

MOLDAGROTECH



SPRING 2019

MARCH 13-16

POST-EVENT REPORT





**36th International specialized exhibition of equipment and technologies
for the agro-industrial sector**

**MOLDAGROTECH (SPRING)
MARCH 13 – 16, 2019**

Organizer: IEC Moldexpo SA

Official support: Ministry of Agriculture, Regional Development and Environment

General media partner: Agro TV Moldova

Media partner: Agrobiznes





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ABOUT THE EXHIBITION

MOLDAGROTECH (spring) :

- the best platform for presenting the latest technical solutions and technologies for Moldovan agro-industrial complex;
- the only exhibition in Moldova showcasing the performances of world leaders in agricultural machinery and equipment.





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THE EVENT IN FIGURES

Exhibitors (companies)

160

Visitors, persons

13962

**Exhibition area,
sq m**

5774

**Participating
countries**

10

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



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EXHIBITORS

FIELDS OF ACTIVITY

Agricultural equipment	32,5%
Seeding and planting material	21,8%
Medicinal herbs and honey	5,7%
Fertilizers and plant protection products	5,0%
Financing and insurance in agriculture	4,3%
Specialized mass-media	3,9%
Spare parts for agricultural equipment	3,5%
Briquetting lines, boilers	2,8%
Silos, elevators, hangars	2,5%
Gardening tools	2,5%
Oil, diesel	2,5%
Means of pest control	1,8%
Water supply and irrigation systems in agriculture	1,8%
Equipment for the food and processing industry	1,8%
Production of compound feed. Concentrates, premixes, feed additives and vitamins	1,2%
Farming equipment	1,2%
Packaging for transportation	1,2%





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GOALS OF PARTICIPATION IN THE EXHIBITION



Identifying new clients/partners	82,60%
Strengthening the image of the company	50,00 %
Meeting partners	37,00%
Promoting new products/services	34,8%
Sales at the stand	6,50%



«This year we presented an absolutely new tractor on the Moldovan market - Antonio Cararro. The novelty attracted specialists, it is truly unique for working on vineyards. Despite the price, many visitors are interested in this model.»

Vasile Budu, Filaro Impreg Service SRL



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EFFICIENCY OF PARTICIPATION IN THE EXHIBITION



78% of exhibitors mentioned the increased efficiency of participation in the exhibition

78,3% of exhibitors were satisfied with the quality of sales



73,9% of exhibitors are willing to take part in the spring edition of the exhibition

«For us, MOLDAGROTECH is a way to tell our partners and customers, as well as our future customers, that we are here, close to them. The exhibition is an important opportunity to strengthen the image of the companies. At the exhibition we gathered orders for tractors, but we also offered very good prices. And the quality of equipment is already appreciated on the market.»

Jana Michalova, JM Invest Group



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SPECIAL EVENTS**



- **Useful for Moldova contest;**
- **AgroGeneration – Youth’s Day;**
- **Contest of Woodcutters;**
- **Fair of plants, trees and seedlings.**





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Results of the CBC program

CBC on Expo (Creating Business Contacts)

Tools of the program

- ❖ **Official catalog / new products and services** – 400 catalogs were printed;
- ❖ **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 Briceni, Edineț, Fălești, Ștefan Vodă, Soroca, Drochia, Tiraspol și Dubăsari.



