

# MOLDAGROTECH

— SPRING 2018 —



MARCH 14 – 17

POST EXHIBITION REPORT



34th International specialized exhibition of equipment and technologies for the agro-industrial sector

**MOLDAGROTECH (SPRING)**  
**MARCH 14 – 17, 2018**

**Organizer:** IEC Moldexpo SA

**Official support:** Ministry of Agriculture, Regional Development and Environment of the Republic of Moldova

**General sponsor :** JM Invest Group SRL

**General media partner:** AGRO TV Moldova

**Media partner:** Agrobiznes



**AGROBIZNES**



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ABOUT THE EXHIBITION

**MOLDAGROTECH (spring)** – the best space for the presentation of latest technical solutions and technologies for Moldovan agro-industrial sector.

**MOLDAGROTECH (spring)** - the only exhibition in Moldova presenting the performances of the world leaders in agricultural machinery and equipment.







**Exhibitors**

**138**

**Vizitors, (persons)**

**16315**

**Exhibition area,  
sq. m.**

**4801,5**

**Participating  
countries**

**9**

**Austria  
Bulgaria  
Czech Republic  
Germany  
Greece  
Italy  
Republic of Moldova  
Romania  
Ukraine**



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### Fields of activity

|  |       |
|--|-------|
| Agricultural equipment   | 24,7% |
| Seeding and planting material  | 10,9% |
| Financing and insurance in agriculture   | 8,7%  |
| Spare parts for agricultural equipment   | 7,2%  |
| Fertilizers and plant protection products  | 6,6%  |
| Silos, elevators, hangars  | 5,1%  |
| Medicinal plants and honey   | 5,1%  |
| Specialized mass-media   | 5,1%  |
| Water supply and irrigation systems in agriculture                               | 3,6%  |
| Briquetting lines, boilers   | 3,6%  |
| Production of compound feed. Concentrates, premixes, feed additives and vitamins | 2,2%  |
| Gardening tools  | 2,2%  |
| Equipment for the food and processing industry                                   | 2,2%  |
| Hothouses, solariums, mesh and films for hothouses                               | 1,4%  |
| Farming equipment  | 1,4%  |
| Packaging for transportation   | 1,4%  |
| Oil, diesel  | 1,4%  |

### EXHIBITORS





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EXHIBITORS

## Goals to participate in the exhibition



|  |        |
|--|--------|
| Identifying new clients/partners _____       | 89,02% |
| Consolidating the image of the company _____ | 56,09% |
| Meeting partners _____                       | 52,43% |
| Promoting new products/services _____        | 43,90% |
| Selling at the stand _____                   | 21,95% |



“The exhibition was held in the traditional business atmosphere. Favorable conditions for product presentation and communication with visitors allow the exhibition to prove its importance for the country's agricultural sector. We, in turn, are always glad to see our customers, and they are the representatives of large agro-farms at MOLDAGROTECH (spring). The main significance of the exhibition is not only in preparation for the planting season, but also in direct communication with farmers. For each company this moment of feedback is important and MOLDAGROTECH (spring) is irreplaceable in this sense. ”

*Alexandr Iovcev, Director of Marketing Department, Agroprofi SRL*





## Effectiveness of participation in the exhibition

### EXHIBITORS



**79% of exhibitors were satisfied with the number of visitors**

**96% of exhibitors achieved their goals**



**73% of exhibitors mentioned the increased efficiency of participation in the exhibition**

“In short, we got about 300 contacts with interested visitors. Our target audience are the owners of areas from 50 hectares and above. In my opinion, the results are talking by themselves. Of course, we will work through the contacts, but the effectiveness of participation in the exhibition is obvious. This is an exclusively specialized event - for specialists, for those who are directly engaged in agriculture. And companies working for this sector (suppliers of equipment, fertilizers, etc.) simply need to participate in the exhibition MOLDAGROTECH (by the way, both in spring and in autumn). ”

