

POST-EVENT REPORT



November
1 - 4,
2018



ORGANIZER



OFFICIAL SUPPORT



**Ministerul Economiei și
Infrastructurii**

PARTNER



PARTNER OF THE PROGRAMI



THE EXHIBITION IN FIGURES

EXHIBITORS

38 COMPANIES

Republic of Moldova, Romania

EXHIBITION AREA

847 m²

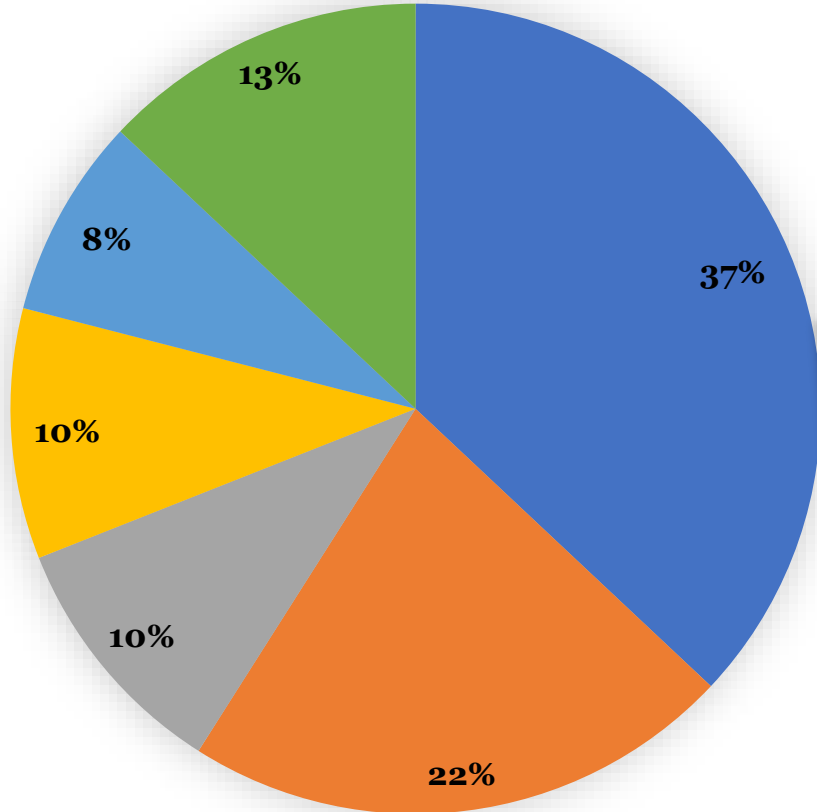
VISITORS

7287 PERSONS

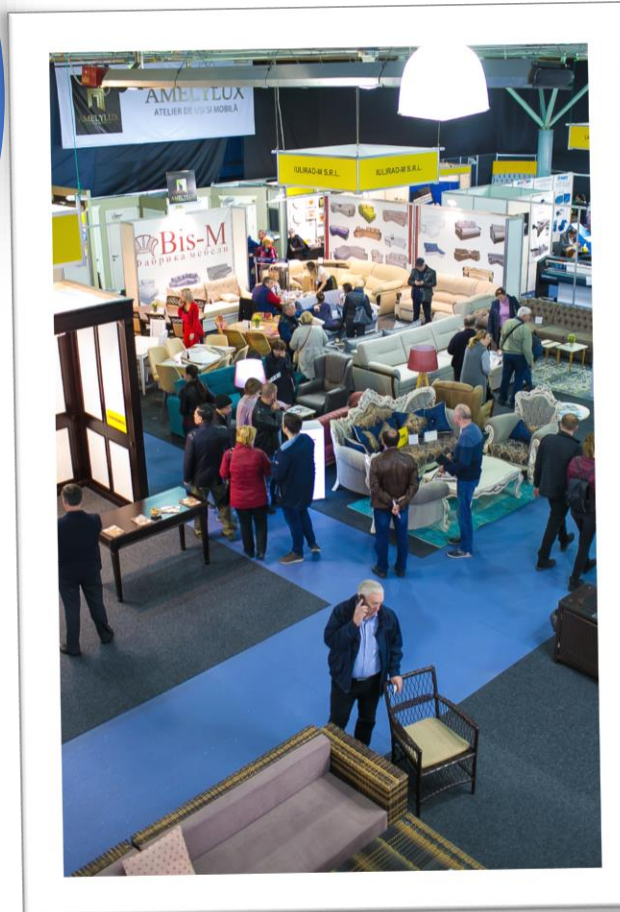


EXHIBITORS' PROFILE

Fields of activity



- Furniture (modules, bedrooms, tables, stuffed furniture, kitchens)
- Home accessories
- Equipment and accessories for furniture manufacture
- Mattresses
- Media portals
- Other



