



INTERNATIONAL
**FASHION
EXPO '18**



4-7/10



**REPORT
POST EVENT**

POWERED BY
JULIA ALLERT

ORGANIZER

IEC MOLDEXPO SA

POWERED BY
JULIA ALLERT



OFFICIAL SUPPORT



MINISTRY OF ECONOMY
and INFRASTRUCTURE



CO-ORGANIZER



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— SWEDEN —



EXHIBITION IN FIGURES

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110 COMPANIES

PARTICIPANTS

India, Italy, Poland, Portugal, Republic of Moldova and Romania

EXHIBITION AREA

1479 SQ M

8169 PERSONS

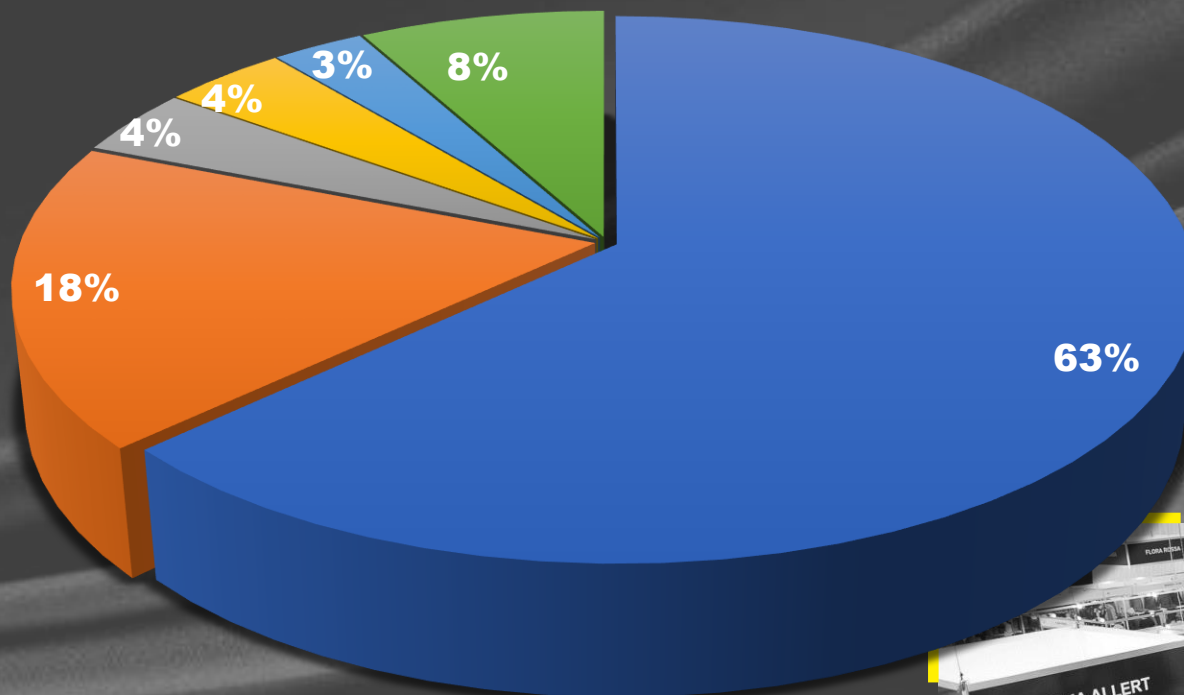
VISITORS

40% specialists

EXHIBITORS' PROFILE

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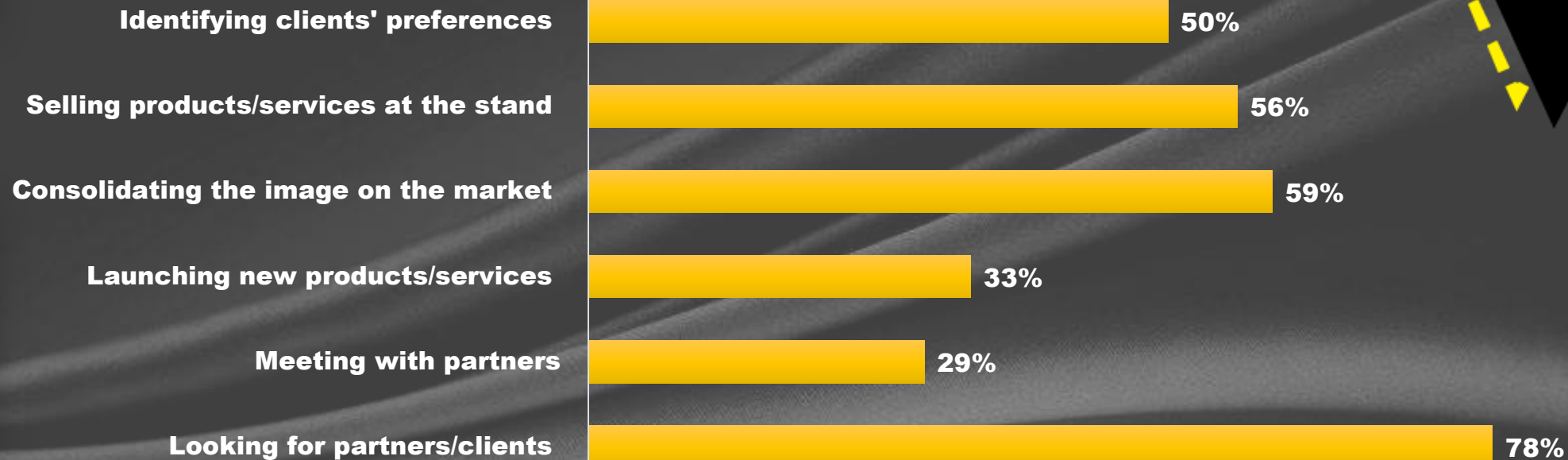
- Knitted wear, ready-made clothes, underwear
- Bags and leather goods, footwear and jewelry
- Fabricfs, accessories and raw materials
- Equipment, technologies, labels
- Fur items
- Other



GOALS OF PARTICIPATION

MOLDΣXPO

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EFFICIENCY of PARTICIPTION

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70 %

of participating companies achieved their goals and were satisfied with obtained results

