



MOLDCONSTRUCT

3-6 April

2019

***Smart
construction!***



MOLDCONSTRUCT

**24th International specialized
exhibition of technologies, equipment,
tools and materials for construction**

**3 - 6
APRIL
2019**

Organizer:



Official support:



Guvernul Republicii Moldova
**Ministerul Economiei și
Infrastructurii**

#beintrend



#construct
intelligent

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EXHIBITION IN FIGURES

3 - 6 April 2019

PARTICIPANTS

125 companies

EXHIBITION AREA

2224 sqm



6 PARTICIPATING COUNTRIES

– Moldova, Romania,
Ukraine, Russia,
Germany, Poland.

VISITORS

9492 persons

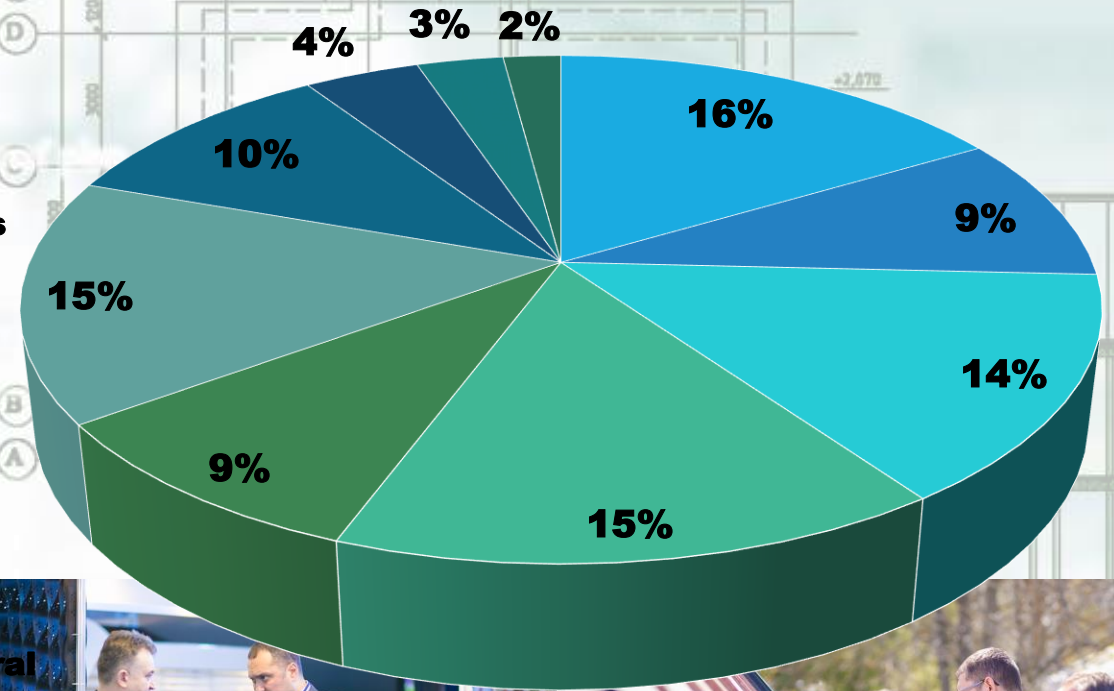


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EXHIBITORS' FIELDS OF ACTIVITY