EXPO
MOBILA
1-4
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GOAL OF PARTICIPATION

83%

- Looking for new partners / clients

62%

- Identifying clients' preferences

53%

- Strengthening the image of the company

53%

- Sales at stand

41%

- Launching new products / services

18%

- Meeting business partners



EFFECTIVENESS OF PARTICIPATION

97%

of exhibitors
attained their goals
and were satisfied
with the obtained
results



of exhibitors
intend to
participate
in EXPO MOBILA
2019

74%



CBC on EXPO

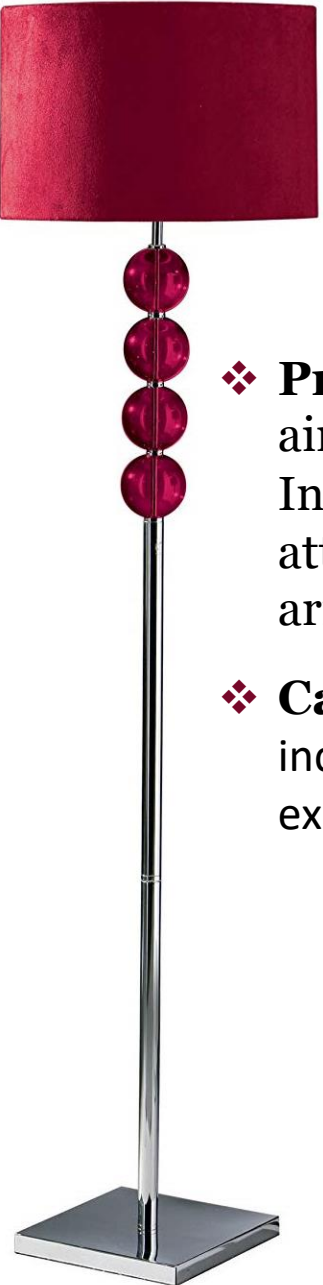
(Creating Business Contacts)

TOOLS OF THE PROGRAM:

- ❖ **Program Professional Visitor** – a special service aimed to attract target audience to the exhibitor's stand. In the framework of the exhibition 115 specialists were attracted and over 400 business meetings were arranged;
- ❖ **Catalog of new products and services** – the catalog included new products/services, guiding visitors to the exhibitors' stands.



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OPINIONS OF OUR EXHIBITORS

“The exhibition was wonderful. There is no better place to strengthen the image of companies than EXPO MOBILA. The influx of visitors was amazing, meaning that people are interested in such events. Participating companies had something to show and the atmosphere was really festive.”

TudorTutunaru, Manager, Artvent RTD SRL

“Thanks to the organizers for the proper promotion of the event in social networks - this reflected well on the number of visitors. The overwhelming majority were really interested consumers. We have completed all our tasks, including sales at the stand.”

Carina Grebneva, designer, Mebilissimo

“Our goal at the exhibition was to present new products - materials for the production of furniture made of wood and metal. We found new contacts among local manufacturers - and this is the best result of our work at the exhibition. We are interested in participating in the exhibition in the future, although in Romania in this period specialized fairs are also held. Therefore, it would be more convenient for us if the exhibition were held in October.”

Rucsanda Madan, Sales Director, SC Euro Abrazive SRL (Romania)



OFFLINE ADVERTISING CAMPAIGN

TV and RADIO

	broadcasts
TVM1	30
Jurnal TV	60
PRO TV	40
THT Exclusiv TV	25
RTR Moldova	59
Novoe Radio	69
HIT FM	81
Europa Plus	81
Radio 21	81
Jurnal FM	81

News and specialized MASS MEDIA

Строительство и оборудование, Аргументы и факты в Молдове, Антена, InSTYLE HOME

Printed invitations - mailing 1000 individual invitations to specialists



ONLINE ADVERTISING CAMPAIGN

GOOGLE AdWords - impact-persons: over 100K

Digital marketing – individual advertising campaign for exhibitors on the exhibition' Facebook and Instagram pages, as well as the event creation on Facebook (impact-persons: over 102K);

Direct mail – sending 7 info mails to 5000 users in the MOLDEXPO data base;

