



22nd International specialized
exhibition of medical
equipment, pharmaceuticals
and stomatology

MOLDMEDIZIN & MOLDDENT

September 13 – 16, 2017

Report post-event

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Organizer: IEC Moldexpo SA

Official support :

Ministry of Health, Labor and Social protection of the Republic of Moldova

Professional medical associations of Moldova



Ministry of Health,
Labor and Social Protection
of the Republic of Moldova



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The exhibition in figures



EXHIBITORS, companies

71

**VISITORS,
including 5% international**

3859

**EXHIBITION AREA,
sq m**

1058

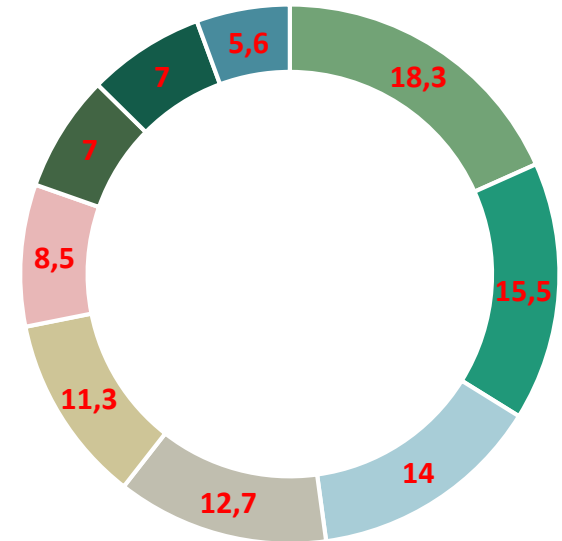
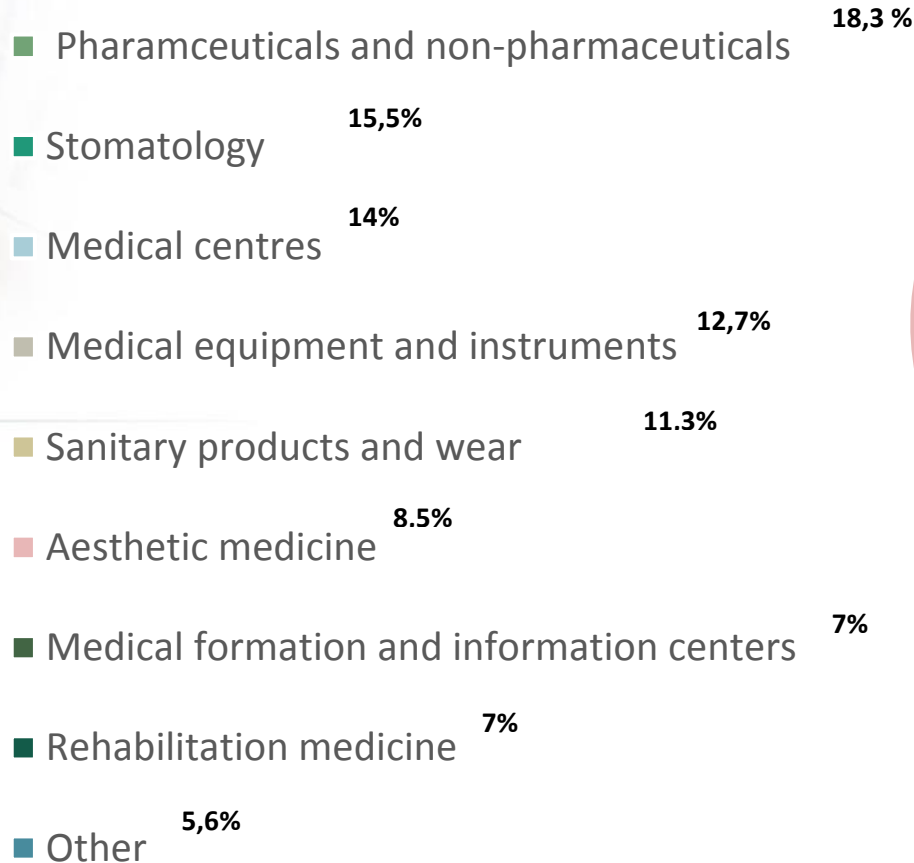
PARTICIPATING COUNTRIES