of surveyed exhibitors intend to take part in INTERNATIONAL FASHION EXPO 2019

72 %



EVENTS OF THE EXHIBITION

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PROFESSIONAL FASHION EVENT
organized by **APIUS (Employers'
Association of the Light Industry)**

Seminar
NEW COLLECTION YKK AW 19/20,
supported by the company **YKK ROMÂNIA**



Contest **SUPER MODEL MOLDOVA 2018,**
organized by the agency
GENERAL LUXURY GROUP

KID`S FASHION CATWALK

BUYERS PROGRAM

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- ❖ During the exhibition **INTERNATIONAL FASHION EXPO**, a special program for attracting international buyers was organized, in order to facilitate the establishment of relations with the exhibitors;
- ❖ This year's exhibition was visited by **27 buyers** from Azerbaijan, Italy, Kazakhstan, Lebanon, Norway, Russia, Ukraine;
- ❖ Following the meetings with the exhibitors, **24 collaborative contracts** were concluded, **17 orders** for procurement of goods were made directly at the exhibition and **50 intents** for collaboration with local manufacturers and designers were stated.



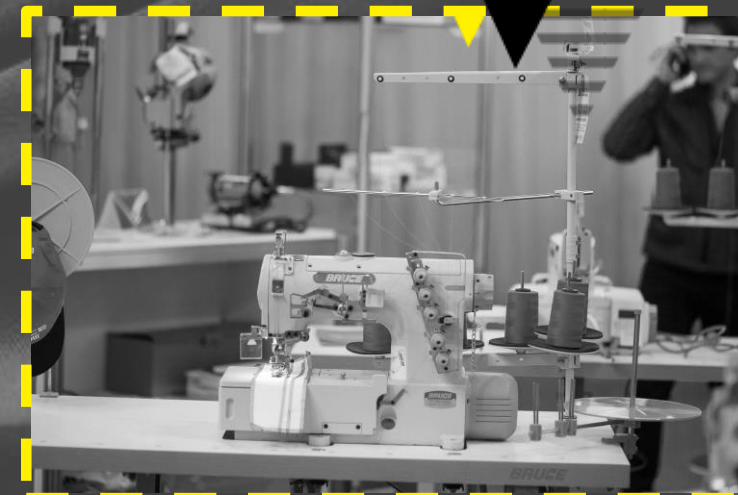
CBC on EXPO - Program for Creating Business Contacts

