

# POST EVENT REPORT

# BE AU TY '19

**28** februarie

**03** martie

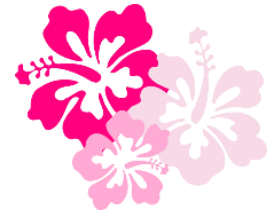


**MOLDEXPO**





# Beauty 2019



**Organizer:** IEC MOLDEXPO SA

**Partner:** Medazur Academy

**Media support :** allady.md, aquarelle.md, beautyclub.md, estetica.md, formula-krasoti.md, mama.md, mirnevest.md, Promo.md, sanatatea.md, semia.md, spamedia.ru, unica.md, Websale.md

**all lady**

**aquarelle**  
*Мой любимый журнал!*

**BEAUTY**  
club

**ESTETICA**

Журнал о красоте, здоровье и совершенстве  
**FORMULA**  
*krasoti*  
www.formula-krasoti.md

**mama.md**

**Mrs Nевest.md**  
*Свадьба твоей мечты*

**Sanatate**  
ЖУРНАЛ ДЛЯ ВСЕЙ СЕМЬИ

**Semia.md**  
растем. учимся. живем

**wedsale.md**  
*Первый в Молдове портал свадебных скидок*

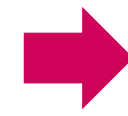
The exhibition in figures



Participants (companies)



166



Italy  
Moldova  
Romania  
Russia  
Turkey  
Ukraine

Visitors (persons), including 35% specialists



26069



Exhibition area (m<sup>2</sup>)



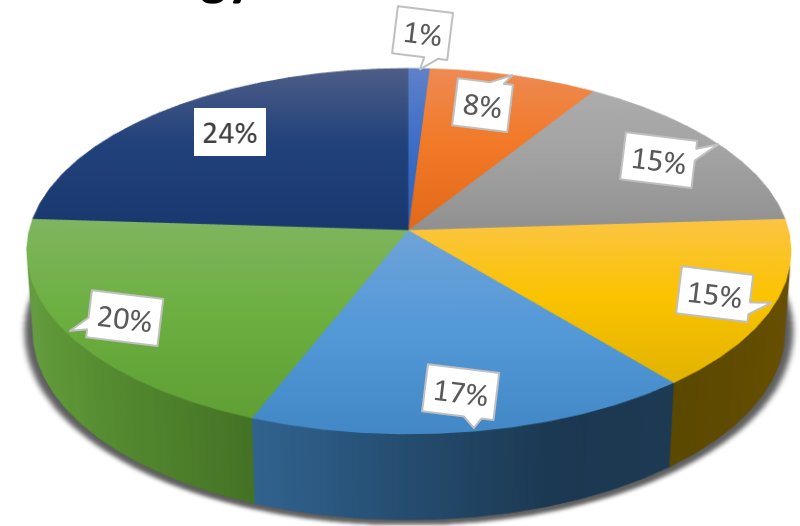
2272





## Exhibitors' profile

- 24% - professional cosmetics, epilation products, cosmetologic appliances
- 20% - curative and skin-care cosmetic products; perfumerie
- 17% - hair-care products, instruments for hair-dressers; products for lashes extension
- 15% - products and services for nail-modeling
- 15% - decorative cosmetics; appliances for cosmetology
- 8% - accessories, jewelry
- 1% - specialized magazines



«We celebrated the 25th anniversary of our company at the exhibition and it was a sea of positive emotions. There were many of our regular customers, partners with whom we communicated very warmly and received congratulations. Our entire team brought their A-game during the exhibition. The exhibition once again confirmed its reputation of a leading event for the beauty industry.»  
Belar Grup SRL

# Goals of participation

Identifying new clients .....	79%
Launching new products / services on the market .....	54%
Strengthening the image on the market .....	57%
Selling products / services.....	59%
Looking for partners.....	43%
Identifying customer preferences .....	38%
Assessing the market and the competition .....	28%
Maintaining existent business contacts.....	33%



**“All 4 days were great and interesting. A competent and energetic approach combined with good organization always give results. In general, the atmosphere at the exhibition was very positive. Every day we offered master classes with the most talented stylists, special offers were attractive, so it was crowded at the stand. The results are amazing - thanks!”**  
SC Loial-DT SRL





Effectiveness  
of participation  
in the exhibition

**73%** of participating companies generally achieved their goals by making new contacts and partnerships.

**90%** of exhibitors intend to take part in Beauty 2020.



“In my opinion, the exhibition works well for the strengthening of the company's image. Here it is possible to present your company and your products to a large number of people, and many of them are specialists in the field of beauty and aesthetic medicine. Our company is the exclusive distributor in Moldova of the products of a number of well-known international brands and the exhibition is one of the effective promotion tools.”  
**Prosanitas Farm SRL**

## Events at the exhibition

- Over 170 master-classes, thematic presentations and raffles at the stands of the companies;
- Master class by Alain Brunner, Natalia Condratciuc, Elena Potapenco. Organizer: Delen Sim / Make Up School by Elene Simkiv's
- Master class by Natalia Naida, organizer NF Beauty Academy;
- International Congress of Podology; Organizer: Medazur Academy
- Contest Beauty Look on social networks - choosing the image of the exhibition Beauty 2020.





