

May
16-19,
2019

#TUSOVKACULINARĂ

REPORT

POST

EVENT



16-19.05

2019



ORGANIZER



CO-ORGANIZER



Government of the Republic of Moldova

Ministry of Agriculture, Regional Development
and Environment

GENERAL SPONSOR

METRO

SUCESUL TĂU ESTE AFACEREA NOASTRĂ

PARTNERS



linella

Sandra

MEDIA PARTNER

AGRO

TV MOLDOVA
La zi în agricultură!

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2019

THE EXHIBITION IN FIGURES

PARTICIPANTS

79 exhibitors

EXHIBITION AREA

700
sqm

PARTICIPATING COUNTRIES

Belarus, Moldova,
Romania, Ukraine, Russia

VISITORS

12 585
pers.

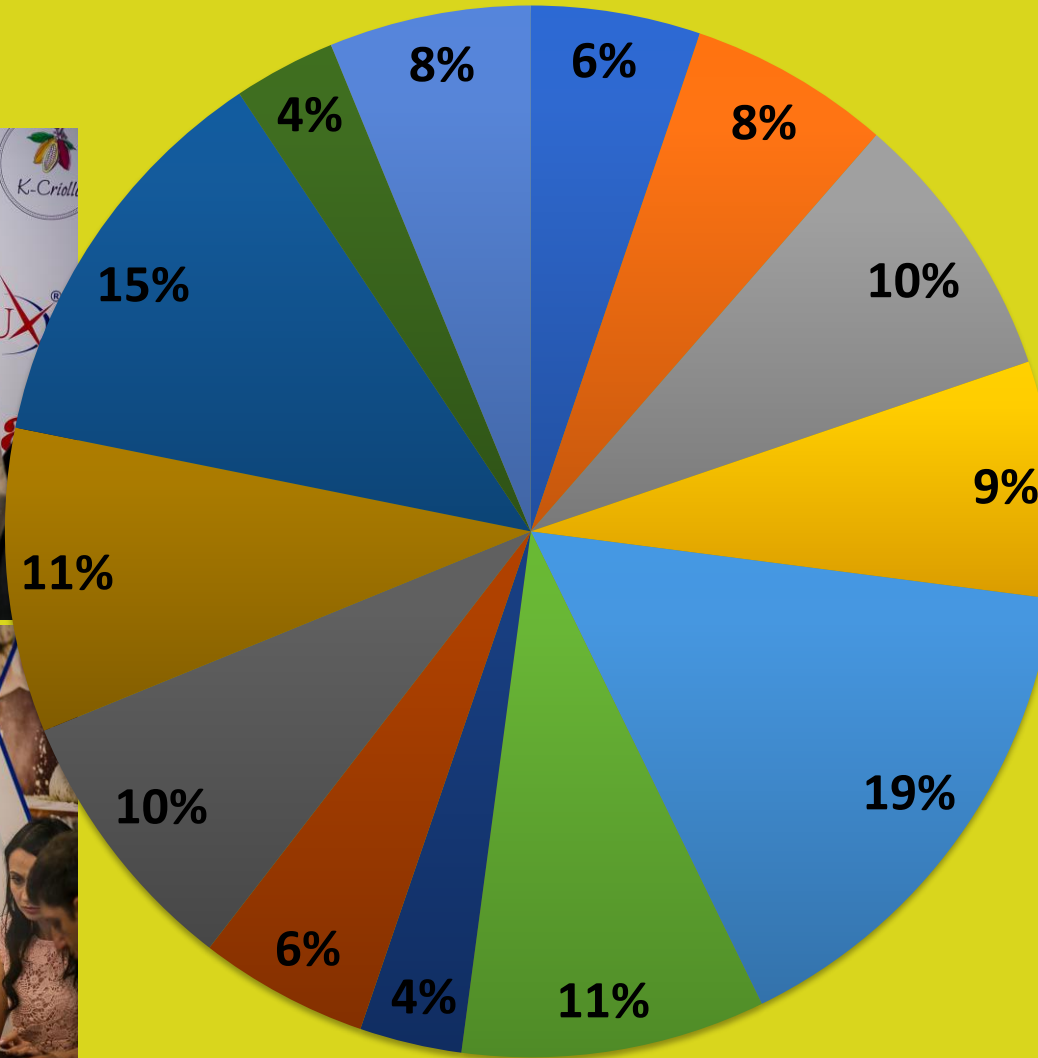
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EXHIBITORS' PROFILE



