

A still life arrangement of autumn harvest produce. In the foreground, a woven basket is filled with red and green apples. To the left, several bright orange carrots are piled up. A small, colorful pumpkin sits on the left. In the center, a brown ceramic pitcher is visible. To the right, a burlap sack is spilling out a pile of small, round potatoes. The background is filled with more produce, including leafy greens and a yellow squash, all resting on a bed of golden straw. A decorative wreath with red and orange elements is visible in the upper left corner.

Report post-event

**FARMER 2017**  
**October 18-21**  
International specialized exhibition

# FARMER 2017

## Organizer:

IEC Moldexpo SA

## Co-organizers:

Ministry of Agriculture, Regional Development and Environment  
of the Republic of Moldova

National Federation of Farmers of Moldova

## General Media Partner:

Agro TV Moldova



Ministerul Agriculturii  
Dezvoltării Regionale și  
Mediului



**AGRO**  
TV MOLDOVA  
La zi în agricultură!



# FARMER 2017

## Exhibition in figures



Participating  
companies

251

Visitors

19 570  
pers.

Exhibition areal

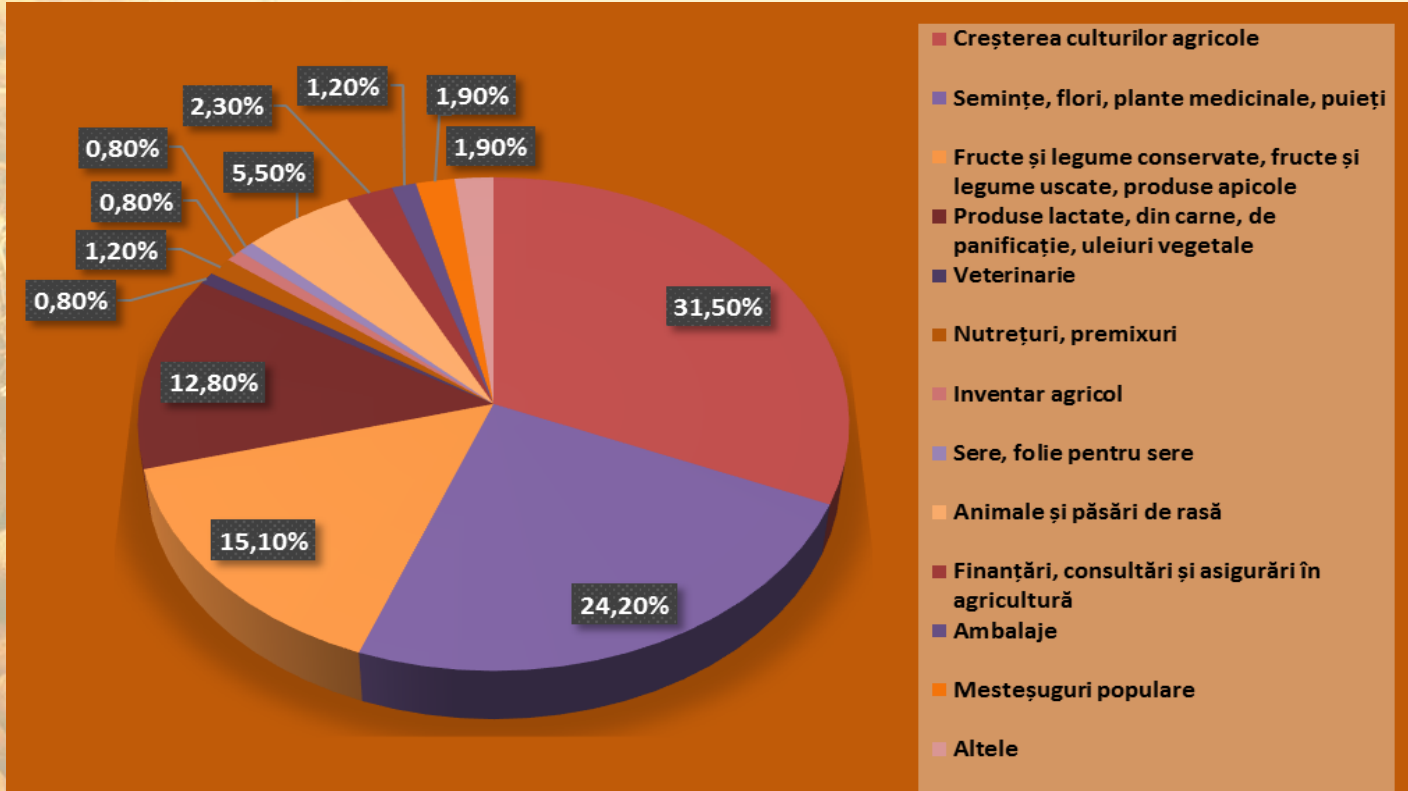
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Participating countries

