

# CONSTRUCT&INTERIOR EXPO



SEPTEMBER  
21 – 24,  
2017

POST-EVENT  
REPORT



# General information



**Exhibitors  
(companies)**



Italy  
Moldova  
Romania  
Ukraine

**Visitors;  
22% out of  
them -  
specialists**



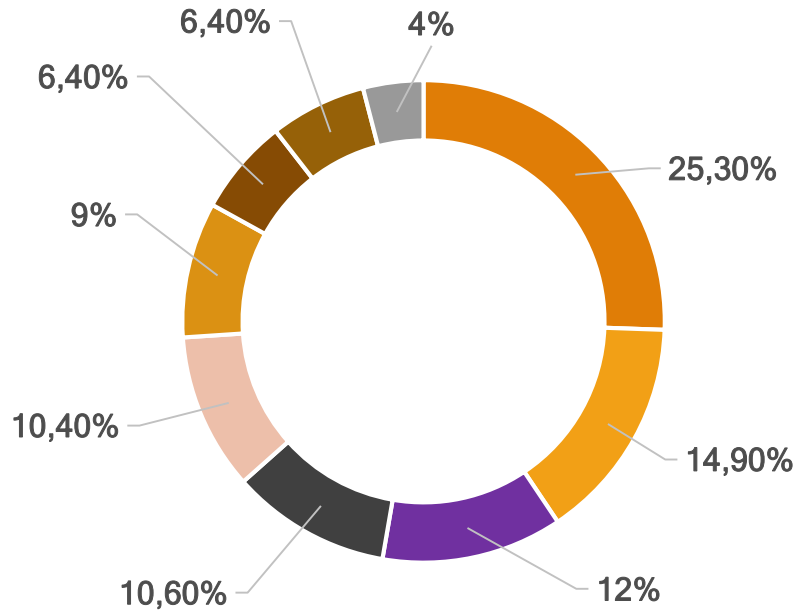
Macedonia  
Moldova  
Poland  
Romania

**Exhibition area  
(sq m)**





# Exhibitors' profile



- Building and finishing materials
- Thermo energetic equipment
- Wood and glass in constructions
- Electrical and lighting equipment
- Interior design and specialized platforms
- Gates, doors, shutters and blinds
- Coatings, screeds, hydro- and thermal insulation
- Equipment and tools
- Sanitary ware

«Our company participated for the first time at the international exhibition Construct & Interior. The purpose of the participation was to establish partnerships with Moldovan companies. We have achieved our goals - our stand has been visited exclusively by specialists of the industry. We are pleased with the number of business contacts we made at the exhibition. We will also attend the Moldexpo construction exhibition in spring.»

**Elena Bejgu, Assistant manager, SC Bencomp SRL (Moldova)**

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# Goal of participation



Looking for new clients	83%
Looking for partners	54%
Launching new products / services on the market	54%
Consolidating the image on the market	49%
Maintaining existing business contacts	39%
Identifying clients' preferences	39%
Selling products / services	29%
Assessing the market and the competition	17%



«We participate for the first time at the exhibition CONSTRUCT & INTERIOR EXPO in Moldova. I would like to mention the high level of organization of the event - the focus is on quality. We got very interesting contacts during the exhibition.»

**Natalia Borovskaia, Sales Director,  
Styliness S.R.L.(Italy)**



# CBC on Expo – establishing business contacts at the exhibition



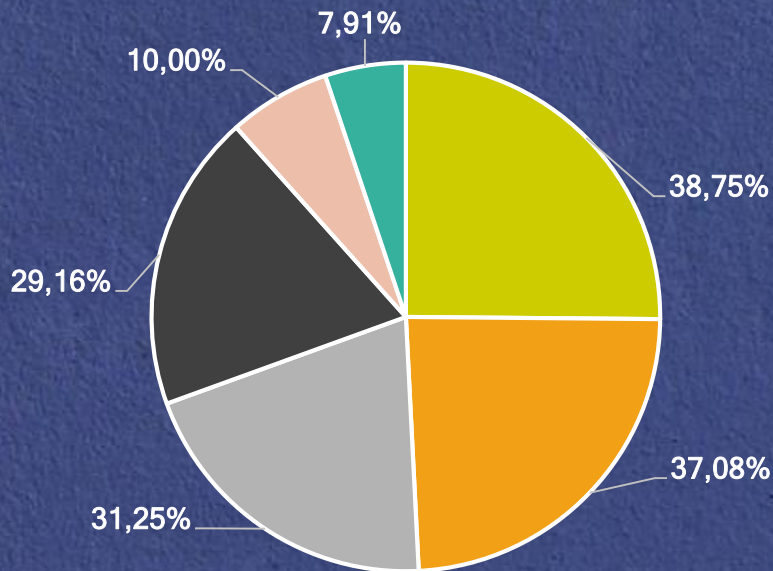
## Tools of the program:

- Program «Professional Visitor» - a special service for attracting the targetted audience to the exhibitor's stand. In the framework of the program 60 pre-arranged business meetings were held;
- SMM marketing:
  - Promoting exhibitors prior to the exhibition* – personalized advertising campaigns on social networks for each exhibitor. Coverage on Facebook – 2335 persons.
  - Attracting online visitors during the exhibition* - on-the-spot reports from the stands, promotion of on-the-spot reports and video ad of the exhibition on social networks. Visitors are informed online about special offers and new products/services directly by exhibitors. Coverage on Facebook - - 6,4 thousand persons.
- Direct – mail – sending information letters to promote exhibitors' novelties on a database of 7697 specialists and final consumers.



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# Goals of visiting the exhibition



- Retail purchases
- Getting acquainted with new equipments and technologies
- Meeting with business partners
- Looking for new suppliers
- Wholesale purchases
- Other

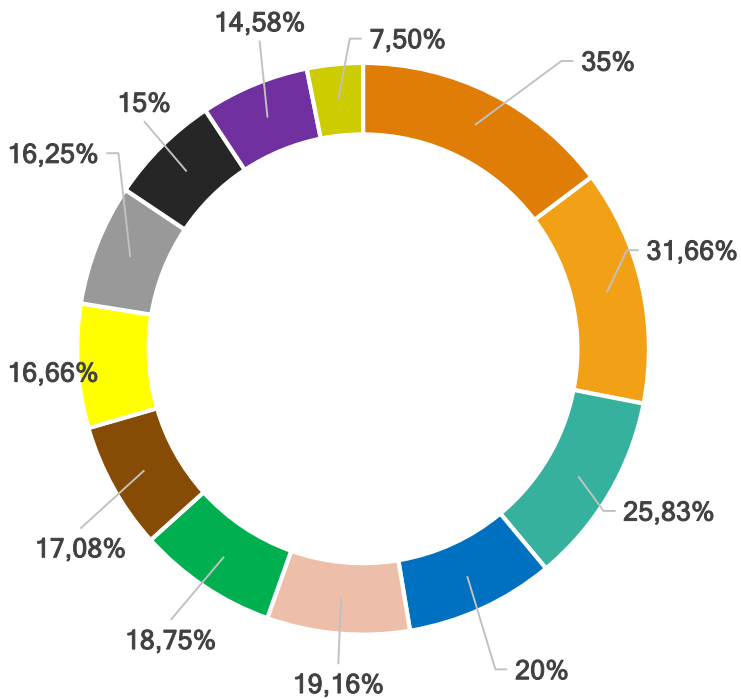




# Classification of visitors by interests



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- Equipment and tools
- Equipment and services in constructions
- Paints, plaster, wallpapers
- Equipment and vehicles for constructions
- Lighting equipment
- Windows, doors, gates and fences
- Thermo energetic equipment
- Stucco, stone, glass, metal
- Other
- Blinds, frames, sills, curtains
- Flooring
- Natural gas supply systems and equipment



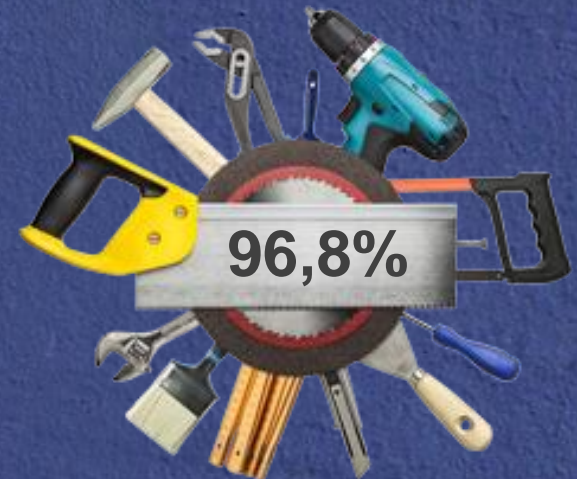
# Geography of visitors



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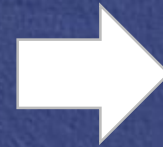
## Republic of Moldova

(Anenii Noi, Bălți, Dubăsari, Cahul, Căușeni, Chișinău, Comrat, Criuleni, Călărași, Orhei, Soroca, Strășeni, Stăuceni, Sângera, Tiraspol, Fălești, Hâncești, Cimișlia)



## From abroad

(Macedonia, Poland, Romania)





**We are waiting for you in  
March 22 – 25,  
at Moldconstruct 2018!**



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