MOLDSEXPO

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Tools of the program:

- ❖ **Professional Visitor Program** - a special service to attract the audience to the exhibitor's stand. The exhibition attracted about 80 professional visitors and over 400 business meetings were held;
- ❖ **Catalog of Novelties** – included the new products and services of exhibitors, thus becoming the visitors' guide to the exhibitors' stands;
- ❖ **Promoting participants prior to the exhibition** - online advertising campaign for exhibitors to attract the target audience to their stands



OPINIONS OF PARTICIPANTS

"Our brand products are manufactured for foreign markets. That is why we are participating in the exhibition - it is an opportunity to meet with representatives of international companies interested in cooperation. This year, we had a series of meetings with the buyers and we were satisfied with the results. In addition, participation in the exhibition is an indicator of the company's image and we value it."

SC Cherang SRL (Hermina brand)



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"This year we have noted a qualitative growth of the exhibition as a professional event. The good organization made possible the establishment of business relations. The representative of a company in St. Petersburg visited our stand, interested in the accessories we displayed. This contact is valuable to us and we will work in this direction."

Union Knopf Polska

"At the exhibition we presented a special collection of handmade underwear for women. Visitors were attracted not only by the exceptional quality of our products, but also by the discounts we offered during the 4 days of the event. We met with Russian buyers. We want to enter the Russian market and the presentation of our collection was very timely. We recently completed the range of our models so we were fully prepared to take part in the exhibition."

Bondyta Lingerie

PROMOTION TOOLS

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❖ Promotion online

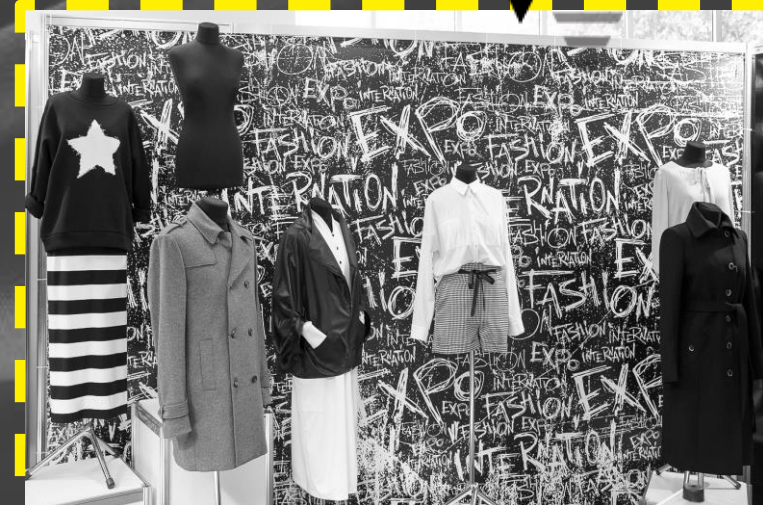
- ✓ Advertising campaign on Facebook and Instagram (Impact : over 150K persons);
- ✓ Campaign on Google Adwords;
- ✓ PR campaigns on Moldexpo site and on 21 info sites;
- ✓ 7 direct-mails at the addresses of 7000 users in the Moldexpo database.

❖ Promotion offline

- ✓ Mailing 1000 personal invitations to specialists in the field;
- ✓ Advertising campaign on 5 radio channels.