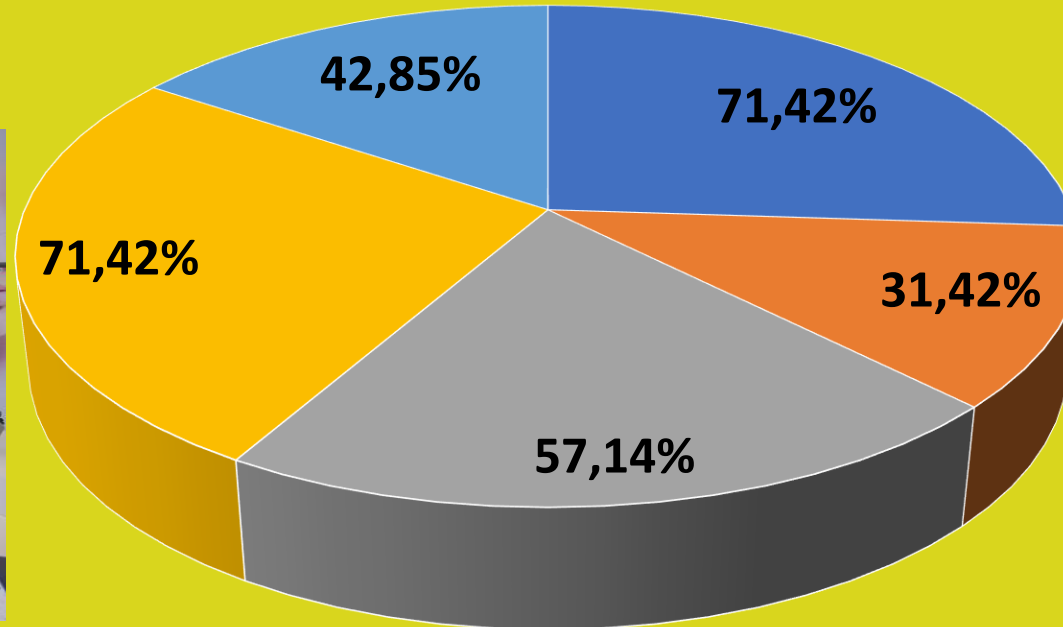
- Meat, meat products and canned meat
- Dairy products, cheeses
- Milling and bakery products; cereals, pasta
- Vegetal oils
- Confectionery, sugar, honey
- Canned foods, sauces, ketchups, spices
- Tea, coffee. Cocoa
- Juices, water, alcoholic and soft drinks
- Dry snacks, dried fruit, nuts
- Kitchen ware and kitchen accessories
- Bloggers
- Restaurants
- Other

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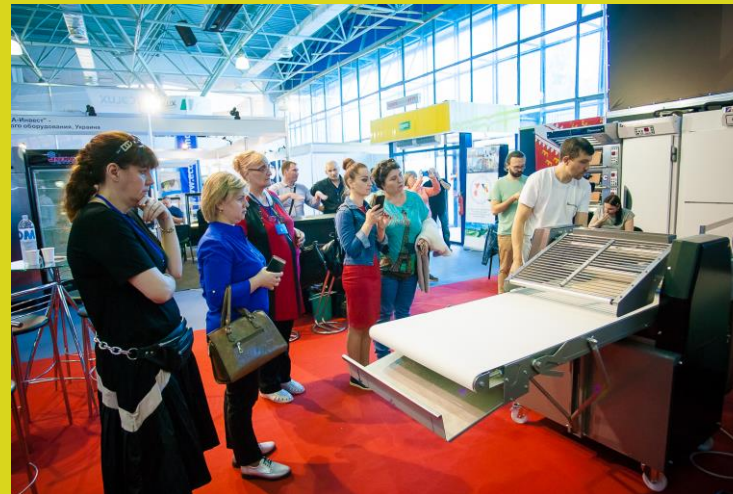