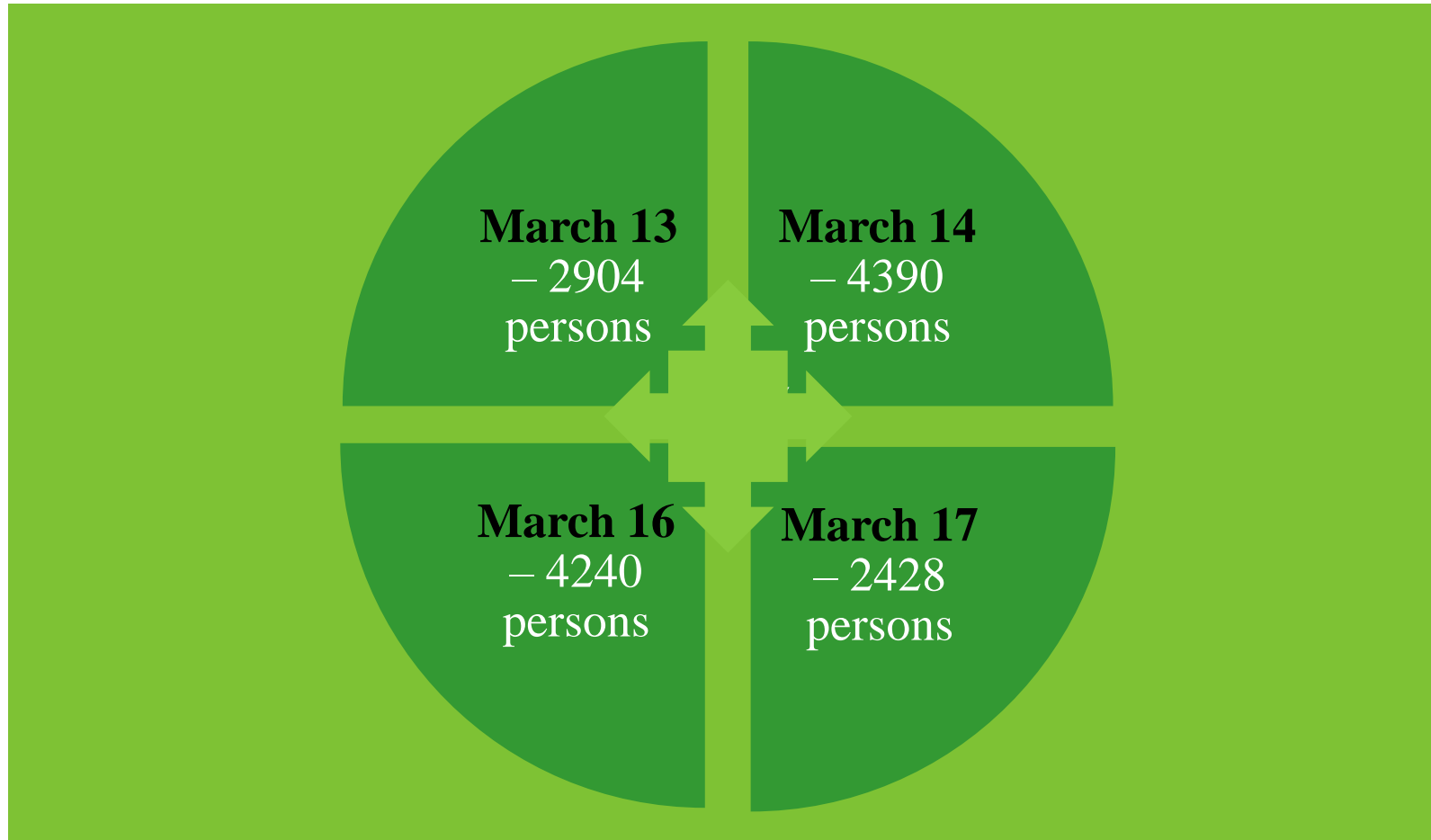


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VISITORS

DAILY FLOW OF VISITORS





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VISITORS

CLASSIFICATION OF VISITORS BY INTERESTS

Agricultural equipment	27,69%
Seeding and planting material	22,56%
Hothouses, solariums, mesh and films for hothouses	19,29%
Gardening tools	18,10%
Fertilizers and plant protection products	17,15%
Financing and insurance in agriculture	13,59%
Equipment for the food and processing industry	12,63%
Equipment for the production of compound feed	11,21%
Farming equipment	10,92%
Water supply and irrigation systems	10,02%
Fodder, premixes	8,87%
Other	2,63%



«I am a loyal visitor of the exhibition. I'm coming here to see what's new on the market and to find the right equipment for my orchard. I saw quality equipment, but they are expensive. Today we chose a tractor and negotiated a discount. At the exhibition you can compare different models of equipment, try it in action, talk to the experts about the particularities of each one of them.»