Belarus  
France  
Italy  
Moldova  
Poland  
Romania  
Turkey  
Ukraine

# FARMER 2017

## Exhibitors' field of activity



# FARMER 2017

## Goals of participation in the exhibition



Identifying new business partners and clients

81%

Meeting business partners

62%

Launching new products/services

41%

Maintaining the image of the company

44%

Sales at the stand

12%



# FARMER 2017

## Opinions of our exhibitors

**Radion MORARU**, Sales Manager, Marculești Combi SA

“The exhibition was an excellent opportunity to present a new line of high-quality full-fat mixed foddors Big Boy. We communicated with cattle breeders and poultry farmers at our stand. What convinced the experts of the high quality of our product? First of all, a balanced composition of feed in accordance with the age and breed of specific animals. The specialists working with cattle complained that not all foddors are suitable for foreign breeds of cows or about the probability of livestock death due to poor feed of their own production. We convinced our visitors in the absolute reliability of Big Boy feeds. We consider that the exhibition was very successful.”



**Oleg COJOCARU**, Sales Director, Syngenta Moldova



“At the exhibition we present the products of the world famous brand Syngenta. This year, we presented to farmers and representatives of agribusiness the insecticide FORCE 1,5 G for corn, sunflower, potatoes. The specialists who visited our stand were interested in the possibility of protection from a wide range of pests and minimizing the risk of toxicity for the operator. Communication with our visitors during the exhibition showed that the Syngenta insecticides and herbicides enjoy a stable demand among farmers.”

A close-up photograph of a wicker basket filled with fresh agricultural products. In the foreground, there are several golden-brown potatoes. Behind them, a basket contains bright red cherry tomatoes and ears of yellow corn. The background shows more produce, including what appears to be a yellow squash or pumpkin. The lighting is warm, highlighting the textures of the vegetables.

# FARMER 2017

## CBC on Expo (Creating Business Contacts)



### Tools of the program:

**Program Professional Visitor** - a special service for attracting the target audience to the exhibitors' stands. In the framework of the program 85 pre-arranged business meetings were held at the stands of the companies Aytav Tavukculuk Ekipmanlari (7), Sumagro Service (6), Vitafort Combifeed (4), Star Export (5), OTI General Trading (4), Petruzalek (4), Aquapack Industrial (4), Marculesti Combi (3), Alm Genetic (2), Dievex (2), Diolsem (2) etc.

**Catalog of new products and services** – the catalog (400 copies) includes new products and services, presented for the first time at the exhibition. The catalog comprised new products/services of 58 exhibitors.

**Online promotion prior to the exhibition** – the personalized online advertising campaigns for exhibitors. The coverage of the advert page during the campaign was of 17 139.

**Attracting online visitors during the exhibition** - 5 on-the-spot reports from the stands were made. Online visitors were informed about special offers and new products/services directly by exhibitors.



# FARMER 2017

Special events :



Contest  
Fermier Lider



Exhibition  
Animal Show



Contest  
Queen of Fields





# FARMER 2017

## Daily flow of visitors:



October 18

5479  
persons

28%

October 19

5872  
persons

30%

October 20

4305  
persons

22%

October 21

3914  
persons

20%



# FARMER 2017

Products the visitors were interested in:



27% Agricultural equipment for small farms

19% Foodstuff: meat, dairy, and bakery products, oil, cereals

18% Seeding and planting materials

15% Agricultural tools and implements

13% Fodder, premixes

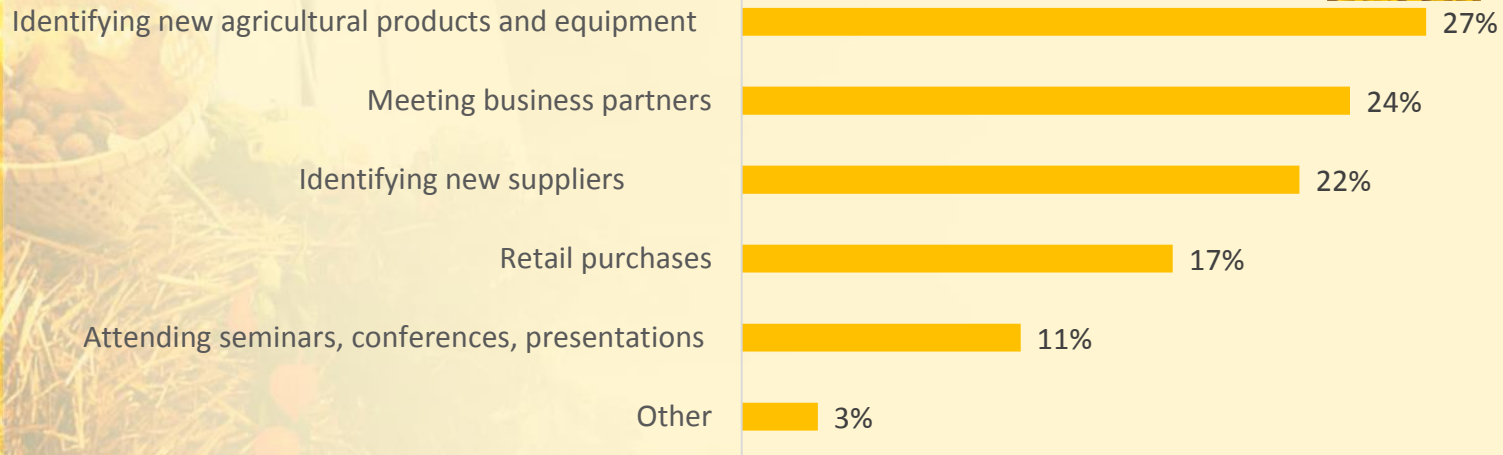
9% Equipment for preparing combined feed

7% Packaging



# FARMER 2017

## Reasons for visiting the exhibition:

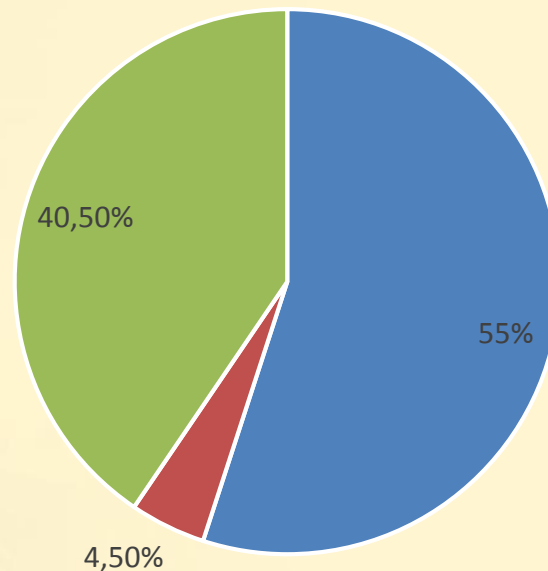


**Ciobanu Mihail**, director "Alfa Nistru" S.A.

" Being one of the largest producers of canned fruits and vegetables and preserved juices in the country, our company is interested in the constant introduction of innovative solutions in the production and sale of our products. We came to the Farmer Exhibition to communicate with the packaging manufacturers, to get information on new trends and solutions. Of all the offers, I was interested in the corrugated cardboard packaging of the Belarusian company Aquapak Industrial. Directly at the stand we have reached a preliminary agreement because we were impressed not only by their functional and environmental indices, but also by the flexible pricing policy of the Belarusian company."

# FARMER 2017

## Visitors' geography:



- 55,0% from districts
- 40,5% from Chişinău
- 4,5% from abroad

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

# FARMER 2017

## 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

### Specialized newspapers and magazines:

Agricultura Moldovei

Curierul Agricol

Omnibus

Молдавские Ведомости

Труд в Молдове

### Features:

1

1

1

1

1

### Info and specialized portals:

Afisa.md, Agrobusiness.md, Agrotvmoldova.md, Aif.md,

Allfun.md, AllMoldova.com, Biznes.md, Forum.md,

Kompas.md, Kp.md, Moldova-today.com,

Mybusiness.md, Neogen.md, Noi.md, Numbers.md,

Play.md, Point.md, Semia.md, Splendid.md,

Vedomosti.md, YellowPages.md, 999.md.

# FARMER 2017

## Organizers of the event:



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