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GOALS OF PARTICIPATION IN THE EXHIBITION



- Finding new clients
- Meeting business partners
- Promoting a new product/service
- Strengthening the image in the market
- Sales at the stand



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EFFECTIVENESS OF PARTICIPATION IN THE EXHIBITION



of participating companies
were satisfied with obtained
results

83%

46%












of questioned exhibitors intend
to take part in FOOD&DRINKS
2020

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EVENTS AT THE EXHIBITION

-  Culinary show presented by BBC chef - Alan Coxon
-  Chefs' Battle
-  Metro Cooking & Master Class
-  Festival STREET FOOD FEST
-  Culinary studio CRAZY KITCHEN
-  Oriental Bazaar 1001 nights
-  Festival of ice-cream SANDRA ICE CREAM WORLD
-  Master-class from Maximum with Dumitru Boicu and Maria Shiverschih
-  Wine Roulette from La Nobiltà Del Gusto
-  Fish Day at Tusovka Culinară
-  You have to know – We Are What We Eat



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EXHIBITORS' OPINIONS

“The exhibition offered a very warm atmosphere. We are grateful for the good management, including the flawless organization of the event with Alan Coxon. I think it worked very well for the presentation of our brand and our products.”

Eugen Sirbu, La Nobilta del Gusto

“I have only positive impressions: excellent organization of the exhibition, we have a lot of visitors. In general, it was very interesting and informative here - the chefs' battle, colorful stands. In my opinion, everything worked out as well as possible.”

Dumitru - Istanbul Bazaar

“METRO already traditionally organizes, within the framework of FOOD & DRINKS, master classes of the best metropolitan chefs. For us, the event means strengthening our image, as well as the possibility of spreading culture of consumption. In addition, the promotion of high-quality local products, which can be purchased through the METRO network, is important. In short, everyone had a great time. We are pleased with our partnership with Moldexpo.”

Alexandru Trifan, METRO CASH & CARRY Moldova



Online promotion

- Advertising campaign on Facebook and Instagram;
- Campaign on Google Adwords;
- PR campaigns on the Moldexpo site and on news sites;
- Direct-mail.

Offline promotion

- Placement in the park “Valea Morilor” of advertising oversized props – a plate, a fork and a knife;
- Mailing invitations to specialists in the field;
- Advertising campaign on radio stations.

Influencer marketing

- Personalized invitations – aprons for opinion leaders;
- Advertising campaign on the sites of bloggers, restaurants, exhibitors and partners: Metro, Linella, Maximum.



OFFLINE ADVERTISING CAMPAIGN

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2019

TV	broadcasts
PRO TV	36
Jurnal TV	42
THT Exclusiv	30
RTR Moldova	42
Agro TV	122

TV features	date
Agro TV	16-17.05
CTC	16.05
Jurnal TV	16.05
PRO TV	16.05
RTR Moldova	17.05
TV R	17.05
TVM 1	17.05

Radio	broadcasts
Новое радио	54
HIT FM	54
Jurnal FM	54
EuropaPlus	54
Radio 21	54
Авторадіо	54

Mass Media	date
Брутто	feb
Современная этикетка и упаковка	feb
CaBaRe\CHIC	feb
Пищевик	feb
Аргументы и факты в Молдове	mai
Молдавские ведомости	mai



Tools of the program:

- **Program Professional Visitor** - a special service for attracting visitors to the exhibitor's stand. In the framework of the program 230 business meetings were arranged;
- **Catalog of new products** - included new products and services, presented by the exhibitors. The catalog is the visitors' guide to the exhibitors' stands with new products/services.
- **Promotion of exhibitors before the exhibition** – online advertising campaign for exhibitors to attract target audience to the participants' stand.