# Instrumentele promovării expozițiilor

## Online promotion

- Promoțional event on Facebook «I'm going to Beauty» - placing on profiles' picture the slogan – «I'm going to Beauty»;
- Promoțional event «Waiting for you at Beauty», organized jointly with exhibitors;
- Direct-mail;
- PR campaign on Moldexpo site;
- Posts with exhibitors' news and offers on Facebook and Instagram - news from Loyal, Optic Plaza, etc.
- Advertising campaign on specialized sites;
- Google Adwords.

## Offline promotion

- Sending by post invitations to specialists;
- Advertising campaign on TV and radio channels.

Medazur Academy  
18 февраля в 16:45 · 🌐

Medazur Academy участник выставки Beauty Expo 2019!  
С 28.02 - 03.03 Приглашаем всех посетить наш stand в центральном павильоне!

**MOLDXPO**

**BEAUTY**

28 февраля  
03 марта

**МЫ УЧАСТВУЕМ!**

👍 Мария Kuzmitskaia и ещё 10      Поделиться: 7

Beauty Exhibition  
20 февраля в 12:45 · 🌐

Fii în trend cu cele mai la modă perechi de ochelari de soare de la cei mai celebri designeri din lume!  
Optiplaza Moldova vine cu oferte super avantajoase, la expoziția Beauty Exhibition 2019!  
Vă așteptăm, în perioada 28 februarie-03 martie, la CIE Moldexpo!... Ещѐ

28 februarie  
03 martie      până la **=70%**

**GUESS**

**2800 LEI    1000 LEI**

**OCHELARI DE CLASA PREMIUM**  
la expoziția BEAUTY-2019

**optiplaza**  
look your way

Beauty Exhibition  
25 февраля в 08:58 · 🌐

**ТОТАЛЬНАЯ РАСПРОДАЖА** от "Иновации Выставки Beauty Exhibition 2019" - компании Loial - Moldova

👇 **СКИДКА до 70%** на:  
#Indola и #Schwarzkopf (косметика и аксессуары)

➕  
При покупке каждой единицы оборудования - ПОДАРОК  
При покупке 2-ой кисти для макияжа скидка -10%

👉 Вас ожидают 4 незабываемых дня полных МЕГА-предложений на стенде компании Loial Moldova, ждем вас с 28 февраля по 3 марта на CIE Moldexpo 🌟

Получи билет на выставку пройдя по ссылке: 📄  
<http://beautyexpo.moldexpo.md>

🌸🌸🌸 Let's Beauty 🌸🌸🌸

#beauty #moldexpo #LetsBeauty #invitation #Loial #hair

**INDOLA**  
EXCLUSIVELY PROFESSIONAL

**Schwarzkopf**  
PROFESSIONAL

**Loial**



## Offline advertising campaign

### Advertising campaign on TV and radio

Europa plus  
Kiss FM  
Jurnal FM  
HIT FM  
Новое Радио  
RTR Moldova  
Jurnal TV  
Pro TV  
THT Exclusiv TV

### Video features

Prime TV  
Canal 3  
Jurnal TV  
Pro TV  
CTC  
Publica TV  
TVC 21  
Domashnii TV  
RTR Moldova

### Broadcastings

105  
105  
105  
105  
70  
41  
77  
55  
38

### Specialized sites and portals :

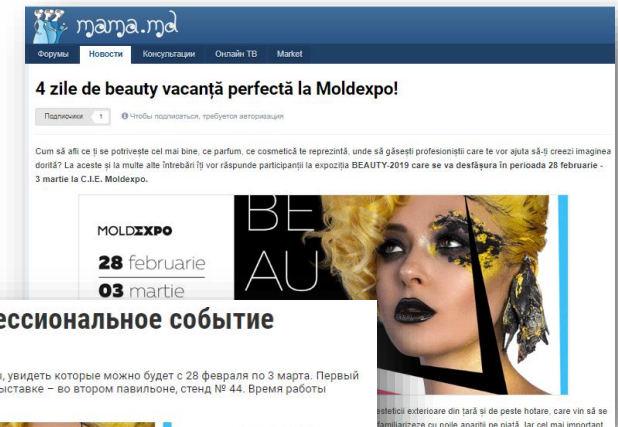
Aquarelle.md, BeautyClub.md, Beautyeurasia.com, Estetica.ro, Formula-krasoti.md, Mirnevest.md, Splendid-magazine.md

