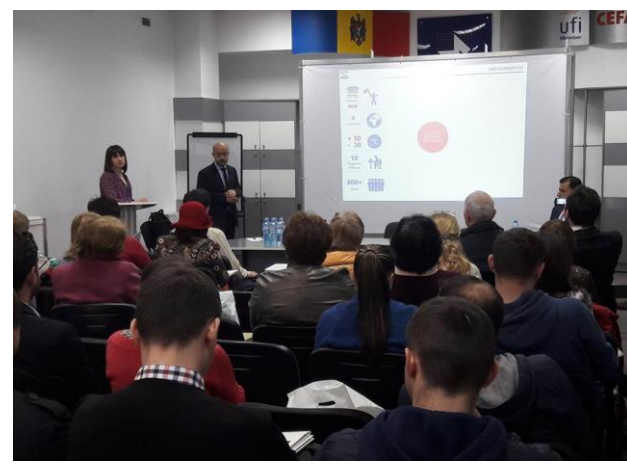
Seminars :

- Potential of wind energy resources in the Republic of Moldova and financing instruments available to investors.

Organizer: Energy Efficiency Agency of Moldova

- Heat pumps and chillers, overview of industrial equipment from DI & TRADE Engineering

Organizer: Di & Trade Engineering S.R.L.



CBC on Expo – making business contacts:



Business Networking Event -
an event for establishing primary
business contacts between
exhibitors. 80 exhibitors took part in
this event.

Tools of the program:

- Online and offline promotion of exhibitors' products;
- Catalog of novelties;
- Program Professional Visitor ;
- On-the-spot reports from exhibitors' stands, attracting the online audience during the exhibition.



"The purpose of our presence at the exhibition was to find distributors in Moldova and to analyze the local market. The professional profile of MOLDENERGY allowed our company to gather the necessary contacts, hold negotiations with potential customers. The benefits of participation are obvious, now we will study the received information and work with the contacts. We thank the organizers for the excellent exhibition."

Nadezhda Chekareva, Director for export, VentArt Group (Russia)

"Presenting to the visitors of the exhibition new lines of electrical products from Polish and Spanish manufacturers, we counted not only on end-users. The goal was to announce a new product to market experts. The good organization and professional status of the event allowed us to establish the necessary business contacts with representatives of electrical companies and shops. I want to note that many interested household customers visited our stand and appreciated our products. Despite the fact that we participate in the exhibition for the first time, the results of participation are considered very good."

Oleg Leshchenko, founder, SC Vicolcom SRL

"Our expectations of participation in the exhibition were fully accomplished! We got new contacts among the target audience, there is interest in the ventilation systems that we presented. I think that the MOLDENERGY exhibition is a good opportunity to promote your product among industry experts."

Aurelia Catana, Director, Geothermal-AV SRL

"Our company participates in several exhibitions at Moldexpo. Our task is to get new customers, and also to inform our audience about the benefits of our solid fuel boilers. Judging by the fact that the boilers we presented have been demanded by the visitors to our stand, this task has been accomplished. I also note a large percentage of specialists of the energy sector at the exhibition, this further motivates us to participate in such professional events."

Radu Pulbere, Manager, Stafolet SRL

21st EDITION, 2017

VISITORS:

8100 visitors

90% - professional
visitors

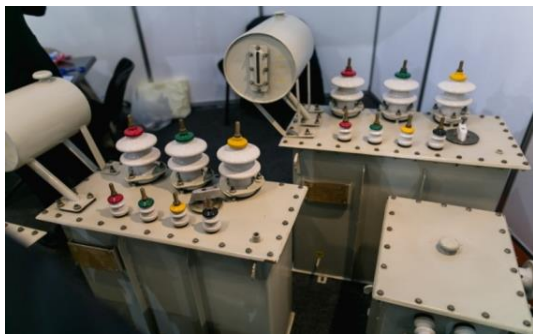


“Our company specializes in the production and supply of medium and high voltage electrical equipment. The purpose of my visit to MOLDENERGY was to get acquainted with the proposals of Moldovan companies in our field of activity, maintaining contacts with specialists. I want to note that the exhibition is a good place for serious companies to create business contacts and to maintain their image. ”

Gabriel Drobot, Director of Technical Department, Electroalfa (Romania)

Categories of requested products / services :

71%	Electric equipment	37%	Air conditioning equipment
44%	Thermal installations	32%	Gas supply installations
43%	Electrotechnical equipment	18%	Smart House systems
40%	Insulation materials	3%	Other products or services
40%	Lighting equipment		
39%	Green technologies		
39%	Cables / conductori		



«Our company works in the field of solar energy and I was interested in novelties that will be displayed at MOLDENERGY. It was very interesting and instructive to discuss with Moldovan colleagues the aspects of energy audit of the facility where the installation of solar power plants is planned. Judging by the exhibition, the solar energy in Moldova is becoming very popular. We will think about entering the market of your country.»