***Stanislav Demenciuc, Director, Agrocenter EuroChem SRL***





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**SPECIAL EVENTS**



- ✓ **Contest Useful for Moldova;**
- ✓ **Agro Drive Show Tractor in action;**
- ✓ **Youth Day AgroGeneration;**
- ✓ **Contest of Woodcutters;**
- ✓ **Fair of plants, trees and seedlings.**







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## **CBC on Expo (Creating Business Contacts)**

**RESULTS OF THE  
CBC PROGRAM**

### **Tools of the program**

- ❖ **Official catalog / new products and services** – 400 catalogs were printed;
- ❖ **Promotion** of the exhibition through the participants (video reports prior to the exhibition and their placement on social networks and on the site) - 7 reports were made (impact - 53,390);
- ❖ **Professional Visitor Program** (in the framework of the program circa 286 business meetings were organized and held);
- ❖ **Shuttle Bus** – transportation has been organized for the farmers from districts Bălți, Briceni, Ceadâr-Lunga, Comrat, Edineț, Fălești and Glodeni.



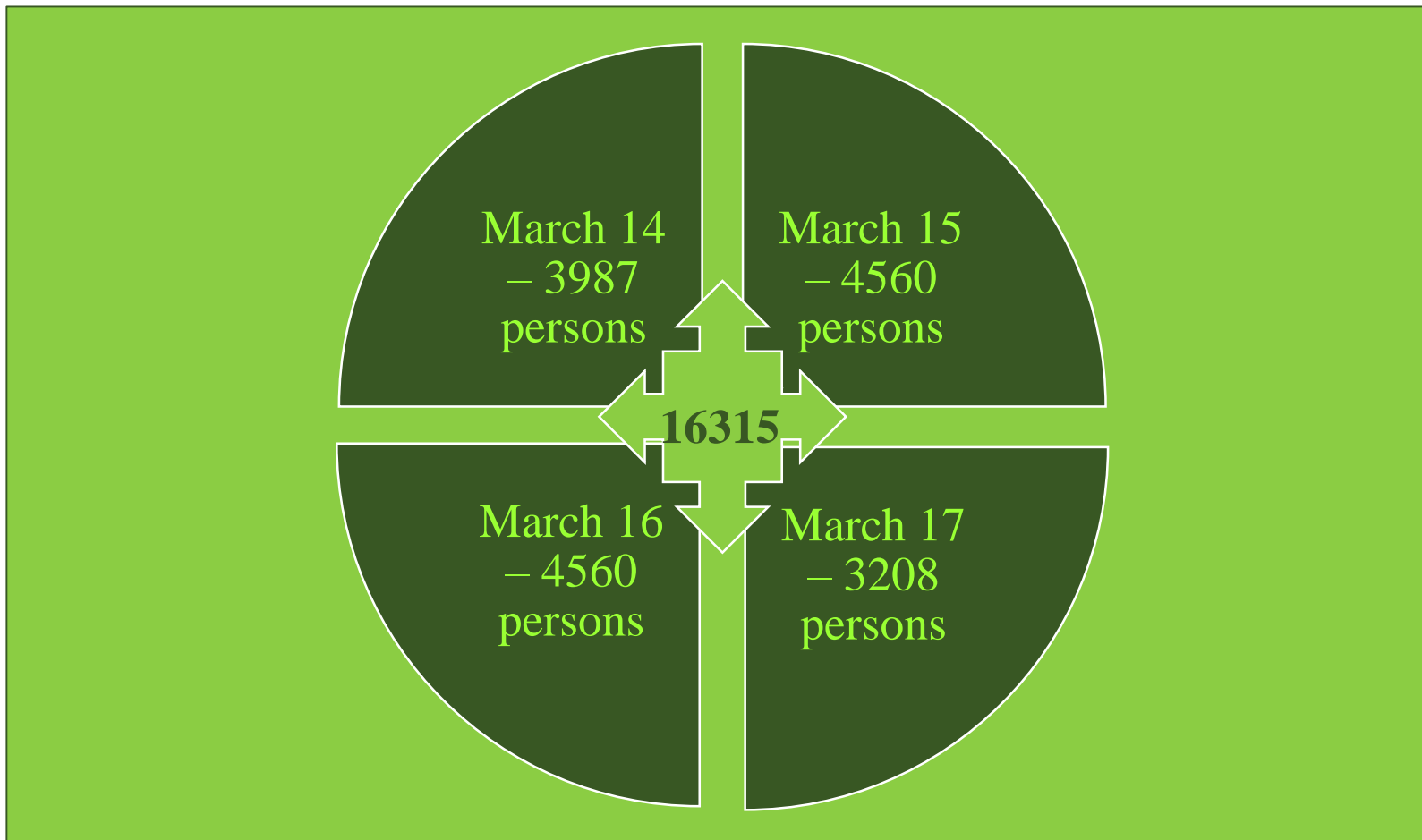
"In my opinion, the start of the agricultural season at Moldexpo turned out to be remarkable. Excellent promotion in the media and impressive advertising, an impeccable organization, the presence of specialists and representatives of the agri-industrial sector are the components of the success of the exhibition and of the effective work of our company. I would like to note something very important and useful – traveling arrangements made for the farmers from the regions of Moldova to visit the exhibition. I am sure that within the framework of MOLDAGROTECH (spring) the dialogue between farmers and exhibitors is reaching a qualitatively new level."