### News sites and portals:

Afisa.md, Aif.md, AllMoldova.com, Forum.md, Infoanunt.md, Kp.md, Madein.md, Mama.md, Moldova-today.com, Mybusiness.md, Noi.md, Numbers.md, Point.md, Play.md, Semia.md, Vedomosti.md, Yellow Pages of Moldova



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# Direct-mail



De mâine începe cea mai frumoasă expoziție  
**BEAUTY'19**

Doar 4 zile,  
în perioada 28 februarie - 3 martie,  
între orele 10.00 - 18.00  
(Duminică, 03 martie, până la 18.00)  
la CIE MOLDEXPO

Pavilionul Central / Pavilionul Nr.2 / Pavilionul Nr.3

BEAUTY este ...



PROGRAMUL MASTER CLASS-URILOR

Primiți invitație gratuită la expoziție  
apăsând butonul de mai jos

**EU MERG LA BEAUTY**



Дорогие друзья!

Мы рады Вам сообщить, что в период с 28 февраля по 3 марта, свои двери открывает САМАЯ КРАСИВАЯ выставка страны - **Beauty 2019!**

Главная новость: ИННОВАЦИЯ ВЫСТАВКИ этого года - компания **Loial!**



МАГИЯ ДЛЯ ВАШИХ ВОЛОС ИЗ  
ЛАБОРАТОРИЙ ШВЕЙЦАРИИ И  
ГЕРМАНИИ

TRINITY Haircare- КАЧЕСТВО. СТРАСТЬ. ТЫ.

КАТАЛОГ



ИСПАНСКАЯ РОКОШЬ ДЛЯ  
ВАШИХ ВОЛОС

TASSEL professional hair cosmetics

КАТАЛОГ



ТОЛЬКО ДЛЯ НАСТОЯЩИХ МУЖЧИН

Мужская линия Tailor's Series

КАТАЛОГ

СПЕЦИАЛЬНЫЕ ПРЕДЛОЖЕНИЯ КОМПАНИИ LOIAL НА  
ВЫСТАВКЕ BEAUTY 2019



Noutățile din domeniul frumuseții la Beauty Exhibition!

Compania AMER INTERNATIONAL va prezenta la expoziție consumabile de la brandul evelsen Akzent, cu o gamă largă de culori a mânușor, mășlor, huselor, precum și cea mai largă și specială gamă de peruje și peste de dinți, câștigătoare de guri, perii îndesătoare și așii dentari. Alți domeniți de activitate ai companiei este colaborarea cu Univel - brand italian renumit de tehnologii optice, care este prezentat cu lupe și ochelari de protecție profesională.



Compania TOPLINE din Ucraina va prezenta la expoziție îmbunătățimile medicale.

Avantajele acestei companii sunt: baza de producție proprie; costul redus în domeniul hăniei medicale calitative; toate mărfurile sunt certificate; termenele restrânse de executare a comenzilor; elaborarea și executarea lucrurilor corporative; selecția culorilor corporative; reduceri semnificative pentru comenzi mari.



Compania ROWE din România va prezenta în cadrul expoziției: pistolii de injecție Eclipse, HIFU, Crio-Radiofrecvență, Microdermabraziune, Criolipoliza asistată laser, Radiofrecvență, Epilare Definitivă și veți putea beneficia de oferta specială pentru cei mai performanți echipament de epilare cu dioda laser, Depilight PRO. Zilnic la standul companiei vor avea loc demonstrații și testări gratuite ale celor mai performanți tratamente de reținere, epilare, silindru sau antifreezing.



Compania GOSMOTRADE va prezenta la expoziție aparate și utilaje pentru cosmetologie, podologie, fizioterapie ale unor binecunoscute brand-uri precum: ALVI PRAGA, BEAUTYFOR, SILVER FOX, EME ITALY, ENRAF NONIUS.



