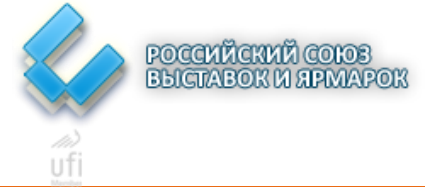




**18-21**  
**OCTOBER**  
**2017**



SPONSOR GENERAL



**REPORT  
POST-  
EVENT**

**MOLDAGROTECH** (AUTUMN)

33<sup>rd</sup> International Specialized Exhibition of equipment and technologies for the agro-industrial sector

# MOLDAGROTECH (autumn) 2017



Organizer:



Co-organizer:



General sponsor :



General media partner :





## Exhibition in figures



**19 570**  
**visitors**

86% specialists



**150 exhibitors**

Austria, Czech Republic, France,  
Germany, Greece, Italy, United  
Kingdom, Moldova, Romania, Russia,  
Saint Kitts and Nevis, USA, Turkey,  
Ukraine



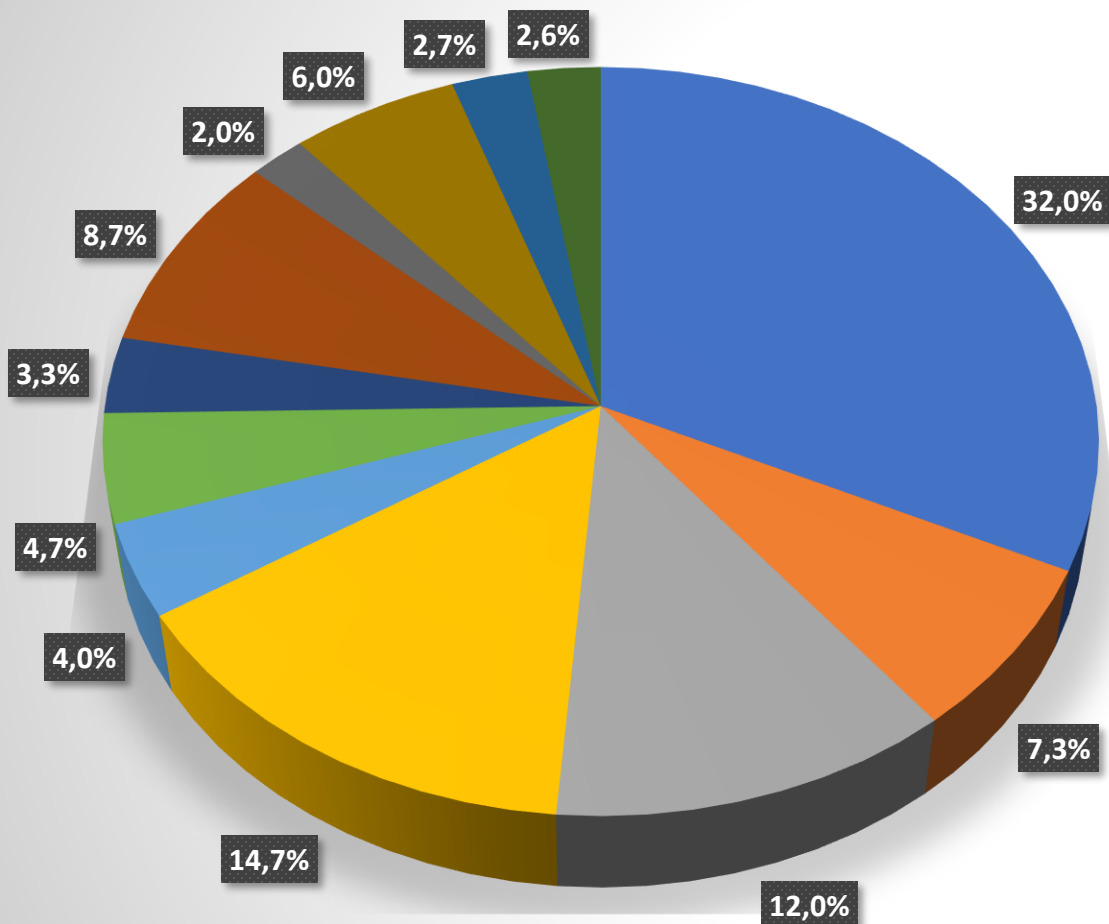
**5963**

**sq. m.**

indoor and outdoor exhibition space

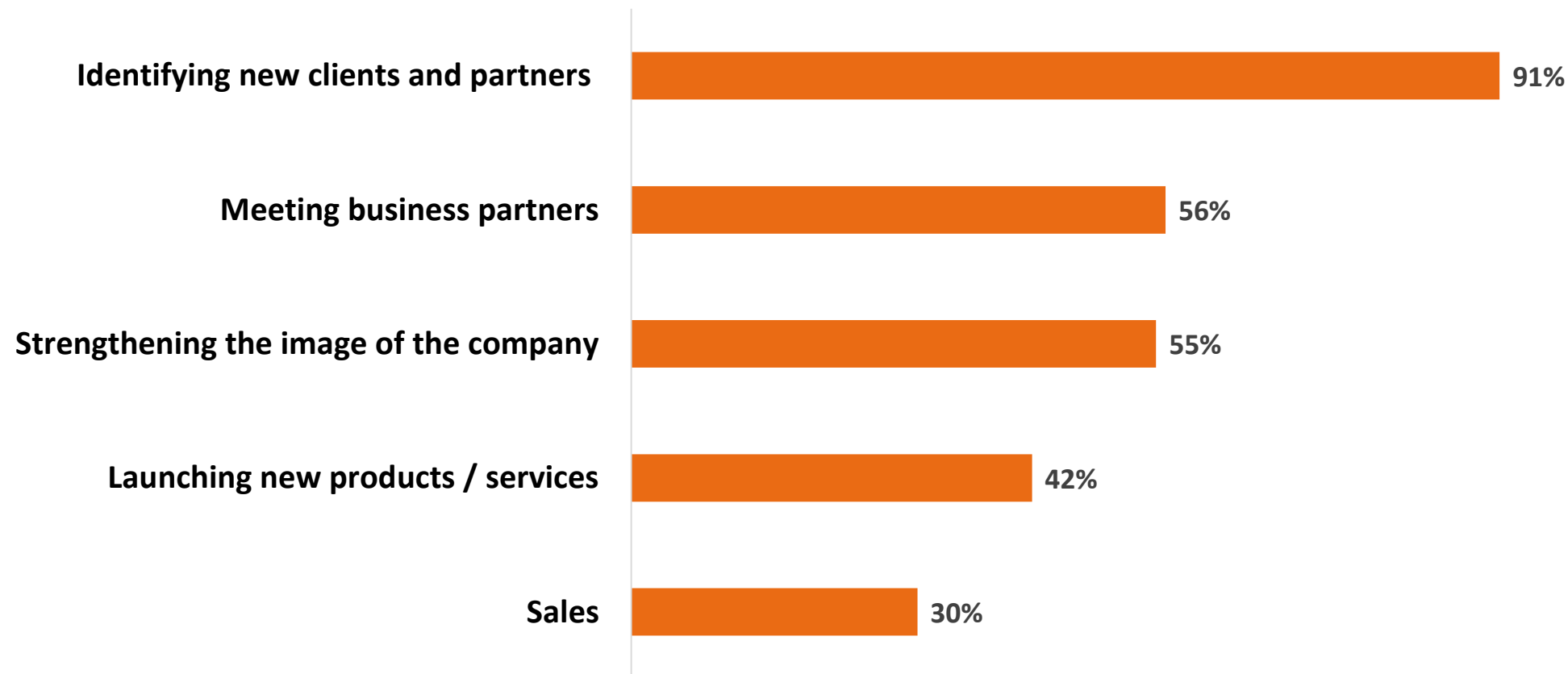


Exhibitors' fields of activity



- Agricultural equipment
- Technologies of plants cultivation in protected environment
- Irrigation and water supply system
- Fertilizers and plant protection products
- Equipment for food and processing industry
- Technologies for the conservation of energy resources
- Equipment for animal husbandry
- Equipment for maintenance services, oils, lubricants, tires
- Equipment for combined feed preparation
- Consulting and financing services
- Specialized mass media
- Other

## Goals of participation in the exhibition





## Opinions of our visitors

Between 18-21 October, at the International Exhibition Center "Moldexpo" took place a very important exhibition for Moldovan economy - MOLDEAGROTECH (autumn). The Elit-Tehnica stand was visited by more than 150 people, who were consulted by the employees of the company and representatives of our partners. The visitors could see at the stand both equipment already familiar to the farmers and new machines that could help those employed in the agricultural sector to solve the problems they are facing. First of all, it is the Massey Ferguson 7724 tractor with a maximum capacity of 235 hp, a novelty for the Republic of Moldova, but very popular in Europe.