*Valerian Cerempei, Administrator, JM Invest Group SRL*



### Daily flux of visitors

VISITORS







## Classification of visitors by interests

|  |        |
|--|--------|
| Agricultural equipment _____                             | 25,40% |
| Seeding and planting material _____                      | 18,72% |
| Equipment for the food and processing industry _____     | 13,71% |
| Hothouses, solariums, mesh and films for hothouses _____ | 13,52% |
| Fodder, premixes _____                                   | 11,22% |
| Gardening tools _____                                    | 8,43%  |
| Farming equipment _____                                  | 5,83%  |
| Fertilizers and plant protection products _____          | 4,90%  |
| Equipment for the production of compound feed _____      | 4,15%  |
| Financing and insurance in agriculture _____             | 4,08%  |
| Water supply and irrigation systems _____                | 3,78%  |
| Other _____  | 3,10%  |

## VISITORS





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## Reasons for visiting

**VISITORS**

**31,48%** Purchasing equipment and materials

**30,55%** Identifying new products and equipment at the exhibition

**17,17%** Identifying new suppliers

**9,55%** Attend seminars, conferences, presentations

**6,94%** Meeting business partners



“I always visit the MOLDAGROTECH exhibitions, as this is the only place where you can find something new, compare the prices of different companies, evaluate the pros and cons of the presented equipment. I never leave this place empty-handed. On the eve of the sowing campaign, I purchased a cultivator at the Agromotor stand. In addition, it was very important for me to find quality seeds for future field work. We will sow corn and sunflower, and I purchased seed from WeTrade. Also, I'm interested in pesticides and fertilizers from Diazchim and Fenix Agro.”

*Ion Bulat, GȚ Ion Bulat (Tocuz, Căușeni)*





## Visitors' geography

### VISITORS

40% - Chişinău

54,9% - districts of the Republic

5,1% - other countries (Hungary, France, Finland, Netherlands, Romania, Ukraine,)



"I try not to miss agricultural exhibitions at Moldexpo. Our company is engaged in many areas of agribusiness - from poultry farming to growing fruits, grains and grapes. A successful economy is unthinkable without modern technology. The exhibition gives an excellent opportunity to get acquainted with new models of equipment, get advice, discuss with other farmers the advantages of various tractors, seeders, etc. For work on fodder harvesting, planting and soil cultivation, I chose at the exhibition a Deutz Fahr tractor at the stand of Aprocomteh. I am confident that this machine with an economical engine will do a good work. "

*Alexander Maţcu, Director, Elsagro SRL (Abaclia)*



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34th International specialized exhibition of equipment and technologies for  
the agro-industrial sector

**Thank you for participating  
and see you at the autumn exhibition!  
October 17 – 20, 2018**