

MOLDENERGY

Report post- event

March 21-24,
2018



Moldenergy 2018

22nd edition



Organizer:

**International Exhibition Centre
MOLDEXPO SA**



Official support :

**Ministry of Economy and Infrastructure of
the Republic of Moldova**



**Guvernul Republicii Moldova
Ministerul Economiei și
Infrastructurii**

Partner of the project:

Energy Efficiency Agency





Exhibition in figures

Exhibition area, sq m

1160

Exhibitors (companies)

63

Visitors (persons)

8327

PARTICIPANTS from:



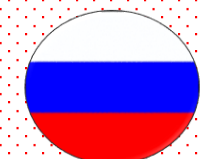
Germany



Moldova



Romania



Russia



Ukraine

FIELDS OF ACTIVITY

VENTILATION AND CLIMATISATION

13%



ELECTROENERGETICS

15%



HEAT-POWER ENGINEERING

16%



ELECTROTECHNOLOGY

10%



LIGHTING EQUIPMENT

12%



INSULATION MATERIALS

5%



ECOTECHNOLOGY

11%



CABLING AND WIRING

8%



RENEWABLE ENERGY TECHNOLOGIES

7%



GAS-SUPPLY

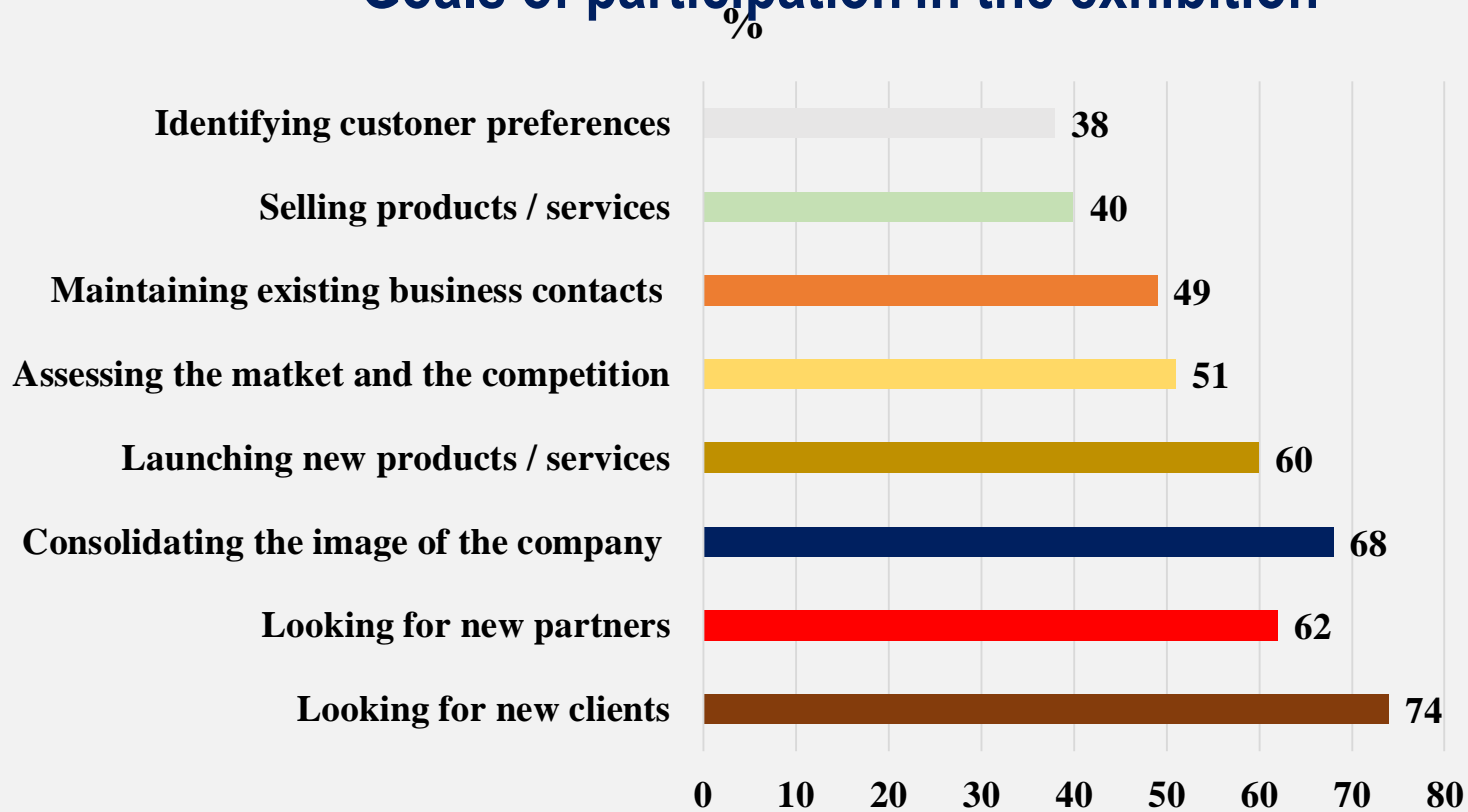
3%



«Despite the bad weather, MOLDENERGY enjoyed a good attendance. Visitors were interested in our offer, there were visitors who were already informed about our activities. We made contacts with companies working in the same field (heating systems) and reached the conclusion that the efficiency of our participation in MOLDENERGY would have been greater (I'm speaking about companies in our segment) if the exhibition was held in April.»