DAILY FLUX OF VISITORS

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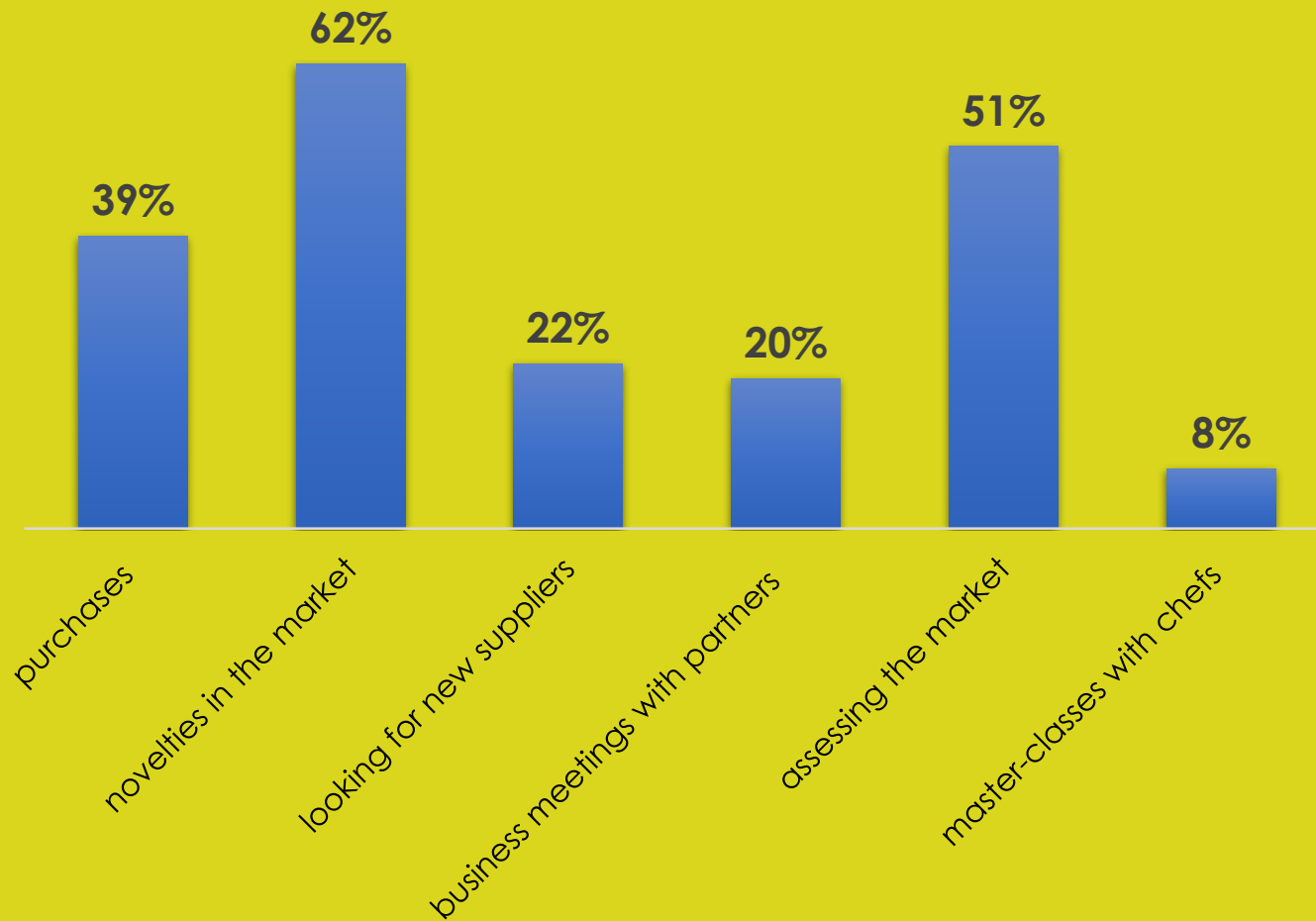