Alexandr Bosak, Director, Energopartner Engineering (Ukraine)

Reasons for visiting Moldenergy 2017:

Identifying new products in the field of energetics

Looking for new dealers

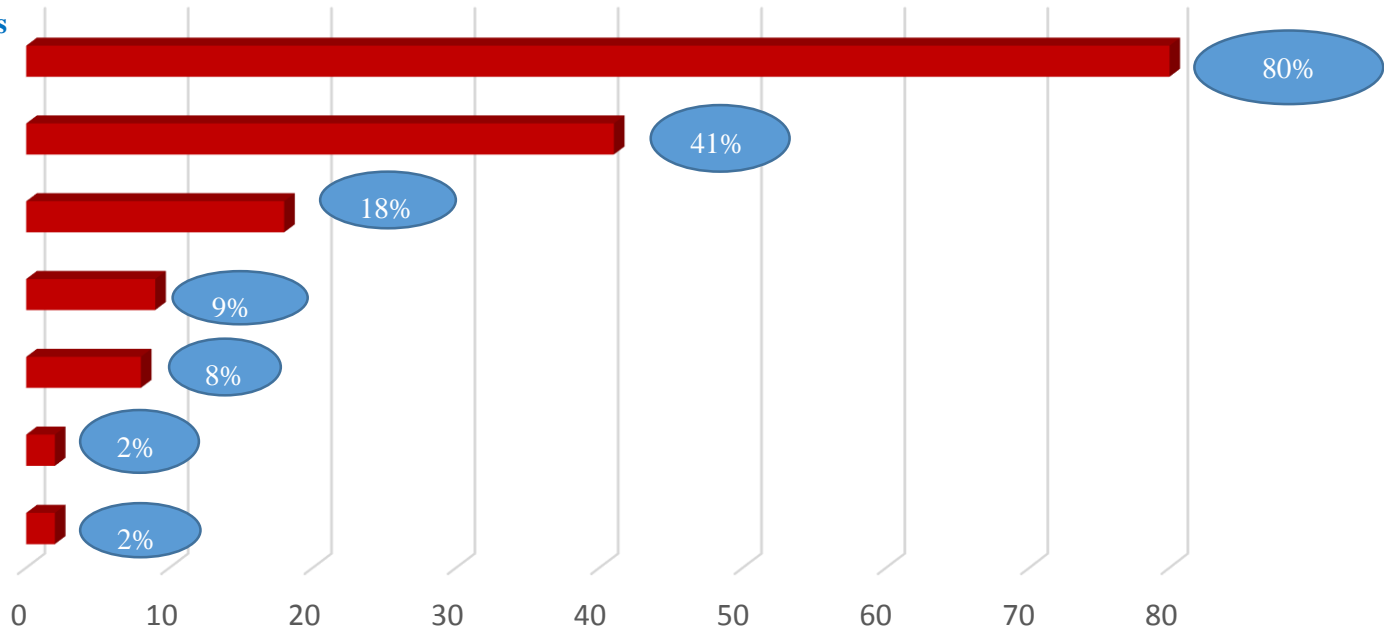
Wholesale purchase

Meeting business partners

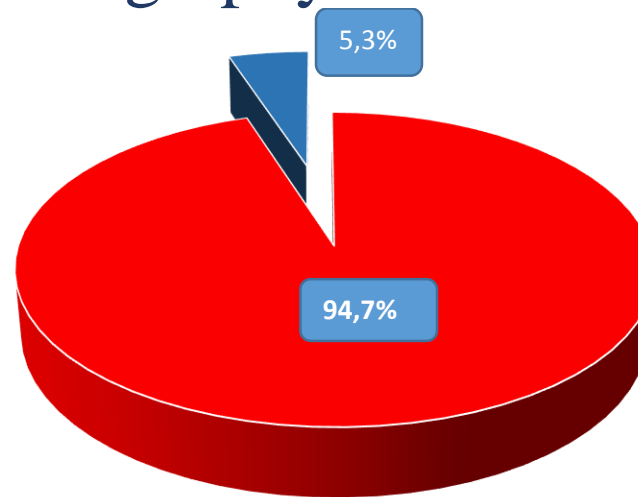
Attend seminars and conferences

Purchase products

Other



Geography of visitors :



■ Republica Moldova

94,7% - Republic of Moldova

5, 3% - Visitors from abroad (Czech Republic, Germany, Italy, Netherlands, Romania, Russia, Spain, Ukraine).

