

MOLD AGROTECH 2018

Ufi
Approved
Event



XXXV-th International Specialized
Exhibition

17-20 OCTOBER



POST-EVENT
REPORT

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ORGANIZERS of the EXHIBITION



Organizer:



Official support :



Guvernul Republicii Moldova
Ministerul Agriculturii,
Dezvoltării Regionale și
Mediului

General sponsor :



General media partner :



Media partner :



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THE EXHIBITION IN FIGURES



21 341
VISITORS

86% specialists

137
EXHIBITORS

Austria, Bulgaria, Czech Republic, Germany,
Italy, Moldova, Poland, Romania, Russia,
Saint Kitts and Nevis, Spain, Turkey, Ukraine

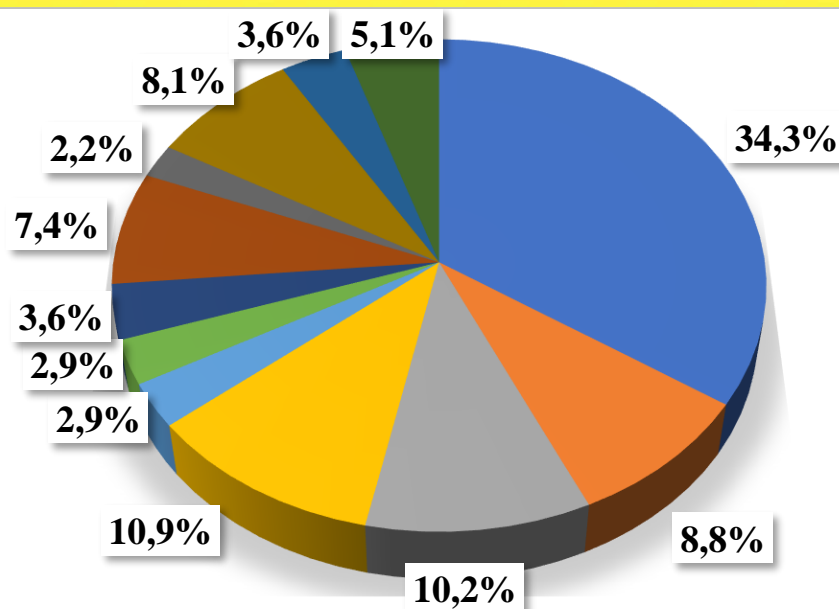
6 418 sq m
AREA
indoor and outdoor exhibition area

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EXHIBITORS FIELDS OF ACTIVITY



- Agricultural equipment
- Technologies of plants cultivation in protected environment
- Irrigation and water supply systems
- Fertilizers and products for plant protection
- Equipment for food and processing industry
- Technologies for the conservation of energy resources
- Equipment for animal husbandry
- Equipment for maintenance services, oils, lubricants, tires
- Equipment for combined feed preparation
- Consulting and financing services
- Specialized mass media
- Other

“Our company presented a wide range of agricultural equipment at the exhibition, including combine harvesters of the Belarusian brand Palesse, Kirovets tractors and other units. We have many clients in the Moldovan market, many of them visited our booth, where our foreign partners presented them a new generation of equipment. Such direct contact is very important to us. The increased interest of visitors to our units proved the effectiveness of the company, as well as the relevance of the exhibition as a platform for promoting new products and direct communication with customers.”

Valeriu Chișcă, Commercial director, Emteh-Agro SRL

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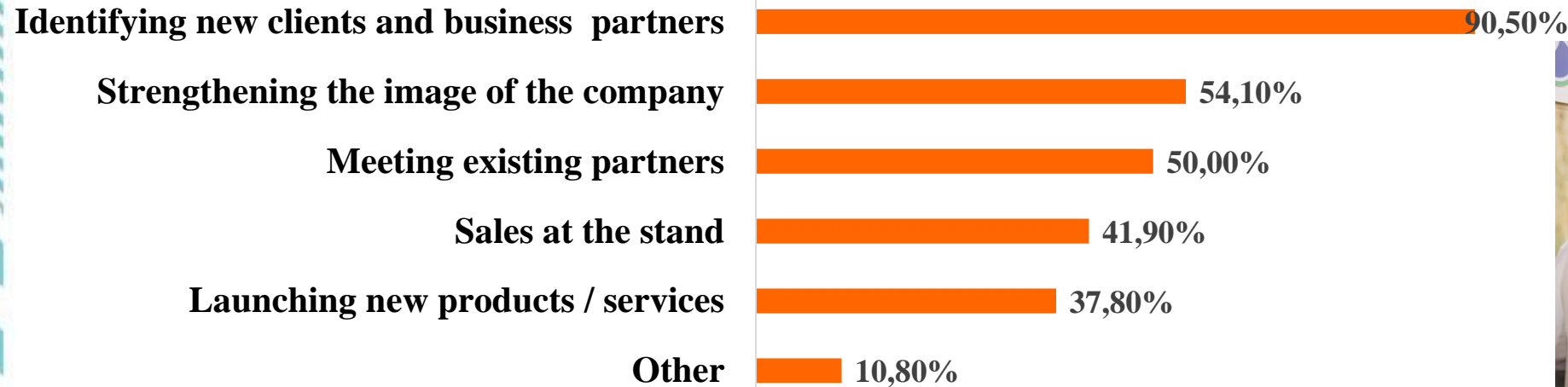
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GOAL OF PARTICIPATING IN THE EXHIBITION