Online advertising – placement of information on 22 news and specialized portals: *999.md, Afisa.md, Agora.md, Aif.md, Biznes.md, Eu.md, Forum.md, Kompas.md, Kp.md, Madein.md, Makler.md, Mama.md, Moldova-today.com, Mybusiness.md, Noi.md, Numbers.md, Point.md, Rabota.md, Splendid.md, Stroyka.md, Vedomosti.md, YellowPages of Moldova.*



DAILY VISITORS' FLOW

1284 persons

1

Thursday

1380 persons

2

Friday

2619 persons

3

Saturday

2004 persons

4

Sunday

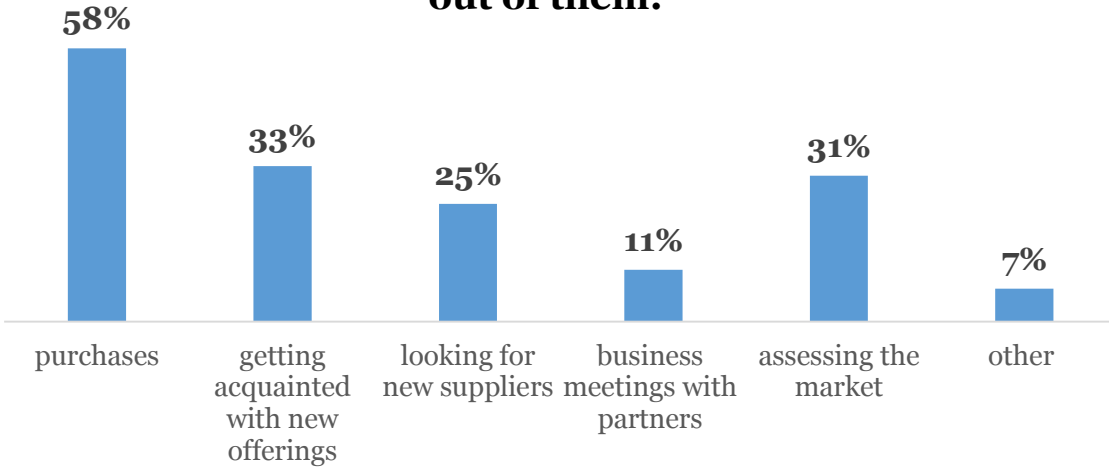


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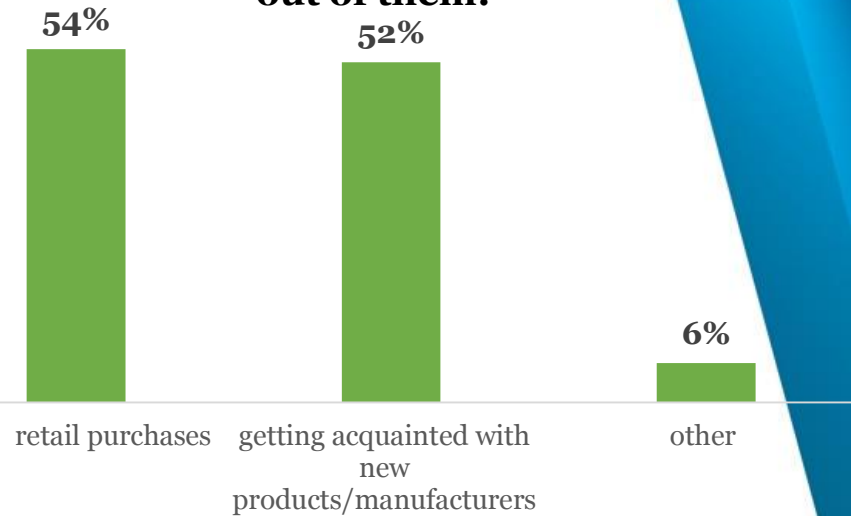