❖ Influencer marketing

- ✓ 30 personalized invitations sent to fashion-bloggers, in partnership with PORSCHE CENTER MOLDOVA.



DAILY VISITORS FLOW

MOLDΣXPO

4-7/10

4/10

1339
persons

5/10

1976
persons

6/10

2465
persons

7/10

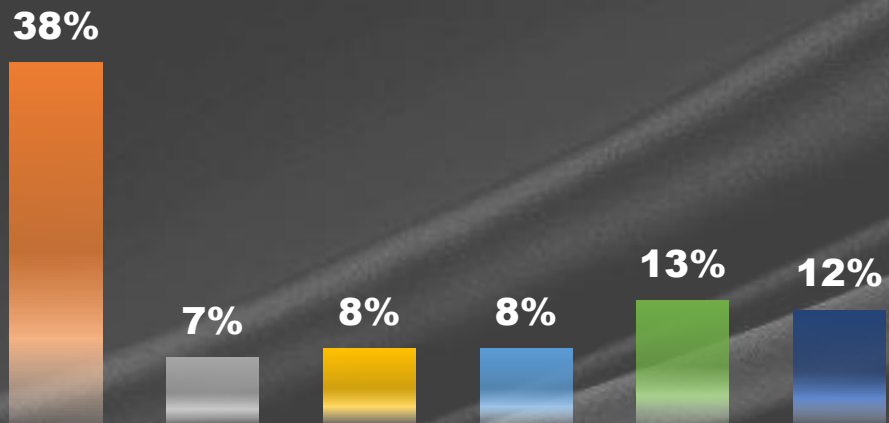
2392
persons



GOALS OF VISITING THE EXHIBITION



BUSINESS VISITS – 40%



■ purchases

■ looking for new suppliers

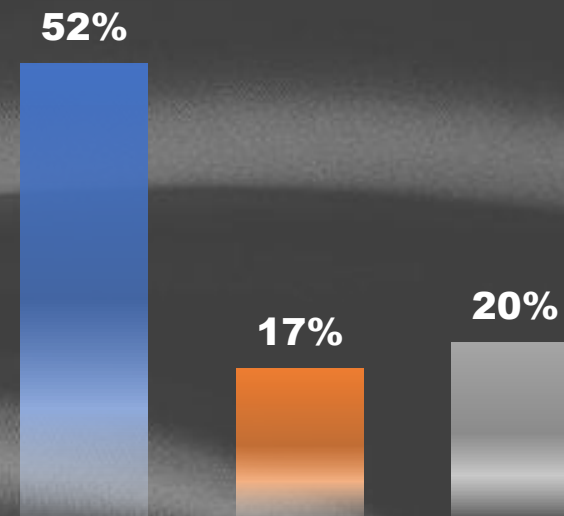
■ assessing the market

■ getting acquainted with new products

■ business meetings with partners

■ fashion shows

GENERAL PUBLIC – 60%



■ purchasing

■ getting acquainted with new products and new manufacturers/designers

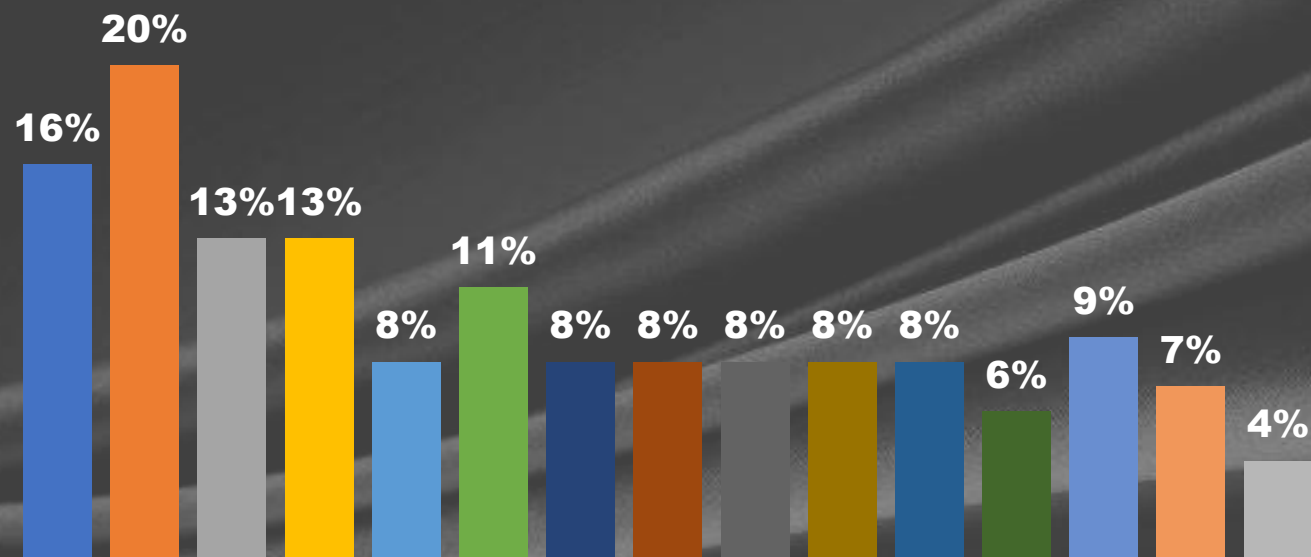
■ fashion shows



CLASSIFICATION OF VISITORS BY INTERESTS

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- designer collections
- clothes for women
- children's wear
- clothes for men
- knitted wear
- underwear
- footwear
- furs and headgear
- jewels
- accessories: bags, belts
- fabrics
- special wear
- accessories and raw materials
- equipment and technologies
- additional program



GEOGRAPHY OF VISITORS

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95% - Republic of Moldova

5% - visitors from abroad - Azerbaijan, Italy, Lebanon, Kazakhstan, Norway, Romania, Russia, Turkey, Slovakia, Ukraine

OPINIONS OF VISITORS

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«I liked the exhibition - well arranged, representative, a lot of things to see. Local manufacturers have presented beautiful new collections. I was impressed by the Julia Allert brand. We got all the information about it and, I think, we will work together in the future».

*Nadejda Kozak, buyer
(Ukraine, Kiev, Fashion store)*