For soil work, Elit-Tehnica presented 2 machines. The first is the Great Plains SS1300 scarifier, which has no analogs, penetrates into the soil at a depth of 35 cm and is ideal for restoring the soil structure and breaking the so-called plow sole. The second machine is the Kverneland RN plow.

We are all already aware that in agriculture you are only successful if you use state-of-the-art equipment and top-notch technology. The Elit-Tehnica team is helping farmers in Moldova, proposing solutions to the problems they face, being sure that all the equipment showcased at MOLDGROTECH (autumn) 2017 will work successfully on the Moldovan fields in the near future.



## Opinions of our exhibitors:

**Alexandru Iovcev**, Director Marketing Department, AgroProfi S.R.L.

“The mission of our company is to offer effective solutions for agriculture. Traditionally, at the MOLDAGROTECH exhibition we show the best models of such brands as Case IH, Maschio-Gaspardo, etc. Our customers and specialists of the sector appreciated our novelty - the VÄDERSTAD RAPID 300C seed drill with the E-Control function - by simply pressing a button you can adjust depth processing, change the seeding rate and control the accuracy of seeding on the go. As for the organization of the exhibition, we have no objections. All is well!”



**Bogdan Maznitsky**, Executive Director, «Жива Країна» (Ukraine)

“We are participating for the first time in the FARMER exhibition, with the aim to get acquainted with the local market, to analyze its opportunities and to find partners. We are satisfied with the results of our participation, there are contacts, there is demand, there are already orders. Our company intends to work in the Moldovan market and we hope to establish partnership relations with companies in this sector.”

## CBC on Expo (Creating Business Contacts)

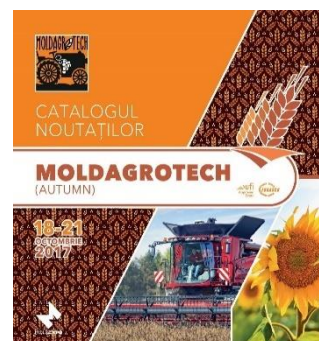
**Program Professional Visitor** - a special service for attracting the target audience to the exhibitors' stands. In the framework of the program 187 pre-arranged business meetings were held at the stands of the companies Dimax Impex (11), Tothequip (10), Tavsan Tavukuluk (9), Femax Nord (8), Comavit Pali (8), Carafruit (6), Itek (6), Agrimatco Service (6) and others.

**Catalog of new products and services** – the catalog included new products and services, presented for the first time at the exhibition. The catalog was distributed to professional visitors.

**Online promotion prior to the exhibition** – the personalized online advertising campaigns for exhibitors improved their recognition, informed visitors about their products and services showcased at the exhibition.

**Attracting online visitors during the exhibition** - 16 on-the-spot reports from the stands were made and placed on social networks. Online visitors were informed about special offers and new products/services directly by exhibitors.