8

Belarus
Germany
Kazakhstan
Moldova
Romania
Russia
USA
Ukraine

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Exhibitors' fields of activity



98% of exhibitors mentioned that the exhibition was important for their business

"We have been working for five years on the Moldovan market. At the exhibition we present dental equipment and dental materials of famous manufacturers. Every year we display new products at the stand. Our participation in the exhibition has resulted in an increase of the target audience - we have many new customers, interested in the products we have presented."

Amer Trabulseih, representative of TechnoDent (Amer International SRL)

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Goals of participation in the exhibition



Finding new clients	69%
Finding new partners	33%
Strengthening the image of the company	43%
Promoting new products	43%
Keeping an eye on competition	45%
Maintaining existing business contacts	33%
Identifying clients' preferences	31%
Sales at the stand	16%



62% of exhibitors are permanent participants of the exhibition

"Our company is for the first time in Moldova. The goal of our participation in the exhibition is to study the local market and to look for business partners. MOLDMEDIZIN & MOLDDENT is a perfect platform for getting complete information about the market situation, here we have found mostly specialists and representatives of the scientific community. As a result, we have established some interesting contacts and we'll be working on them."

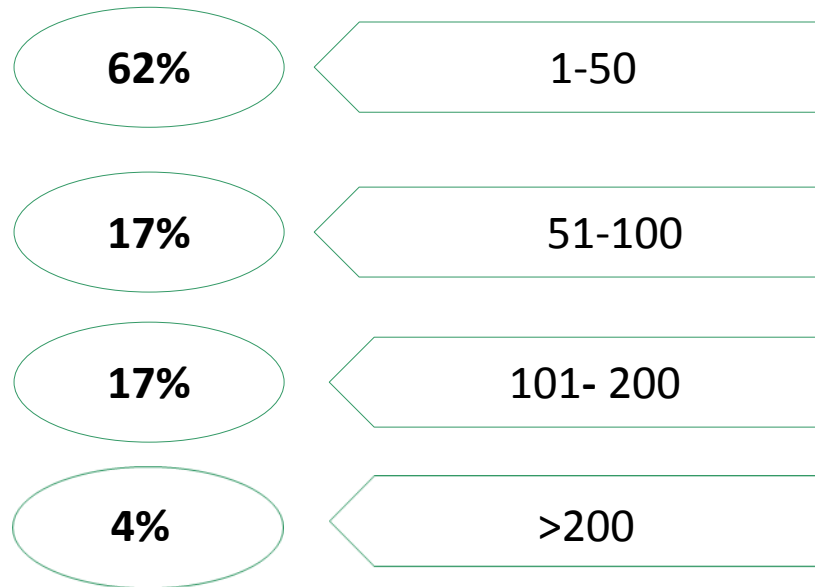
Martin Schone, representative of SimpleMed (Germany)

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Effectiveness of participation in the exhibition



Number of contacts made at the exhibition



59%
of exhibitors
attained
their goals at
the
exhibition

"Our company has recently entered the Moldovan market. We consider the exhibition as a unique opportunity to conclude long-term cooperation agreements with Moldovan partners. We have presented products for the rehabilitation of patients suffering from various diseases, as well as products for cancer patients. As a result of our participation in the event, we already have business partners in your country. In general, we are very satisfied with the results of our participation."