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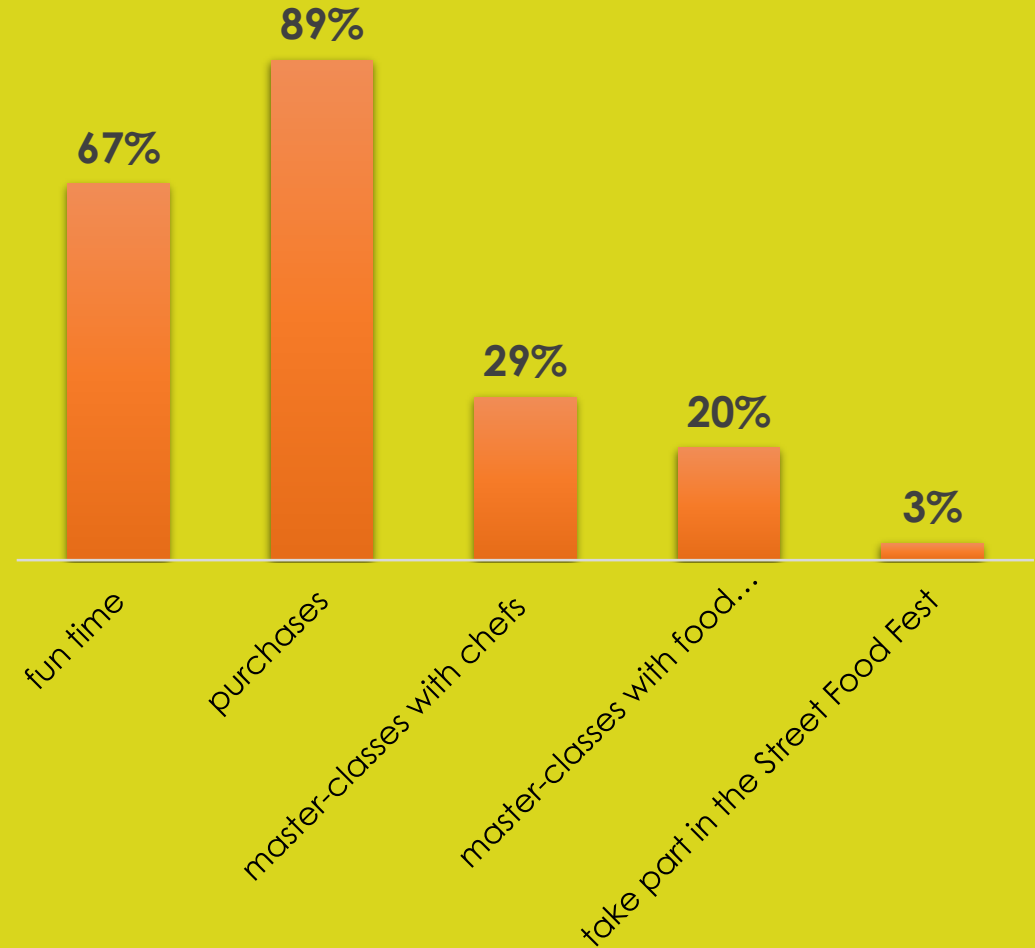