“For us, participation in the exhibition is not only the presentation of our services, it is also the possibility of direct contacts with visitors. We offer farmers the most effective solutions in the field of fuel use. Now our customers can order fuel supplies over the phone and via the Internet. The exhibition is an event of national scale: farmers, specialists from all over the country come here. Since our company has opened delivery points in three municipalities of the country, it is very important for us to communicate at the stand with representatives of companies from regions.»

Dorel Plotnic, Comercial director, Vitoil-Trading (Arnaut-Petrol S.A.)

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OPINIONS OF OUR PARTICIPANTS

«An event like MOLDAGROTECH is important for the development of our company. At this exhibition we met with our partners, as well as with potential customers. We discussed the outcomes of our participation and we are very glad that we have achieved excellent results through joint efforts. Among our partners there are corn producers who have gathered a remarkable harvest. We hope that next year the farmers will repeat the achievements of this year. The exhibition helped to find new partners with whom we will cooperate in the future. Presentations of our products and services for interested agricultural companies are scheduled in the framework of the exhibition.»

Vitalie Țiganu, Director, Vadalex Agro SRL

«We are glad to note that the exhibition evolved. It has grown quantitatively - many representatives of agribusiness are present here, it has grown qualitatively - more and more modern equipment and machinery are being offered. Participants present interesting news for agrarians; I am sure that they are in demand. Among our new products are premium Väderstad seed drills for sowing tilled crops and grain crops, a heavy roller for grinding stems of sunflower and rape, a Case IH tractor model Maxxum 140 of Austrian assembly. I should mention a good attendance of our booth with spare parts and service. Thanks to a good organization, MOLDAGROTECH confirms its status as a landmark for the industry.»

Vladimir Burduja, Director marketing, AgroProfi S.R.L.

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**CBC ON EXPO -
a program for creating business contacts**

Program Professional Visitor - a special service for attracting the target audience to the exhibitors' stands. In the framework of the program 191 pre-arranged business meetings were held at the stands of the companies Diaztech (15), Zucami Poultry Equipment (12), Tavsan Tavukuluk (12), Agroforța M (8), Agrocenter Eurochem (7), ОХК Уралхим (7), Vivai Piante Batisitini (6), Advice & Consulting (6), Enko Plastiks (5), Pro Business International (4) Tornum (4), Metancor (4) etc.

Catalog of new products and services – the catalog included new products and services, presented for the first time at the exhibition. The catalog was distributed to professional visitors.

Online promotion prior to the exhibition – the personalized online advertising campaigns for exhibitors improved their recognition, informed visitors about their products and services showcased at the exhibition.

Direct-mail - 7 info mails were send on a database of 7.035 e-mail addresses.



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SPECIAL EVENTS

Briefing Agrogeneration



Contest Novelty of the Year Noutate Anului



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DAILY FLOW OF VISITORS

October
17

3944

18%

October
18

7124

33%

October
19

5595

26%

October
20

4676

22%



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VISITORS WERE INTERESTED BY THE FOLLOWING CATEGORIES OF PRODUCTS

51% Agricultural equipment and machinery

17% Equipment for animal husbandry

17% Technology of plants growing in protected environment

15% Fertilizers and plant protection products

15% Equipment for combined feed preparation

15% Irrigation and water supply systems

12% Equipment for processing and food industry



«Now you can do nothing in agriculture without modern equipment. Yes, it is expensive, but you have to buy if you want to achieve the best results. Credits help a little, and at the exhibition you can negotiate directly with the seller some good conditions. Everyone understands the problems of the industry and is ready to make concessions. Thus, the exhibition is a very useful and necessary event.»