Piotr Gorelov, farmer, Taraclia



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VISITORS

REASONS TO VISIT

39,05% Identifying new agricultural products and equipment

30,98% Identifying new suppliers

24,51% Attend seminars, conferences, presentations

20,48% Meeting business partners

19,05% Purchasing equipment and materials

2,5% Other



«I've come to see and buy small-size agricultural machines. At the exhibition there is always the possibility to choose agricultural machinery and equipment you need, although prices are generally quite high. This is not the first time I visit the event. Here I have the opportunity to compare offers from different companies and negotiate discounts.»

Valeriu Popa, farmer, Făleşti



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VISITORS

VISITORS' GEOGRAPHY

40% - Chişinău

54,9% - districts of Moldova

5,1% - other countries (France, Italy, the Netherlands, Romania, Ukraine, Russia, Great Britain)



«I saw some new varieties of grain that I intend to sow. I searched information about different equipment I needed, I took the companies' contact details. I do not have money at the moment, I have to borrow or rely on subsidies. The choice is great, there is a lot to see, but there are not many new equipment or technology.»

Gheorghe Vasiliu, farmer, Ialoveni



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ADVERTISING CAMPAIGN

Advertising campaign on TV and radio

Channels	Broadcastings
Radio - Prim-Glodeni	196
Radio Media – Cimisia	196
Albena-Taraclia	196
Impuls FM – Soldonesti	196
Radio Moldova	90
Radio Plai	90
Jurnal FM	90
TV Prim - Edinet	196
TV Prim - Balti	196
ATV – Comrat	196
Cort TV – Soroca	196
Media TV – Cimișlia	196
TCV -Tiraspol	196
Agro TV	112
Accent TV	90
Jurnal TV	48
RTR Moldova	48
NTV Moldova	42
Pro TV	40
TVM 1	32

Reports and broadcasts

Agro TV	March 13 – 15
TVM 1	March 13
Canal 2	March 13
Canal 3	March 13
Publica TV	March 13
Pro TV	March 13
Jurnal TV	March 13
TVR Moldova	March 13
Realitatea TV	March 13
Accent TV	March 13
RTR Moldova	March 13, 15
TV 8	March 14
TVC 21	March 1
AgriMedia (Romania)	March 13

Billboards: 9.
(Edineț, Bălți, Comrat, Hâncești, Orhei, Cahul, Soroca, Chișinău)

Specialized portals: Agribusinessjob.ro, Agristart.com.ua, Agrobiznes.md, Agroexpert.md, Agrotvmoldova.md, Bdgazeta.com, Machinerypark.com, Seeds.org.ua

Источник ?	Источники трафика
	Пользователи ? ↓
	1 047 % от общего количества: 62,85 % (1 666)
1. moldexpo.md	978 (93,05 %)
2. tofairs.com	30 (2,85 %)
3. agroremmash-plus.com	6 (0,57 %)
4. go.mail.ru	6 (0,57 %)
5. facebook.com	4 (0,38 %)
6. l.facebook.com	4 (0,38 %)
7. agendaexpo.ro	3 (0,29 %)

Info portals: Agora.md, Aif.md, Afisa.md, Biznes.md, Forum.md, Kp.md, Moldova-today.com, Infoanunt.md, Mama.md, Moldovenii.md, Moldpress.md, Mybusiness.md, Noi.md, Numbers.md, Play.md, Poin.md, Semia.md, Vedomosti.md, YellowPages of Moldova



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**Thank you for participating
and see you at the autumn edition!
October 16 – 19, 2019**