Olga Gorbuleac, Logistics and Marketing department, «Cvadro-Term»

Goals of participation in the exhibition



"Despite the weather, the exhibition was an excellent one. The stands were very attractive, the visitors were professional, I met many colleagues and also our competitors. Our stand was visited by the specialists we were waiting to see. I think there were more visitors now than last year. Perhaps it is necessary to change the dates of the exhibition MOLDENERGY, so that it does not coincide with a similar exhibition organized in Frankfurt ».

Călin Suruceanu, Commercial Manager, "Odeskabel Moldova"

Business program :

Seminars :

- Current situation in the Field of Energy Efficiency and Renewable Energy Sources in the Republic of Moldova
- Practice of investments in biogas plants in Germany and the transfer of knowledge in the Republic of Moldova

Organizer: Energy Efficiency Agency of Moldova

- Technical features of BRUGG flexible pre-insulated pipes

Organizer: Cvadro Therm SRL

- Opportunities offered by the entry into force of the Renewable Energy Act
- Challenges of the Renewable Energy Act

Organizer: Association of Energy Consumers of the Republic of Moldova

- Ventilation equipment VTS.

Organizer: DI & Trade Engineering SRL

- Soundproofing of premises.

Organizer: Dezvolt-Activ SRL



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VISITORS:

8 327 visitors



92,8% - professional visitors



"We are satisfied with the results of our participation in MOLDENERGY. Our stand was visited by representatives of companies and household consumers. This is the advantage of participating in exhibitions - we demonstrated all the qualities and benefits of our products. In general, participation in the exhibition was a good opportunity to analyze customers' demands."

Alina Litvac, marketing manager, Habsev Grup

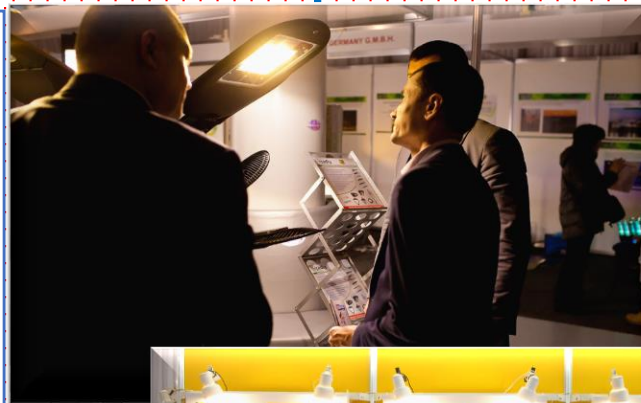
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Demand for products/services:

- 18% Electric equipment
- 13% Insulation materials
- 12,6% Lighting equipment
- 12,2% Cables / conductors
- 12% Electrotechnical equipment
- 10,6% Ecotechnologies
- 9% Air-conditioning equipment
- 8% Gas-supply systems
- 7% Thermal equipment
- 6,6% Other products or services



«We were pleased that many visitors were familiar with our electrotechnical products and not only. We are the official distributors of such brands as Bosch and Philips, so our stand has attracted many visitors interested in the offer of famous brands. One of our tasks at the exhibition was to help customers make the right decision in choosing high quality electrical products. By the way, among potential clients were representatives of companies who visited the exhibition to meet us face to face. »

Mihai Borozan, consultant, «Volta»

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Reasons to visit the exhibition Moldenergy 2018

