

POST EVENT REPORT



security

September 21-24, 2017

16th edition



SECURITY

September 21-24, 2017

Organizer:

IEC MOLDEXPO SA

Official support :

**Ministry of Internal Affairs
of the Republic of Moldova**





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The exhibition in figures

Exhibitors – **17 companies**

Participating countries – **Republic of Moldova and Romania**

Exhibition area - **527 sq m**

Visitors/specialists – **total 3249 persons, specialists 1903 persons**





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Exhibitors' profile

Video surveillance - equipment and systems

Personal security and remote control of buildings security

Technical means for security

Fire safety and technogenic security

Systems and means for information security

36%

34%

12%

12%

6%





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Goal of participation

75%

- **Strengthening the image on the market**

67%

- **Looking for new clients**

67%

- **Launching new products / services on the market**

50%

- **Identifying clients' preferences**

42%

- **Consolidating existing business contacts**

33%

- **Looking for new partners**

25%

- **Evaluating the market and the competition**

17%

- **Selling products / services**

“Every year, participation in the SECURITY exhibition provides us with the opportunity to reach the planned objectives. This year was no exception. In addition to traditional sales, product presentations, communication with potential customers, SECURITY offers an excellent opportunity for feedback. Participating in SECURITY is an irreplaceable marketing tool for a successful company. “

Plescenco Elena, marketing manager
Exterior Security Systems



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Program of the exhibition

Seminar cu tema: Sisteme antiincendiare europene de la compania «Tiras».

**Project:
My protected city**

**Mini-exhibition:
Gallery of the National Security**

**Action: Campaign for the consolidation of partnership with communities
“Together for your safety”**

**Event-Show:
Protection Force Show**

**Organizator:
“Lisnic-Grup” S.R.L.**

**Organizer:
SA “Videsecurity”**

**Organizer:
“National Museum of History”**

**Organizer:
Departments of the MIA**

**Organizer:
Ministry of Internal Affairs**





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Exhibitors' opinions

"We are a loyal participant of SECURITY exhibition and every time we are presenting something new. This year, we introduced a new "Video Security" service, which attracted the interest of the target audience - owners of large buildings. We had interesting contacts at our stand, we hope they'll become our customers. I think the exhibition is important for the security and safety sector. "

Alexei Petuhov, head of sales and customer service
AS Justar

" Our company is participating for the first time in the SECURITY exhibition, with the intention of finding new partners and customers. The big achievement is that our expectations have been met - we have exchanged contacts with representatives of companies of interest to us. I would also like to mention the good organization of the event as an exclusive, specialized event."

Dan Pendes, technical director
Fire Security System (Romania)

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Daily visitors flow

September
21

530
pers.

16,31%

September
22

952
pers.

29,30%

September
23

1238
pers.

38,10%

September
24

529
pers.

16,29%

38,35%

Visited the exhibition for the first time





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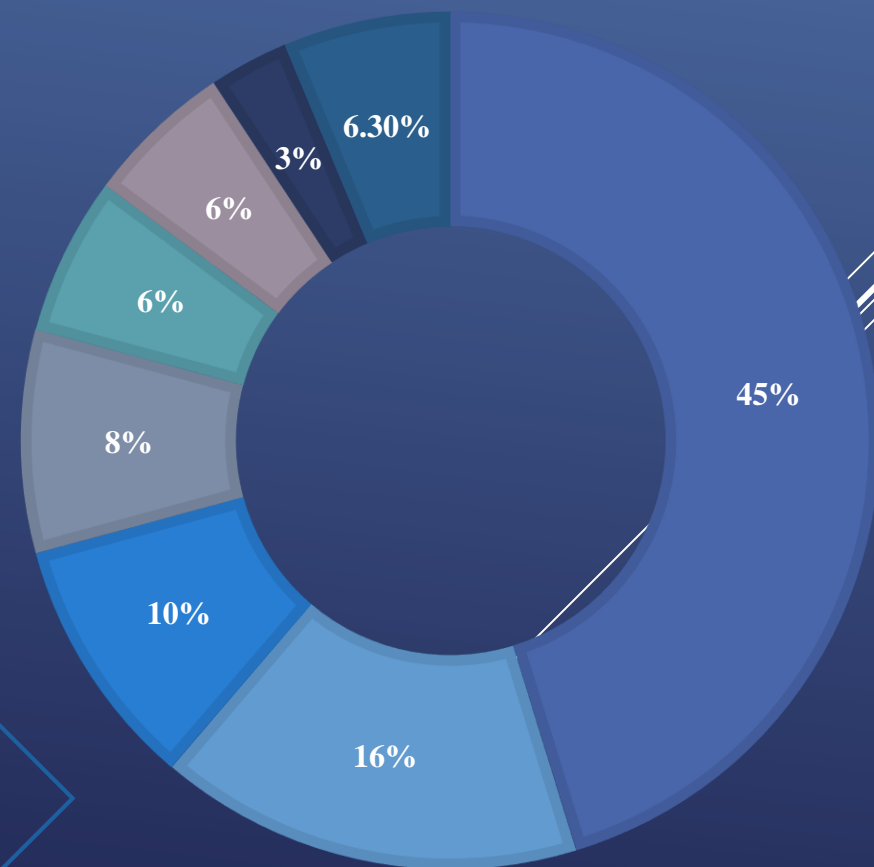