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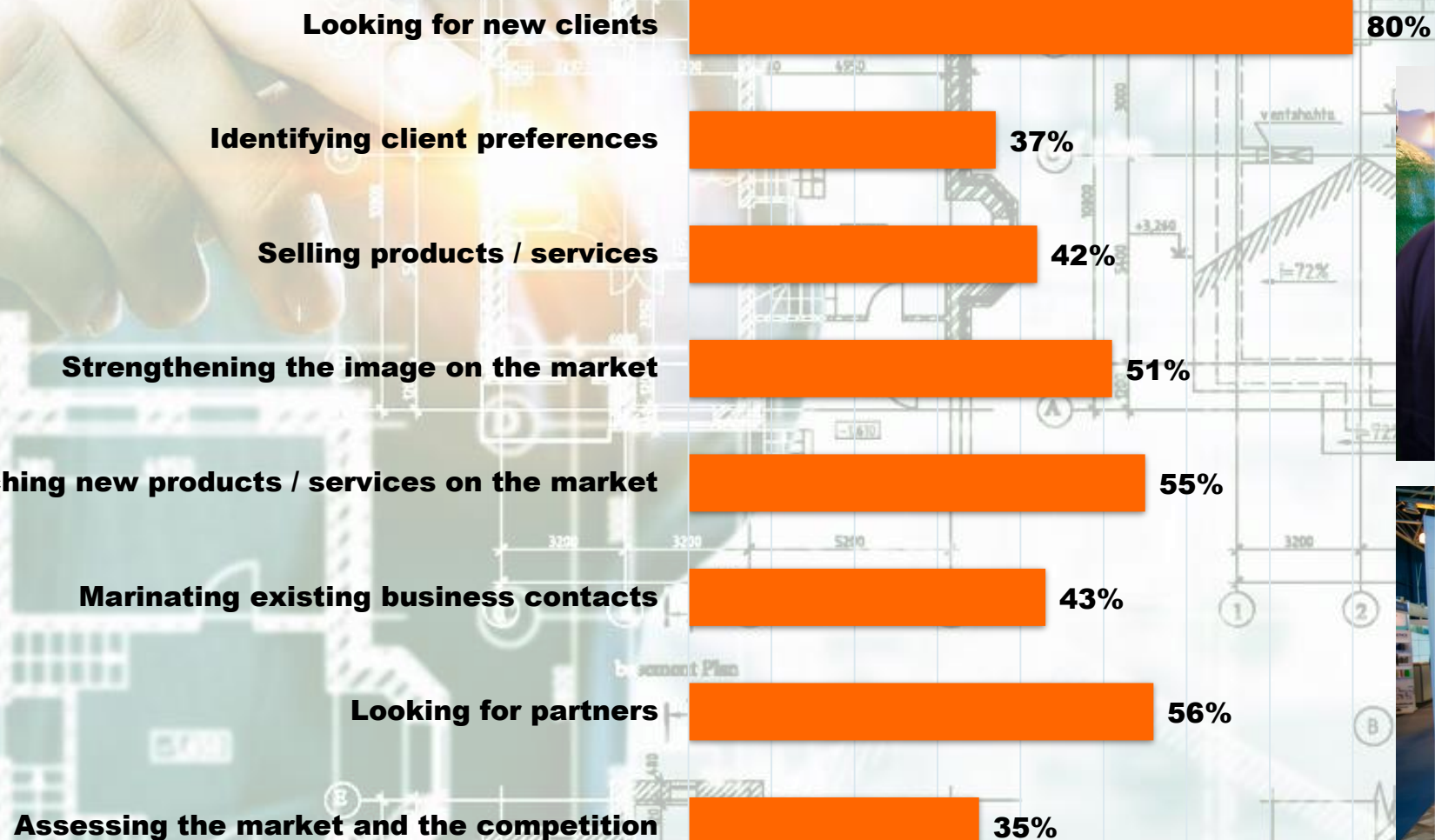
- Building and finishing materials (paints, laquers)
- Windows and doors
- Facades, glass, metal and wood structures, hangars, patios and pergolas
- Modern instruments and technologies in construction
- Materials for roofing
- Coatings, screeds, hydro- and thermal insulation, heating and sewerage systems, pipes, drainage systems, rainwater disposal
- Sanitary ware, wall and floor tiles and parquet, flooring. Decorative natural and ornamental stone
- Security systems and automated gates
- Accessories for furniture
- Info Partners