Vasite Țurcanu, Multix Agro

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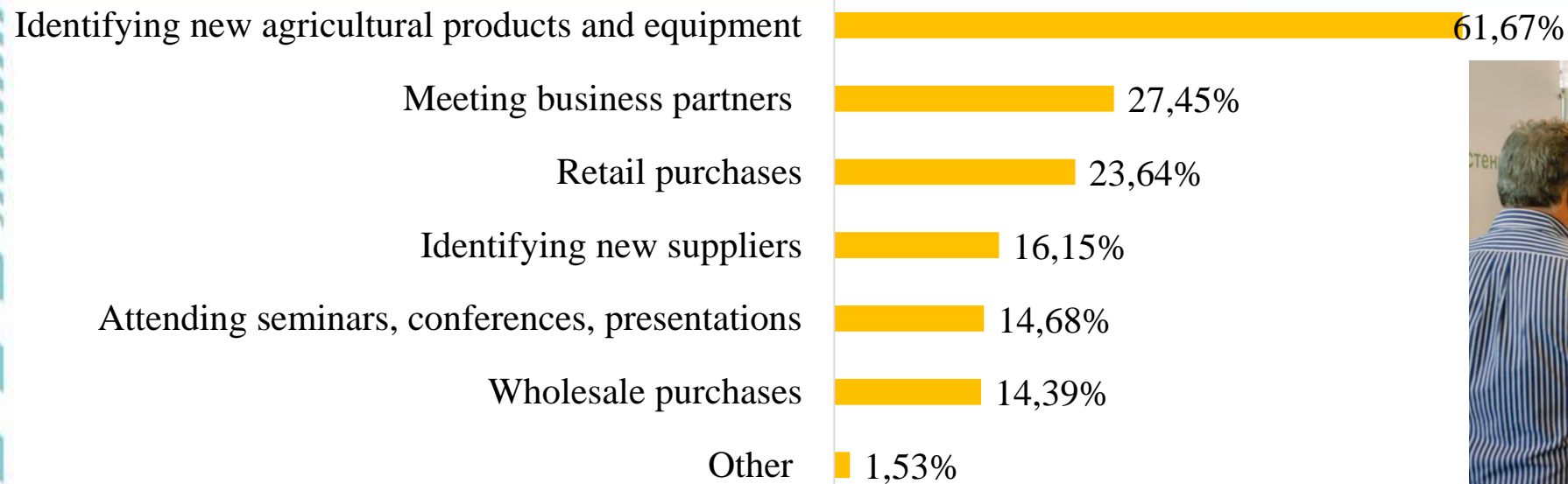
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REASONS FOR VISITING



«I came to the exhibition with the specific purpose to purchase equipment. It is easy to see that a lot of new things appeared on the market. I purchased a combine and a tractor on favorable conditions, and I'm thinking about buying a telescopic loader. I think that for us, farmers, the exhibition is a good opportunity not only to buy modern equipment, but also to communicate with experts and exchange experience. Even without buying anything, you can learn a lot of useful things here.»

Nicolae Rotaru, farmer, v. Funduri Vechi

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GEOGRAPHY OF VISITORS



Regions of Moldova – 55%

Chişinău – 40%

From abroad – 5% (Bosnia and Herzegovina, Croatia, France, Hungary, Germany, Italy, South Korea, Romania, Russia, Ukraine.)

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ADVERTISING CAMPAIGN

Advertising campaign on TV and radio :

Channels:	Broadcasts:
TV Prim - Edinet	224
TV Prim - Balti	224
ATV - Comrat	224
Cort TV - Soroca	224
Media TV	224
TCV - Tiraspol	224
TVM 1	28
Jurnal TV	49
PRO TV	42
RTR Moldova	55
NTV Moldova	28
Agro TV Moldova	195
Radio Prim – Glodeni	224
Radio Media - Cimislia	224
Albena – Taraclia	224
Impuls FM – Soldonesti	224
Радио Молдовы	72
Radio Plai	80
Jurnal FM	80

News sites and specialized portals

Agrobusiness.md
 Agroexpert.md
 Best agri.com
 Rabota.md
 Agrotvmoldova.md,
 Aif.md,
 Afisa.md,
 Anunt.md,
 Biznes.md,
 Forum.md,
 Kompas.md,
 Kp.md,
 Moldova-today.com,
 Mybusiness.md,
 Noi.md, Numbers.md,
 Play.md,
 Semia.md,
 Splendid-magazine.md,
 Vedomosti.md,
 YellowPages.md

Specialized newspapers and magazines:

	Articles:
Omnibus	1
Gazeta satelor	1
Jurnal de Chisinau	1
Молдавские ведомости	1

Billboards:

	Quantity:
Bălți	1
Comrat	1
Edineț	1
Hâncești	1
Orhei (Ratuș)	1
Rezina	1
Soroca	1

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EVENT ORGANIZERS



Ghelan Svetlana,
Project coordinator
T:(+ 373 22) 81-04-10
T/F:(+ 373 22) 81-04-03
GSM:(+ 373) 69 328 257
E-mail:ghelan@moldexpo.md



Rațeva Nadejda,
Head Marketing and Advertising
T: (+ 373 22) 81-04-54
GSM:(+ 373) 69 600 649
E-mail:marketing@moldexpo.md



Mîrzenco Natalia,
Project manager
T./F:(+ 373 22) 81-04-12
GSM:(+ 373) 69 096 547
E-mail:natalia@moldexpo.md



Osoianu Irina,
Marketing specialist
T:(+ 373 22) 81-04-53
GSM:(+ 373) 68353734
E-mail:marketing1@moldexpo.md

See you at the exhibition MOLDAGROTECH (autumn) 2019!