«In my opinion, local clothes and shoes are on the level with foreign models. There are many manufacturers of quality footwear in Moldova: for example, I met a participant who presented nice shoes - natural materials, comfortable models, resistant. The only thing missing is the offer for teenagers.»

Alina Staseeva, visagist

«At the exhibition there were the same brands as usual. I do not think the event was an interesting one for the general public. Therefore, it makes no sense to take part in the exhibition if you aim to increase sales. But I think that companies, especially foreign ones, had interesting things to see. Here you can find business partners. Perhaps it is worthwhile in the future to consolidate the B2B component of the exhibition, to focus on attracting potential partners from abroad and buyers.»

Elena Chiriac, Baby Tex SRL

ECHIPA INTERNATIONAL FASHION EXPO

MOLDΣXPO

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Natalia Șalaru

Project coordinator

Phone: (+ 373 22) 810 404/450

GSM: (+373) 696 006 46

e-mail: nata@moldexpo.md

Nadejda Rațeeva

Head of the Marketing and
Advertisement Department

Phone: (+ 373 22) 81-04-54

GSM:(+ 373) 68 077 797

e-mail: marketing@moldexpo.md

Cristina Patraș

Project Manager

Phone: (+373 22) 810
409/404

GSM: (+373) 787 376 21

e-mail: cris@moldexpo.md

Irina Vîntu

Marketing specialist

Phone:(+ 373 22) 81-04-26,

GSM:(+ 373) 60 455 124

e-mail: marketing4@moldexpo.md

Natalia Carlova

Marketing specialist

Phone: (+ 373 22) 81-04-45

GSM: (+ 373) 69 993 444

e-mail: marketing2@moldexpo.md

See you at

FASHION
INTERNATIONAL
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2019

ashion
eek
dova

Fashion
Week
Moldova