**Direct-mail** - 8 info mails were send on a database of 19 896 e-mail addresses.





## Special events :

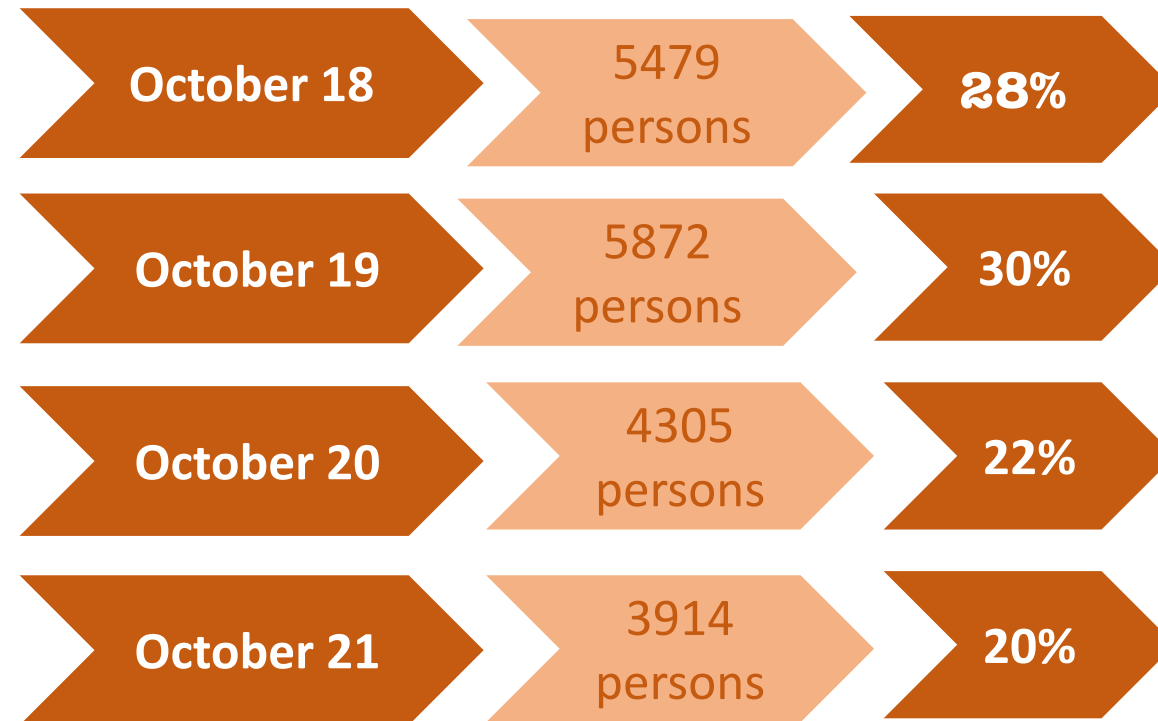
### Briefing AgroGeneration



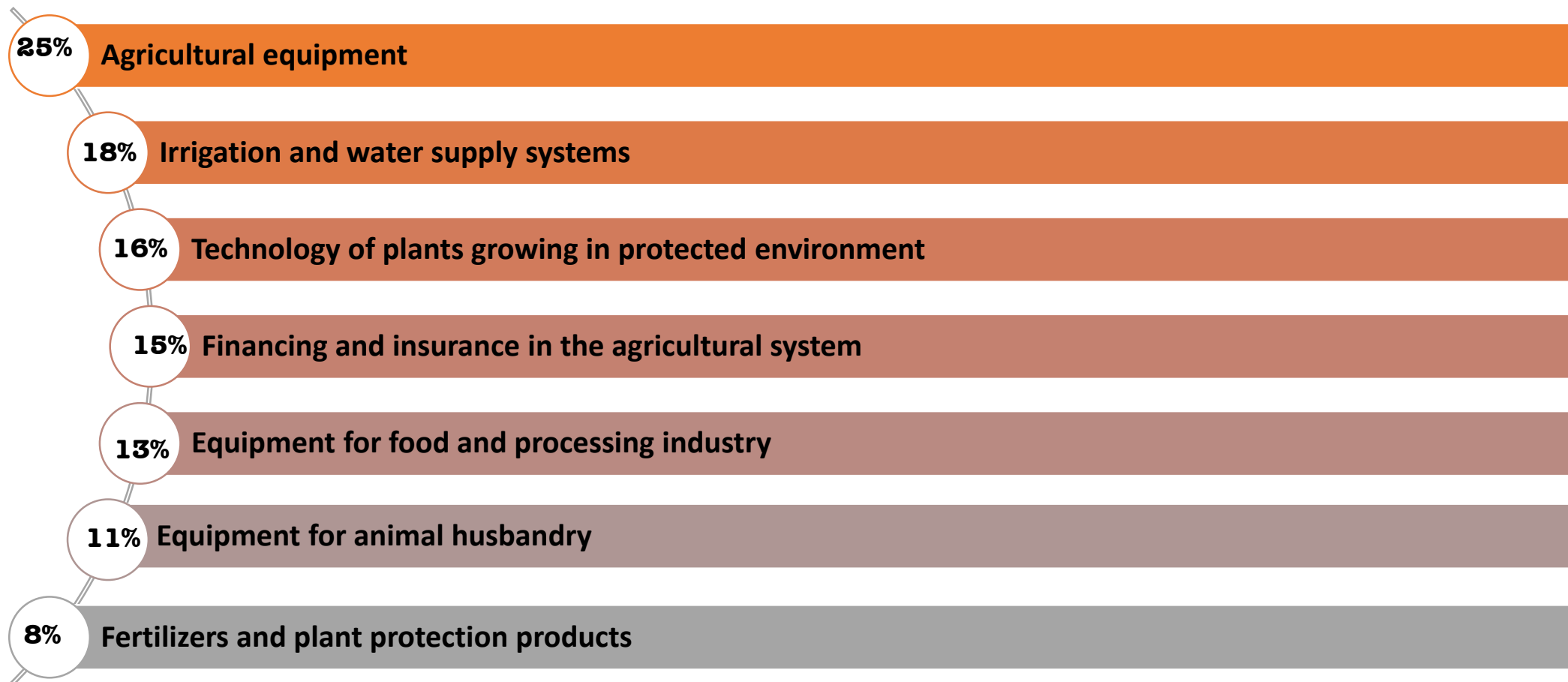
### Contest Novelty of the Year



## Daily flow of visitors:

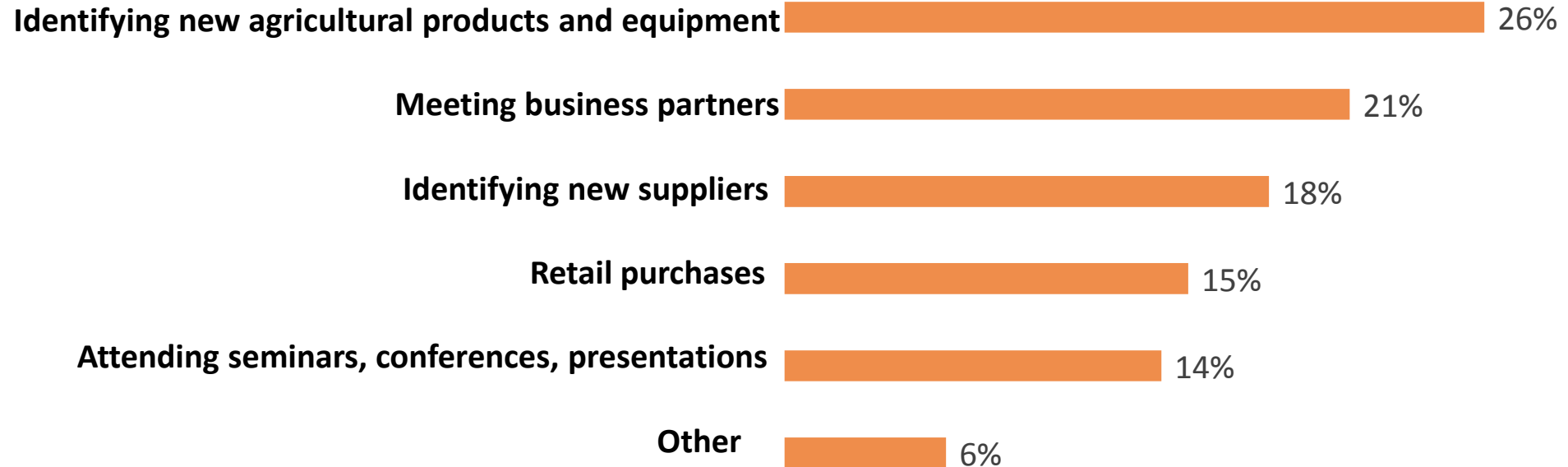


## Products the visitors were interested in :





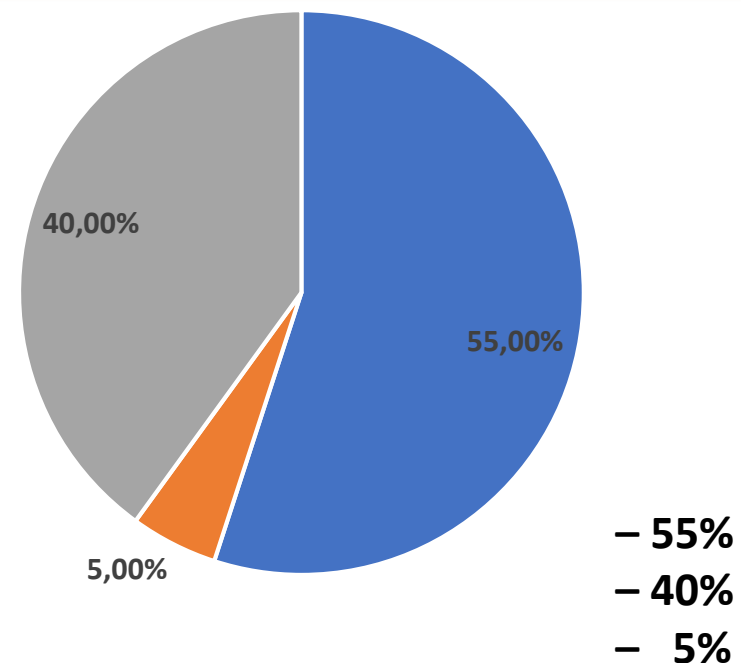
## Reasons for visiting:



### Serghei Gonciar, owner of a farming household

"The company that I am running is interested in using agricultural waste as a source of biofuel. We have a lot of them and we decided to study the possibilities of acquiring the adequate equipment. So at the exhibition I had a specific goal. I got interested in the proposal of Ecotronex: in my opinion, they have an optimal price-quality ratio. In addition, this year the seeds of maize, sunflower, etc. were widely represented. For me, the exhibition was very useful - I found what I need. "