Alexei Belenkov, representative «МЕДИПАЛ-ОНКО» (Russian Federation)

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Accompanying program



■ Scientific and practical conferences for physicians

- „Implementation of the National Program for Prevention and Control of Cardiovascular Diseases for the years 2014-2020 ";
- "Actualities in the pharmacotherapy of diseases of the gastrointestinal tract";
- "Contemporary Aspects of Diagnosis and Treatment of Neuroendocrine Pathologies in Gynecology";
- "National Cancer Control Program in the Republic of Moldova";
- "The Role of Immunogenetics in the Diagnosis and Treatment of Oncological Diseases";
- „Actualities in Ftiziopneumology";
- "Current Issues in Public Health";
- "Actualities in Dentistry";
- "Nicolae Testemitanu, famous personality, exceptional manager, dedicated scholar and teacher, patriot";
- "Fundamental problems of laboratory medicine".



10
scientific and
practical
conferences and
3 seminars
have been
organized

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CBC on Expo (Creating Business Contacts)



Tools of the program

Business Networking Event – event organized for the establishment of primary business contacts between exhibitors and professional visitors (managers of medical institutions of Moldova);

Program «Professional Visitor» – a tool to attract target audience to the exhibitors' stands. In the framework of this program 156 pre-arranged business meetings took place;

On-line promotion of exhibitors prior to the exhibition – personalized advertising campaign on social networks aimed to attract the target audience of specific exhibitors;

On-line promotion of exhibitors during the exhibition – on-the-spot video reports from the stands and their placement on social networks. On-line audience is informed about the new products and special offers of exhibitors.



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Visitors

Daily flow of visitors:



September 13 1 569 persons 41%

September 14 1 290 persons 33%

September 15 750 persons 19%

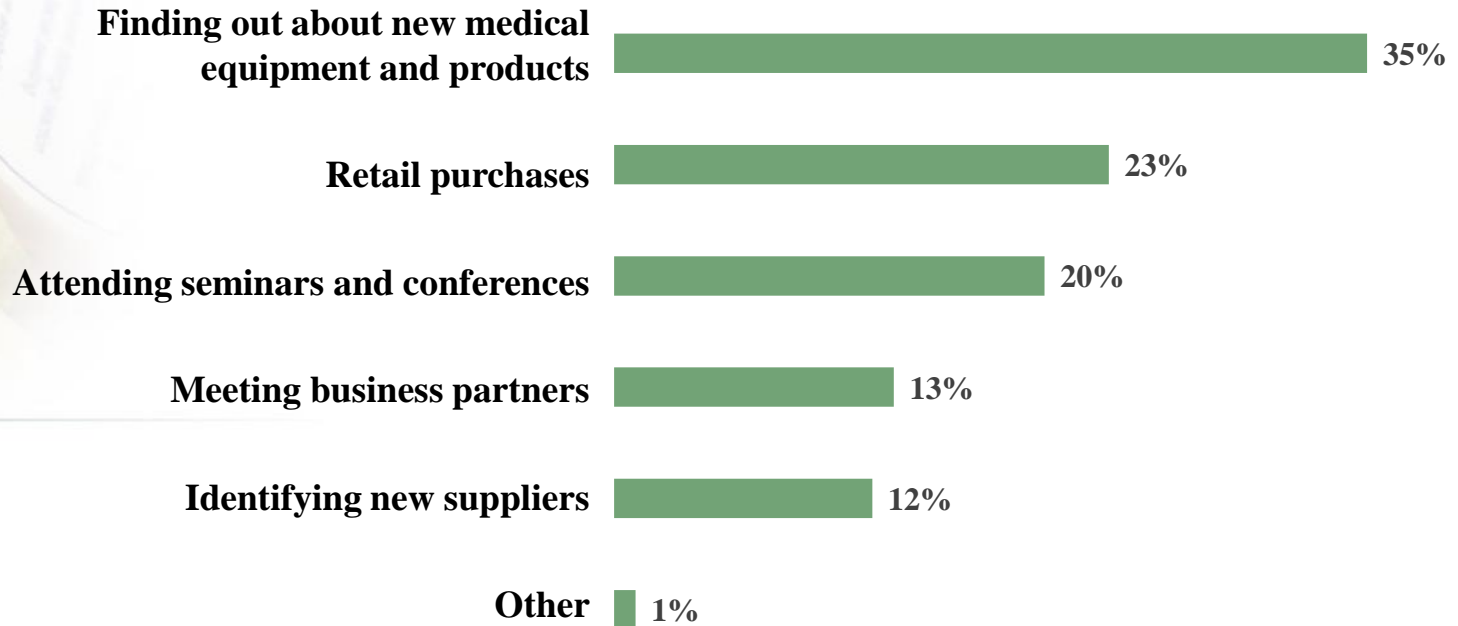
September 16 250 persons 7%

49 % of professional visitors attended the exhibition for the first time

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Aim of visiting the exhibition



96%
of visitors are
specialists in
the field

“In my opinion, every specialist is required to study all the novelties on the specific market. The exhibition offers a great opportunity to get acquainted with new samples of pharmaceutical equipment and preparations, to communicate with specialists and obtaining professional advice. As a dentist, I was interested in the products presented at the stands of participating companies. I'm sure the dentists were keen to hear about the new prosthetic technologies presented by the exhibitors.»

Lidia Chelari, dentist

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Classification of visitors by interests:



Pharmaceuticals	30,66%
Medical equipment	15,64%
Laboratory equipment, reagents	13,17%
Sanitary and hygiene products	12,76%
Rehabilitation medicine	6,79%
Dental equipment, instruments, materials	6,58%
Phytotherapy, alimentary additives, vitamins	6,38%
Products for emergency medicine	4,53%
Medical centers and institutions. Aesthetic medicine	4,53%
Ophthalmology	2,47%
Other	0,20%



59%

of visitors are
decision-
makers

«I can say unequivocally - MOLDMEDIZIN & MOLDDENT is an absolutely necessary forum for specialists. Where can you see new samples of medical equipment, exchange opinions with companies' representatives, communicate with players on the medical market, and establish partnerships? For me, visiting the exhibition is always useful. I was particularly interested in the hematology analyzer at GBG's stand. The exhibition offers the opportunity to keep up with the latest trends in the medical market.»

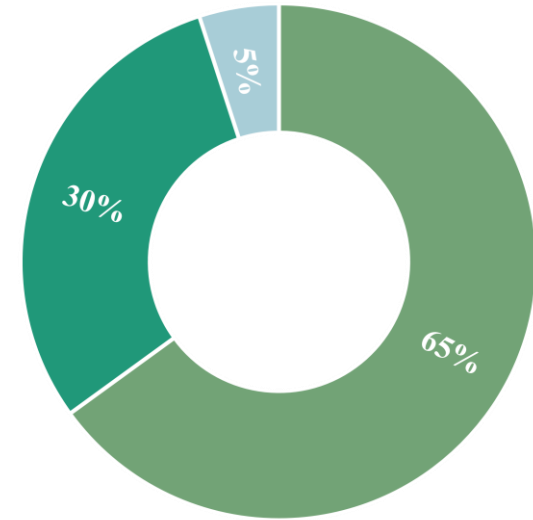
Liviu Petrov, head of IMSC Briceni

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Geography of visitors :

- 65% - mun. Chişinău
- 30% - districts of Moldova
- 5% - international visitors (Bulgaria, Czech Republic, Germany, Italy, Romania, Ukraine)



The exhibition had been visited by specialists from 6 countries, but also from all districts of Moldova.

«Our company specializes in electronic equipment. We visited the exhibition to find partners in Moldova and promote our new equipment - a incubator for newborns. I want to note the good results of communication with the specialists of the Mother and Child Institute, where there is a solid scientific foundation in obstetrics and gynecology. In addition, we have established contacts with GBG, our communication has been professional and useful for both parties. In general, the exhibition has left me only good impressions - this is indeed a specialized forum whose participants are open to co-operation.»

Irina Akimuşkina, Regional Commercial Director, TSE (Czech Republic)

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Team of the project



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Thank you for participation!



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See you at
MOLDMEDIZIN & MOLDDENT 2018!
September 12 – 15