Professional interest – 20%



Individual interest – 80%

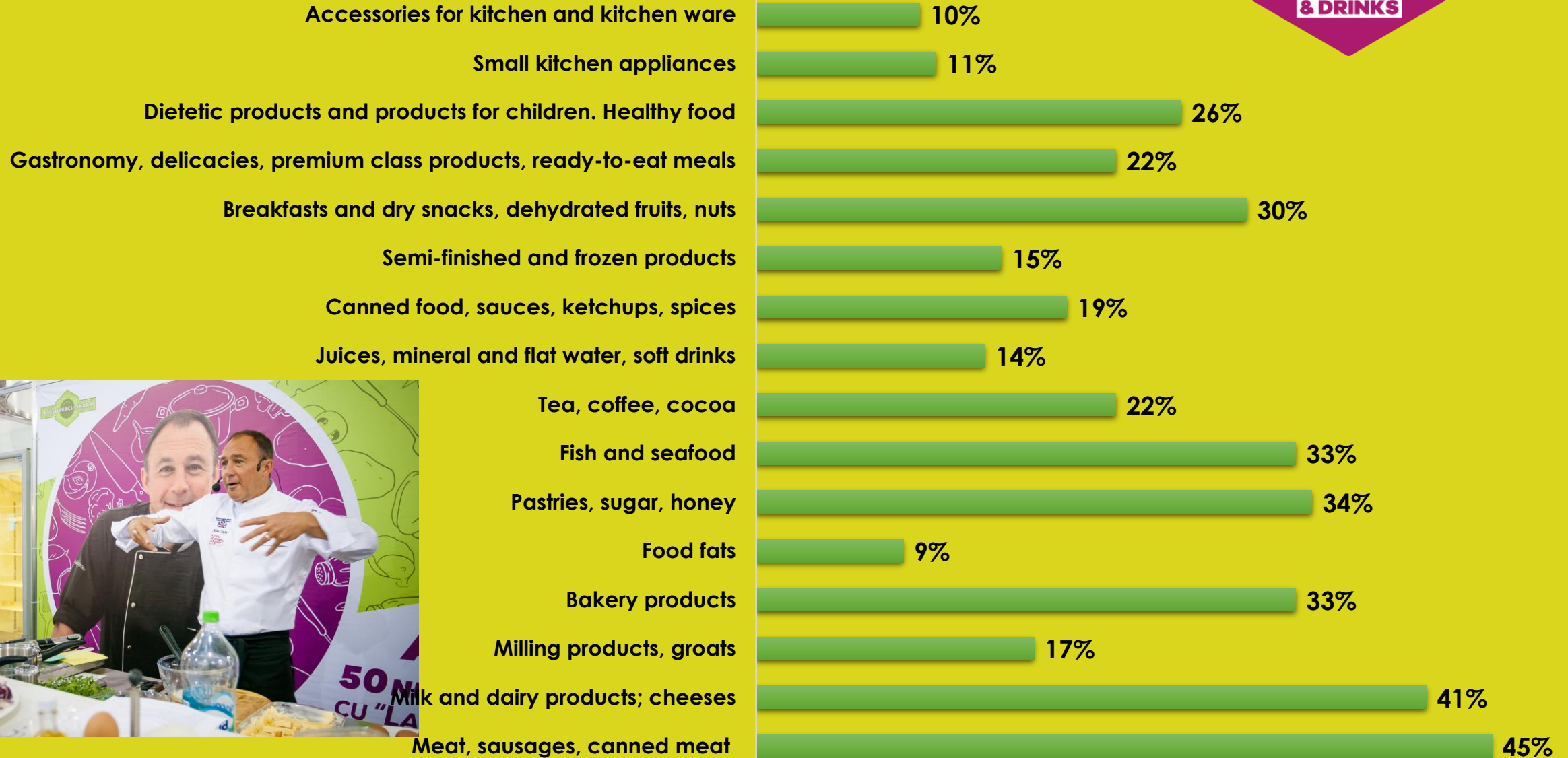


What the visitors were interested in

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VISITORS' GEOGRAPHY



96,3 %

from Republic of Moldova

4,7 %

visitors from abroad:

Bulgaria

Canada

Italy

Moldova

Poland

Romania

Turkey

Ukraine

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VISITORS' OPINIONS

“I had planned beforehand to attend the chefs’ master classes. Today is the third day I'm attending. I'm really impressed, I learned a lot of interesting and new things. Also, they cook delicious fish in the street-food area - I highly recommend.”

Raisa, assistant cook

“I know that usually there are good discounts at the exhibition, and I’ve got two bags of different goodies. I found a lot of new things - hummus, for example, and also eco-products. And, in general, it's fun at the exhibition.”

Zinaida Russu, housewife



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SEE YOU IN 2020!

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