## Visitors' geography:



**from the districts of the country**

**from Chişinău**

**From abroad**

**(Belarus, Belgium, Czech Republic, Denmark, Greece, Italy, the Netherlands, Poland, Romania, Russia, Turkey, Ukraine)**

**Nicolae Focşa, consultant, Timac-Agro SRL**

«I think that agricultural exhibitions at Moldexpo open great opportunities for those who are engaged in the agrarian sector. It's about not only buying products, but also about contacts, communication with professionals. In a few hours that I spent here, I received detailed information about the "Chandler" variety at the stand of "Pomul Regal", we will probably plant it. A pleasant impression was left by the professional level of visitors - I have met a lot of acquaintances working in our industry. They shared their impressions, talked about their problems. In my opinion, such meetings represent a good result of the event. »



## Advertising campaign:

### Advertising campaign on TV and radio:

#### Channels:

TV Prim – Edineț  
 TV Prim – Bălți  
 ATV – Comrat  
 Cort TV – Soroca  
 Media TV  
 TCV - Tiraspol  
 Agro TV Moldova  
 RTR Moldova  
 Jurnal TV  
 Pro TV  
 NTV Moldova  
 TVM1  
 Radio Prim – Glodeni  
 Radio Media – Cimișlia  
 Albena – Taraclia  
 Impuls FM – Șoldanesti  
 Radio Noroc  
 Radio Moldova  
 Radio Plai

#### Broadcastings:

224  
 224  
 224  
 224  
 224  
 224  
 103  
 72  
 60  
 50  
 42  
 40  
 224  
 224  
 224  
 224  
 90  
 81  
 81

### Info and specialized portals :

Agrobusiness.md,  
 Agrotvmoldova.md,  
 Aif.md,  
 Afisa.md,  
 AllMoldova.com, Allfun.md,  
 Biznes.md,  
 Forum.md,  
 Kompas.md,  
 Kp.md,  
 Moldova-today.com,  
 Mybusiness.md,  
 999.md,  
 Noi.md,  
 Neogen.md, Numbers.md,  
 Play.md,  
 Point.md,  
 Semia.md, Splendid.md,  
 Vedomosti.md,  
 YellowPages.md

### Specialized newspapers and magazines:

Agricultura Moldovei  
 Curierul Agricol  
 Omnibus  
 Молдавские Ведомости  
 Труд в Молдове

### Features:

1  
 1  
 1  
 1  
 1





## Event organizers:



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**See you at the exhibition MOLDAGROTECH (autumn) 2018!  
(October 17 - 20)**