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Goals of participation

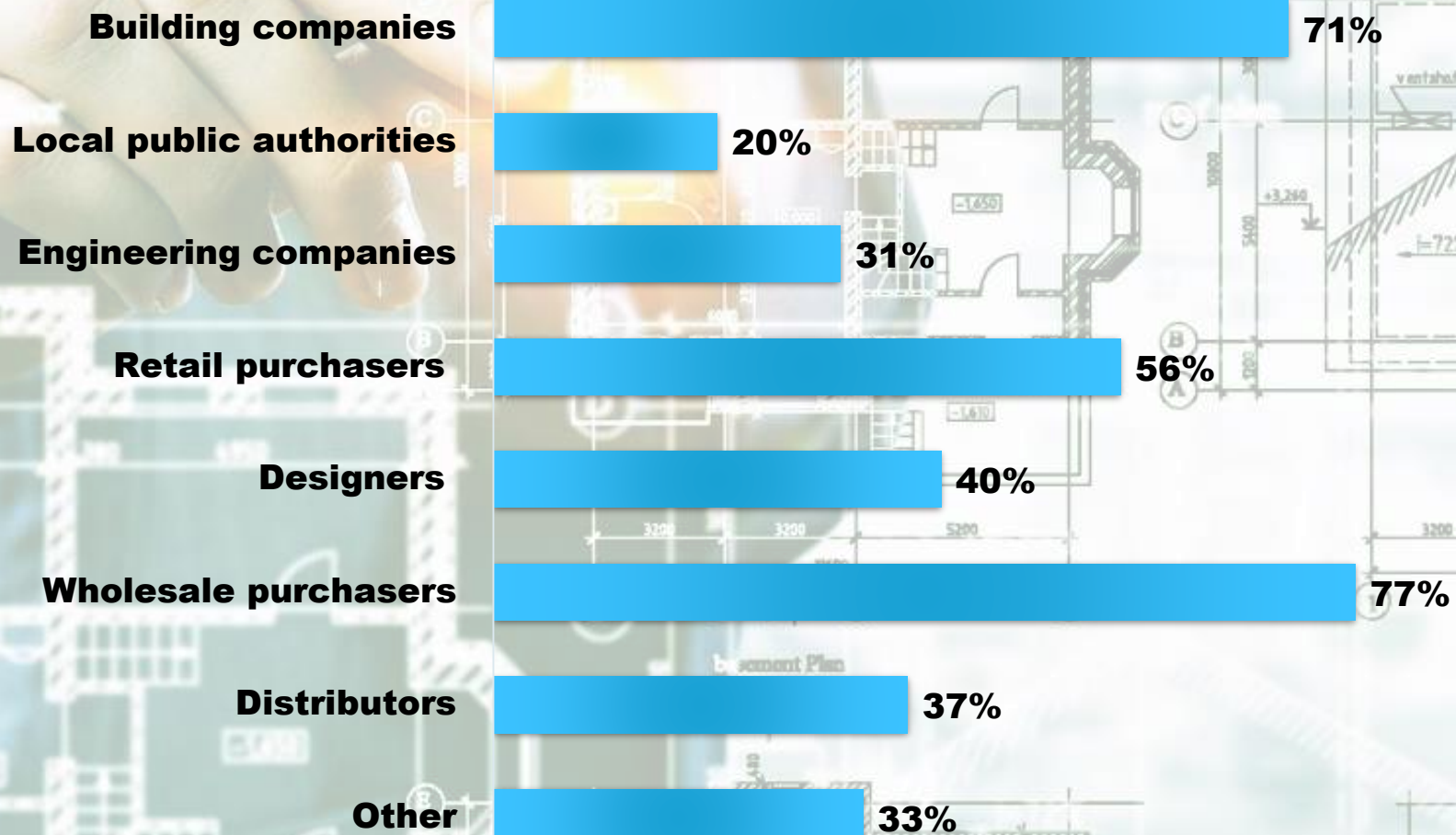
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EXHIBITORS' INTERESTS

3 - 6 April 2019



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**EFFICIENCY OF PARTICIPATION IN
THE EXHIBITION**

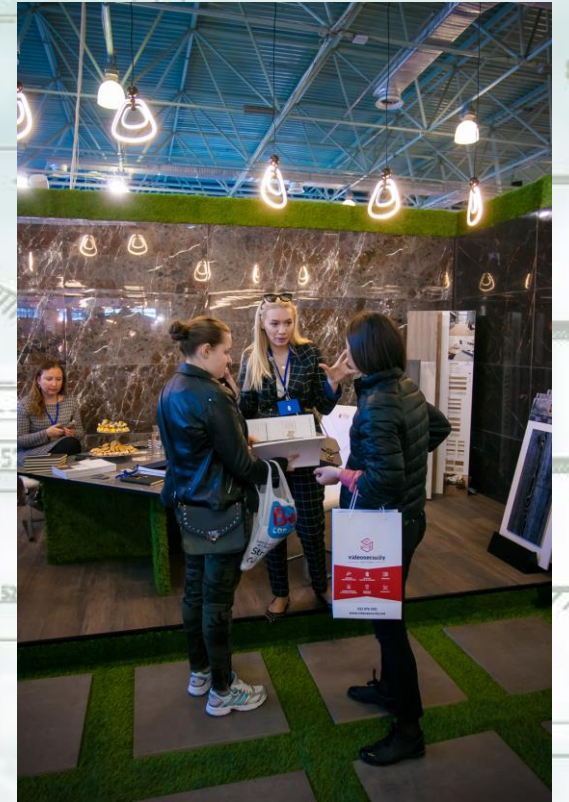
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92%