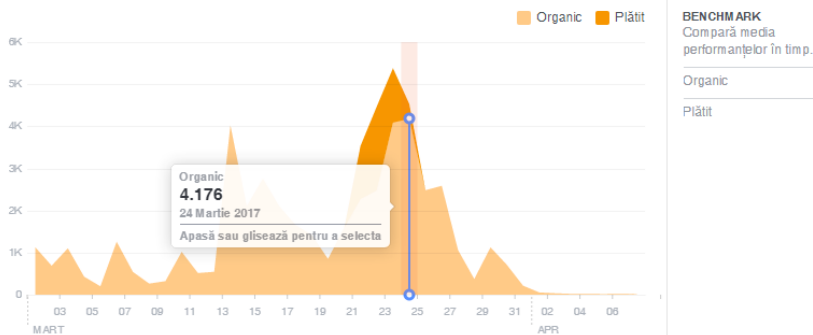
"I highly appreciate the exhibition, because here you can meet industry professionals, representatives of related industries, as well as experts from the construction industry, discuss current trends and novelties. It is very good that MOLDENERGY is held simultaneously with the exhibition MOLDCONSTRUCT. Our company, for example, is more engaged in the field of finishing works, but at MOLDENERGY you have an excellent opportunity to see new samples of electrical tools needed in our work. "

Andrei Caraca, head of the department for sale of construction and finishing materials, Favorit factory (Tiraspol)

Promotion tools. Digital marketing

Impactul postărilor

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



Numărul total de aprecieri ale paginii tale până astăzi: 1.349



Rezultate din perioada 11 Martie 2017 - 7 Aprilie 2017

Organice Plătite

Acțiuni pe Pagină

10 Martie - 6 Aprilie

1

Total acțiuni pe Pagină ▼50%



Vizualizări ale Paginii

10 Martie - 6 Aprilie

572

Total vizualizări Pagină ▲4.300%



Aprecieri pentru Pagină

10 Martie - 6 Aprilie

77

Aprecieri pentru Pagină ▲7.600%



Impact

10 Martie - 6 Aprilie

25.012

Impact - persoane ▲170%



Interacțiuni cu postările

10 Martie - 6 Aprilie

14.638

Interacțiuni cu postările ▲273%



Clipuri video

10 Martie - 6 Aprilie

14.276

Total vizualizări clipuri video ▲25.393%



21st EDITION, 2017



Promotion tools. Direct mail



Pe un singur spațiu - produse noi, oferte noi, servicii noi!

Pentru dvs. de pe 22 până pe 26 martie la Moldexpo se va desfășura expoziția "Moldenergy"!

5 motive pentru a te înregistra la expoziție și a deveni vizitator VIP:

Motivul Nr. 1

Intrare **GRATUITĂ** în toate cele 5 zile de expoziție (de pe 22 până pe 26 martie)!



Motivul Nr. 2

Economisiți timpul dvs. la înregistrare și folosiți-l pentru a face cunoștință cu noile produse și oferte



Зарядите свой бизнес новой энергией!

Приглашаем Вас посетить главное событие энергетической области Молдовы - Moldenergy 2017!

Почему важно посетить выставку Moldenergy:

В выставке участвуют более 80 компаний из Молдовы, Украины, Румынии, России, Беларусь

MOLDENERGY 2017 представляет:

- Системы газоснабжения и газовое оборудование
- Изоляционные материалы, утеплители для труб
- Кабельно-проводниковую продукцию: кабели, провода, электромонтажные и электроустановочные изделия
- Электротехнику
- Систему "Умный дом"
- Системы вентиляции и кондиционирования
- Школа Мастеров



Компания "Dezvolt-Activ" SRL приглашает Вас на специализированную выставку Moldenergy!



Мы ждем Вас здесь:

МВЦ Moldexpo, 2 павильон, стенд №46

Мы открыты для Вас:

С 22 по 26 марта 2017, с 10.00 до 18.00

Вы увидите:

современные звукоизоляционные и акустические материалы

Услышите:

мнения экспертов

Info letters were sent to approximately 4, 600 specialists

Advertising campaign



Advertising campaign on TV and radio:

Channels	Broadcasts
PRO TV	50
TVM 1	30
TV7	52
NTV Moldova	39
PTP Молдова	78
TV Prim - Edinet	224
TV Prim - Balti	224
ATV – Comrat	224
Cort TV – Soroca	224
TFV -Tiraspol	224
Русское радио	81
Megapolis FM	81
Автораддио	90
Radio Noroc	90
Radio Plai	90
Coverages:	
Publica TV	22.03.2017
PRO TV	22.03.2017
Realitatea TV	22.03.2017
TVC21	22.03.2017
NTV Moldova	22.03.2017
Canal 3	22.03.2017
TVM1	23.03.2017

Specialized info portals: Bcm.md, Bildinginfo.eu\ru, Brigada.md, Construct.md, Elec.ru, Evroremont.md, Remont24.md, Stroika.md

Info portals: Afisa.md, AllMoldova.com, Allfun.md, Biznes.md, Forum.md, Kp.md, Moldova-today.com, Mybusiness.md, Neogen.md, Noi.md, Play.md, Semia.md, 7 days.md, Vedomosti.md, YellowPages of Moldova

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www.moldenergy.moldexpo.md

Thank you
for your participation and cooperation!
See you at
the 22nd International specialized exhibition
MOLDENERGY 2018!