REASONS FOR VISITING

**BUSINESS VISITIS – 25%,
out of them:**



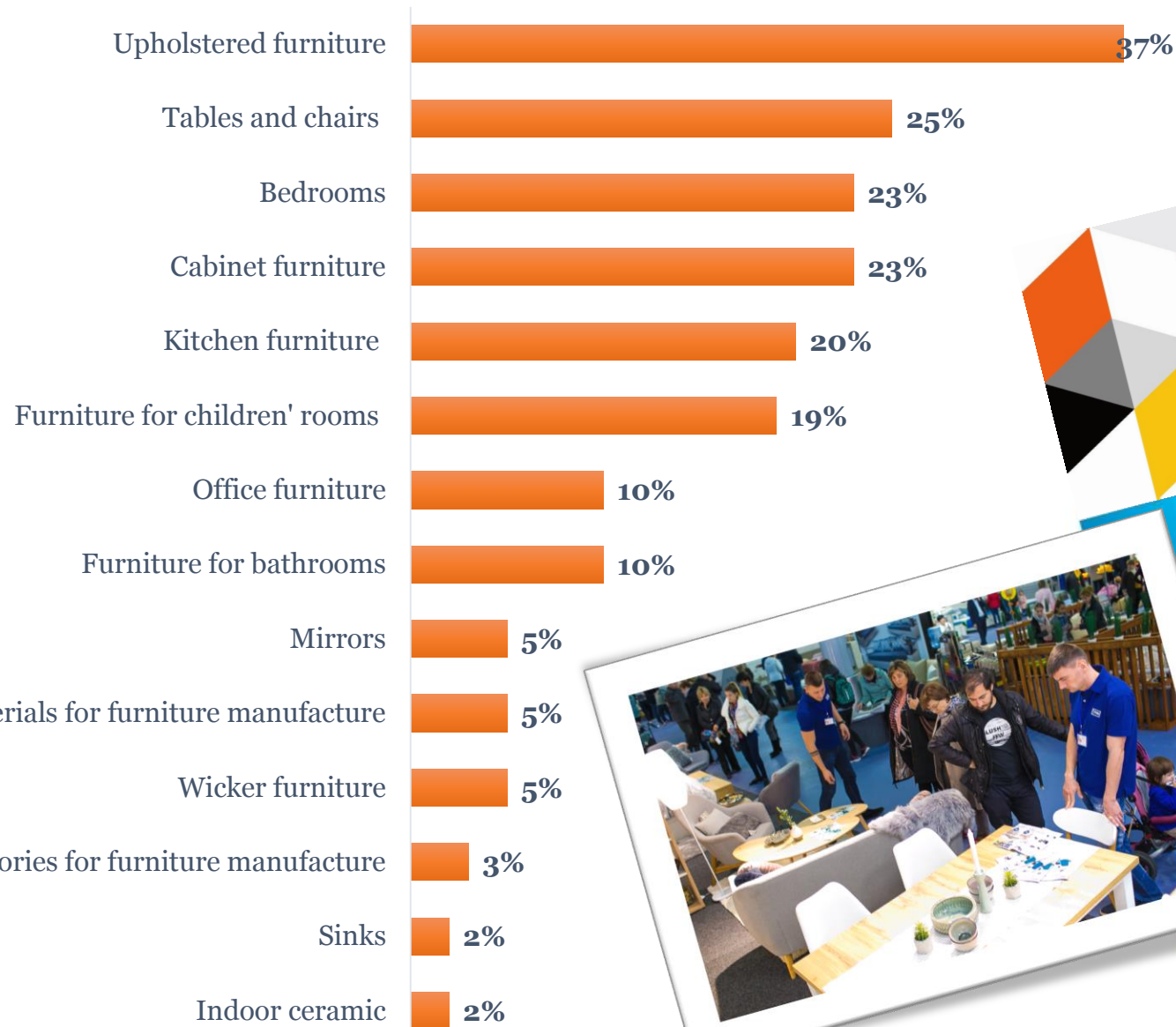
**GENERAL PUBLIC – 75%
out of them:**



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CLASSIFICATION OF VISITORS BY INTERESTS



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OPINIONS OF OUR VISITORS

“The exhibition was an interesting event - a lot of beautiful and functional furniture. A big plus is that at the stands are working professionals, explaining to visitors the intricacies of interior design. I am glad about the quality of the design of Moldovan furniture, I think that for quite adequate money you can choose individual interior options.”

Violetta Godoroja, interior designer

“I liked the Jysk stand very much - a great choice, excellent quality and polite consultants. I also liked the orthopedic mattresses Vegas. It is good that there were discounts on many stands. I think that such exhibitions are useful for people, as there is an opportunity to purchase high-quality furniture with good discounts.”

Irina Rosca, office manager

“A plus of the Moldovan market is a high consumer interest in furniture products. This opinion is confirmed, among others, by the large flux of visitors to the exhibition. Here the furniture of many manufacturers was presented and nevertheless, it seems to me that there is a place for other players in the market. The exhibition presents a picture of the market and a map of consumer preferences.”

Tatiana Salii, Export Manager, Modern Factory (Ukraine)



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GEOGRAPHY OF VISITORS



95% - Republic of Moldova

5% - from abroad – Belgium, Germany, Italy, Portugal, Romania, Turkey, Ukraine



TEAM of EXPO MOBILA



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**SEE YOU AT
EXPO MOBILA 2019**