**of participating companies
attained their goals and were
satisfied with the results**

76%

**of questioned exhibitors intend
to take part in MOLDCONSTRUCT
2020**



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EXHIBITORS' OPINIONS

3 - 6 April 2019

“The exhibition was very beautiful and professionally organized. We are very pleased with our participation and it is not only about sales at the stand, but also about the quality of our visitors. Of course, we would like to have them in bigger numbers, but here, probably, the overall situation in the market played its part. Anyway, the exhibition was organized flawlessly.”

Tatiana, sales manager, Kerama Marazzi



“The exhibition MOLDCONSTRUCT is an event for specialists, therefore there are no influx of visitors, and those who come are professionals. Moreover, the time of the exhibition has been well chosen to coincide with the opening of the construction and renovation season. We have achieved excellent results, as we not only met our current customers, but also got new ones.”

Vadim Garbuzov, Head of Direct Sales, Lider



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PROMOTION TOOLS

CBC on EXPO

(Creating Business Contacts)

3 - 6 April 2019



- **Networking Event “BUSINESS SAUNA”** – event aiming to facilitate the establishing of primary business contacts between exhibitors
- **Program Professional Visitor** - a special service for attracting visitors to the exhibitor’s stand. In the framework of the program more than 724 pre-arranged business meetings were held;
- **Catalog of new products** - included new products and services, presented by the exhibitors. The catalog has become a visitors' guide to the exhibitors’ stands with new products/services.
- **Digital marketing** - personalized advertising campaign for exhibitors and for the event;
- **Direct mail** – mailing info letters from the database of MOLDEXPO and partners of the exhibition;
- **WEB Banners** – placement of WEB banners on info portals and specialized sites

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OFFLINE ADVERTISING CAMPAIGN

3 - 6 April 2019

RADIO

broadcastings

TV

broadcastings

TV features

Новое радио

81

Prime TV

103

PRO TV

03.04

Europa Plus

135

Publica TV

95

CTC

03.04

Radio 21

135

Canal 2

95

TV 8

03.04

Radio Plai

135

Canal 3

95

JURNAL TV

03.04

Jurnal FM

135

TV Prim – Edineț

196

RTR Moldova

03.04

TV Prim – Bălți

196

TVC 21

03.04

TV Prim – Orhei

196

ATV – Comrat

196

Cort TV – Soroca

196

TCV -Tiraspol

196



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REASONS FOR VISITING

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Taking part in the business program