Retail purchases

31,5

Looking for new dealers

27,00%

Attend seminars and conferences

16,00%

Meeting business partners

13,40%

Wholesale purchase

11%

Other

7,00%

0,00% 5,00% 10,00% 15,00% 20,00% 25,00% 30,00% 35,00%

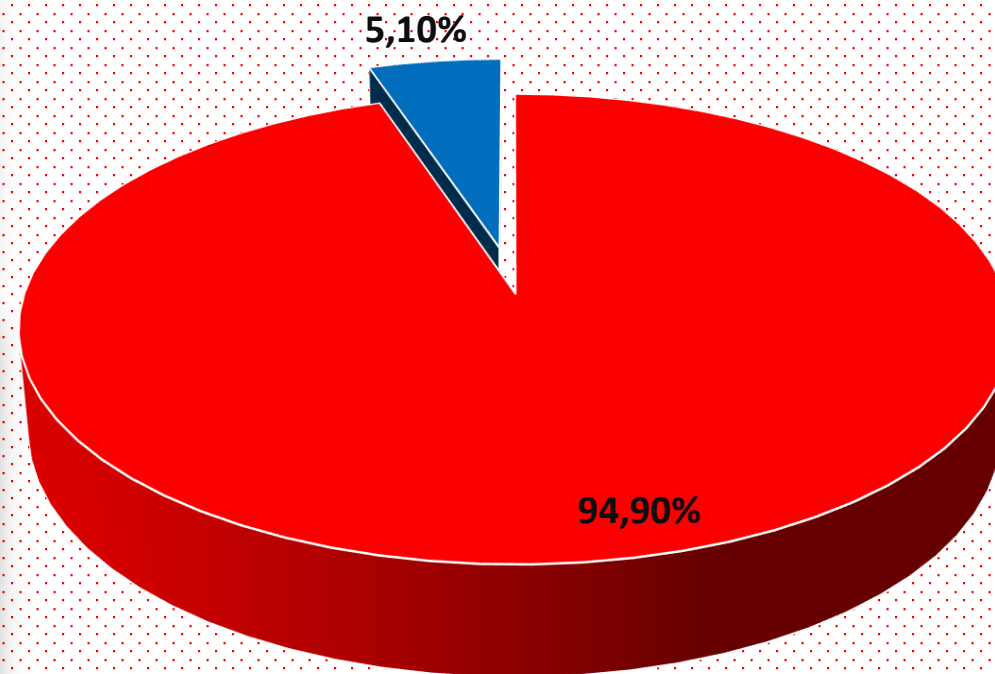


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Visitors' geography:



94,9% - Republic of Moldova

5, 1% - Visitors from abroad (Germany, Greece, Italy, Poland, Romania, Russia, Spain, Turkey)



CBC on Expo – program for the establishment of business contacts



Business Networking Event - event organized with the aim to establish primary business contacts among exhibitors.

Tools of the program:

- on-line promotion of the exhibitor's offer;
- catalog of new products/services;
- Professional Visitor program