Specialists in fields :
(as indicated in the questionnaires)

Fields of activity

<input type="checkbox"/> security	45,25%
<input type="checkbox"/> constructions	16,9%
<input type="checkbox"/> business owners	9,53%
<input type="checkbox"/> real estate	8,40%
<input type="checkbox"/> IT	6%
<input type="checkbox"/> telecommunications	5,52%
<input type="checkbox"/> design	3%

General public 6,3%



47,94

Of visitors are decision-makers in their companies or influence the decision-making process.

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Buying products

54.10%

Looking for new suppliers

46.57%

Looking for new equipment and technologies

45.89%

Meeting business partners

15.06%

Wholesale purchases

10.95%

Other

6.16%

Goal of visiting the event

I visit the exhibition to meet my old business partners, but also to get to know others. The security field in the Republic of Moldova needs development, and the Security exhibition is a unique opportunity to get acquainted with market novelties.

Gheorghe Burduja,
General Director,
Teletrom-Prim

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62,46% - technical means for security

40,57% - video surveillance equipment and systems

28,35% - systems and means for information security

20,46% - IP surveillance cameras

19,78% - fire prevention and fire alarm systems

15,5% - fire and technogenic security

10,72% - security and alarm signaling systems

7,5% - labour protection and safety

5,76% - remote security services (command desk)

3,95% - others

Visitors' interests



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94,8% – Republic of Moldova
Including: 84,65% – from Chişinău municipality

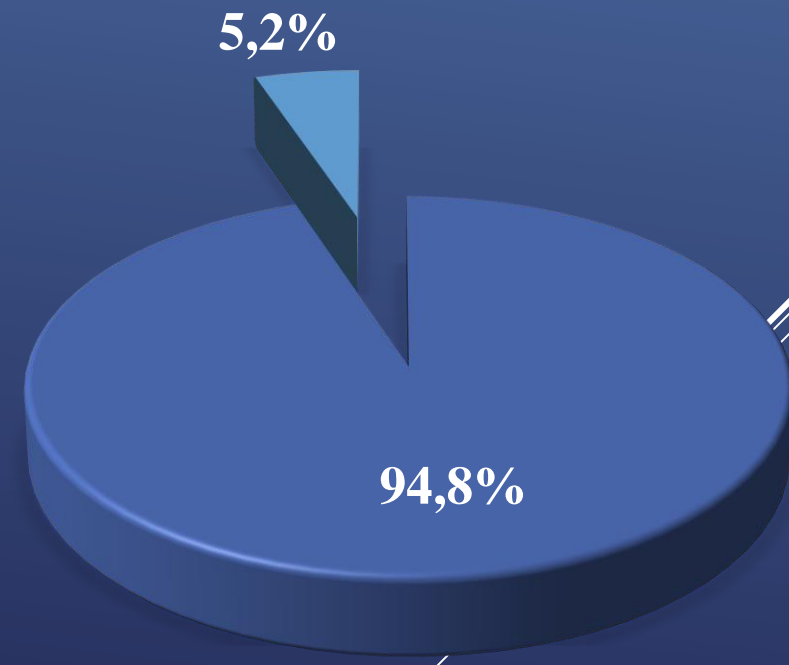
15,35% – districts of the Republic (Bălţi, Briceni, Călăraşi, Cimişlia, Criuleni, Drochia, Dubăsari, Edineţ, Făleşti, Hînceşti, Ialoveni, Leova, Nisporeni, Ocnîţa, Orhei, Soroca, Şoldăneşti, Ştefan-Vodă, Străşeni, Rezina, Transnistria, Ungheni, UTA Găgăuzia)

5,2% – visitors from abroad

**The exhibition has been visited by specialists from
6 countries**

Belarus, Macedonia, Poland, Romania, Russian Federation, Ukraine

Geography of visitors



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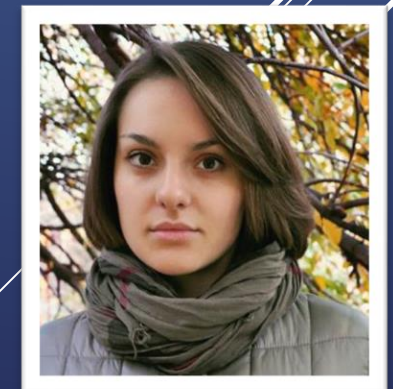
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Thank you for participating!

We are waiting for you at

SECURITY 2018