12%

Looking for new partners

18%

Business meetings

25%

Cumpărături angro

19%

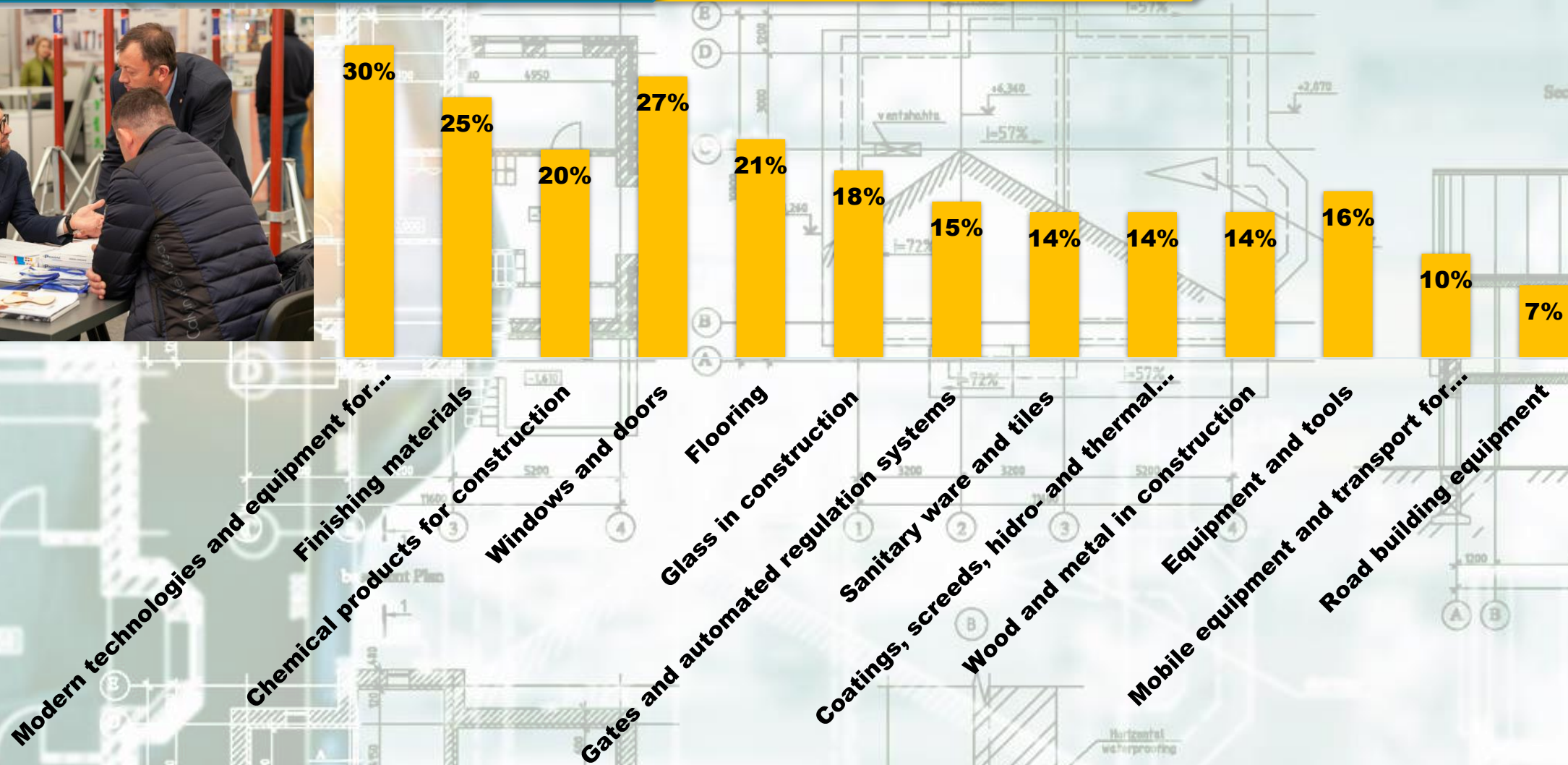
Getting acquainted with new materials, equipment and technologies

37%

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CLASSIFICATION OF VISITORS BY INTERESTS