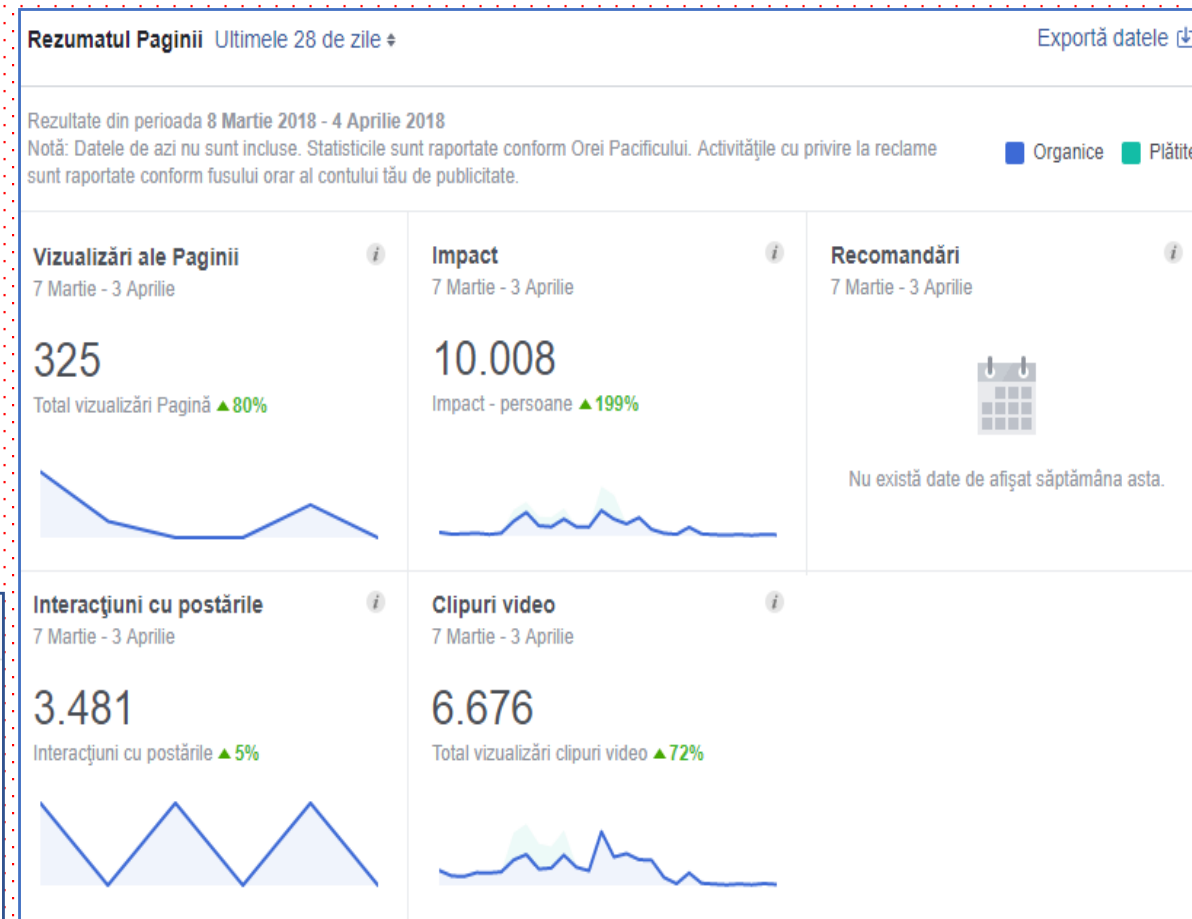


"Visiting specialized exhibitions in other countries for our company is a mandatory part of market research. Such events provide a complete picture of the market situation, trends, etc. I was particularly interested in street lighting technologies and LED lighting systems."

Boris Ladâka, sales manager, Incotec-SC in CIS countries



Digital marketing



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Promotion tools



Fii la curent cu toate știrile din domeniul energetic la expoziția Moldenergy 2018!

MOLDENERGY

Reîncarcă-ți bateriile la Moldenergy !

Vă invităm să vizitați cel mai important eveniment energetic din Moldova - expoziția internațională specializată **Moldenergy 2018!**

Aici puteți găsi răspunsuri la toate întrebările din domeniul energetic.

- Noutăți din domeniul tehnologii energo-eficiente 2018
- Cum putem utiliza resurselor alternative de energie?
- Cine sunt noii jucători de pe piața energiei?
- Cum alegem corect materialele energo-eficiente?
- Cum economisim energia electrică?
- Sisteme de încălzire - Noutăți 2018

Direct - mail

Info letters have been sent to 7739 specialists.

De ce este important să vizitezi expoziția Moldenergy?

Vizitând expoziția, ai posibilitatea de a întâlni potențiali clienți și parteneri, poți încheia contracte sau achiziționa produsele expuse.

Acum poți primi o invitație gratuită

↓↓↓

Primește invitația

În cadrul expoziției vor participa peste 80 de companii din Republica Moldova, România, Rusia, Ucraina, Germania

Programul de afaceri include:

- Business Networking Event
- Seminare, conferințe
- Prezentarea inovațiilor în domeniul eficienței energetice, sisteme de încălzire, ventilare, sisteme de alimentare cu gaze etc.
- Proiectul "Casa Inteligentă" - "Oraș inteligent"

Moldenergy creează condiții ideale pentru:

- **ÎNTĂLNIRI** cu persoane de conducere și experți în domeniul energetic.
- **STABILIREA** contactelor de afaceri între producătorii, importatorii și distribuitorii străini și cei din Moldova.
- **INFORMAREA** despre tehnologii noi, tendințele industrie etc.
- a **BENEFICIA** posibilitatea de oferte speciale ale participanților, valabile numai pe durata celor 4 zile expoziționale.

Primește invitația

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Advertising campaign on info portals and specialized sites



Specialized portals:

Bcm.md, Bldinginfo.eu\ru, Construct.md, Evroremont.md, Elec.ru, Master.md, Remont24.md, Stroika.md.

Info portals: Aif.md, Afisa.md, AllMoldova.com, Allfun.md, Biznes.md, Forum.md, Kp.md, Mama.md, Moldova-today.com, Mybusiness.md, Makler.md, Neogen.md, Noi.md, Point.md, Play.md, Rabota.md, Semia.md, Vedomosti.md, YellowPages of Moldova,



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Offline advertising campaign

Advertising campaign on TV and radio channels

	Broadcastings
Новое радио	70
Megapolis FM	70
Авторадио	70
Radio Noroc	70
Jurnal FM	70
TV Prim – Edineț	196
TV Prim – Bălți	196
ATV – Comrat	196
Cort TV – Soroca	196
TCV -Tiraspol	196
TVM 1	24
PRO TV	48
Jurnal TV	48
NTV Moldova	32
THT Exclusiv TV	24



Advertising campaign on TV channels :

Video reports:

Publica TV	21.03
TVC 21	21.03
TVM 1	21.03
PRO TV	22.03
NTV Moldova	22.03



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**Thank you for your participation and collaboration!
See you at the 23rd International specialized
exhibition
MOLDENERGY 2019!**