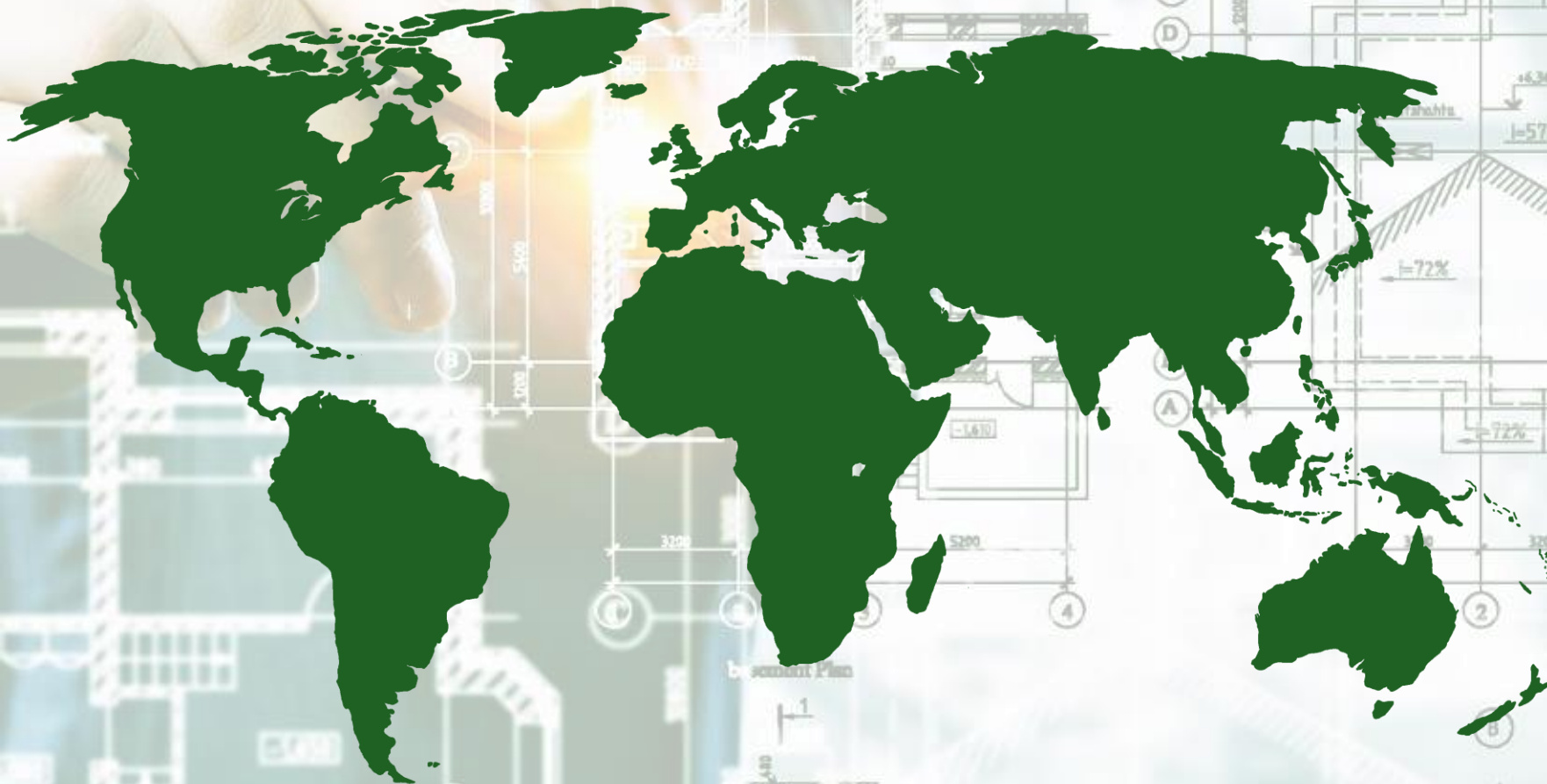
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VISITORS' GEOGRAPHY
VIZITATORILOR

3 - 6 April 2019



95% Republic of Moldova:
Chişinău, Bălţi, Orhei,
Cahul, Ocniţa, Ungheni,
Edineţ, Călăraşi, Tiraspol,
Bender, Râşcani, Rezina,
Glodeni, Floreşti etc.

5% Visitors from abroad :
Italy, Russian Federation,
Czech Republic, Republic
of Moldova, Romania and
Ukraine

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VISITORS' OPINIONS

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“I regularly visit the exhibition to keep abreast of what companies are offering in the field of windows, doors, floor coverings. On the one hand, there are many representatives of relevant companies here and there is an opportunity to discuss some problems and questions. On the other hand, there are few new offers, we have been working for a while on the market and are following all the new products. At the exhibition there were not many. Perhaps we need to attract more foreign manufacturers here.”

Valeri Creanga, importer of windows and doors

“The exhibition fully reflects the situation in the construction market - all its strengths and weaknesses. Experts come here rather to meet with colleagues. Maybe it makes sense to focus on ordinary buyers, because there is not much to impress those who work in the industry. For example, our company was invited here by partners participating in the exhibition. This is the advantage of such events, because there is not always time for informal communication with colleagues.”

Constantin Dmitriev, construction company



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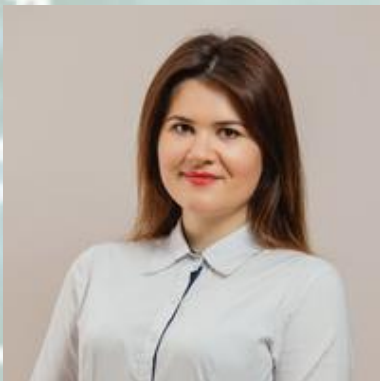
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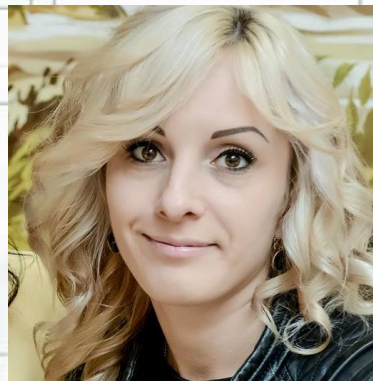
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SEE YOU IN 2020!