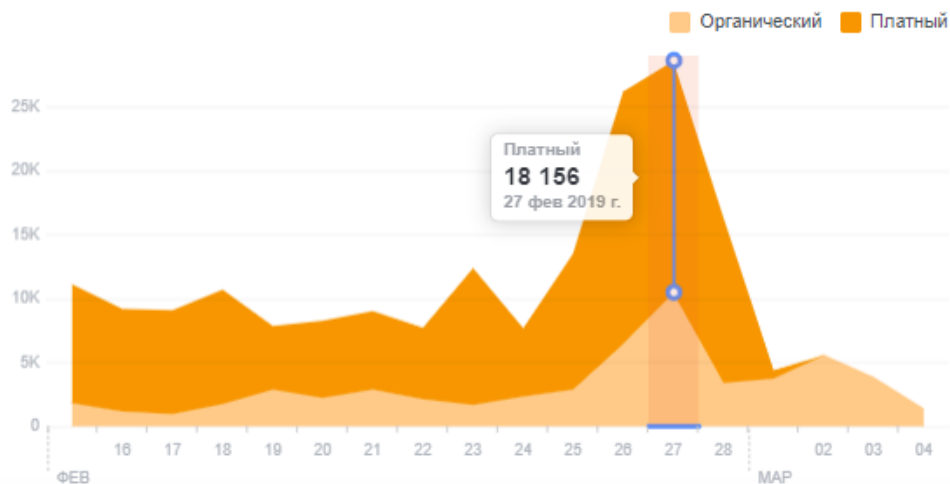
Compania GLOBAL FASHION vor prezenta la expoziție materiale pentru extensii și modelarea unghiilor, îngrijirea unghiilor, scopurile cu selec și designul unghiilor. La expoziție ei vor prezenta: Gelul+voșes Stamping+Painting, și mai, țesături lăptos se potrivește perfect

In order to attract specialists and end-users to the exhibition, 44564 mailings (news, business program, 5 reasons to visit the exhibition, registration of professionals, etc.) were made in accordance with the database.

Impact on the audience in the result of ads' palacement on the exhibition page

### Охват публикации

Приблизительное число людей, на экране которых появлялись какие-либо публикации вашей Страницы.



### Все размещенные публикации

Legend: Органический/платный охват, Клики на публикацию, Реакции, ком

Опубликовано	Публикация	Тип	Целевая аудитория	Охват	Вовлечение
25.02.2019 15:30	Au rãma	Video	Глобальная	14,5K	41   12
25.02.2019 13:14	Zeitu n	Video	Глобальная	14,5K	93   43
19.02.2019 09:22	Optipl	Video	Глобальная	10,1K	429   245
18.02.2019 16:30	Potol ește-	Image	Глобальная	400	6   7
18.02.2019 14:00	Parte nerul	Image	Глобальная	625	16   19
Еще 19	Dãm	Image	Глобальная	5,7K	214   33

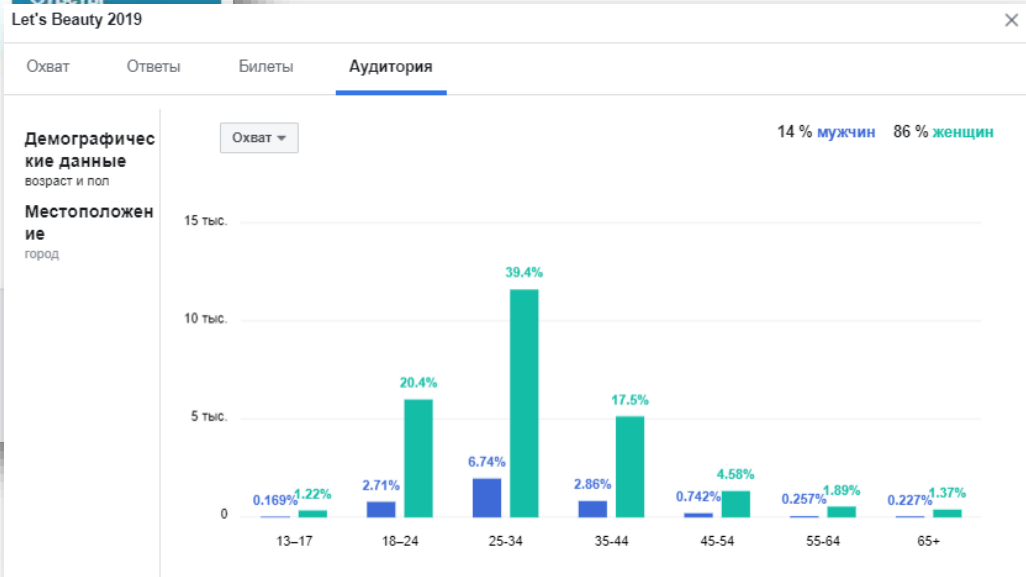
**Let's BEAUTY!**

28 februarie  
03 martie

**Let's Beauty 2019**  
Доступно всем - Организаторы: Beauty Exhibition и CIE Moldexpro

Интересует

### СТАТИСТИКА





Daily  
visitors'  
flow

February 28  
– 5200  
persons

March 1  
– 5584  
persons

March 2  
– 8536  
persons

March 3  
– 6796  
persons



62% - loyal visitors  
53% - found out about the exhibition on  
Facebook/Instagram





Reason to visit the exhibition (based on survey's results)

Taking part in la master-classes  
Getting acquainted with novelties  
Wholesale buyers  
Looking for new partners  
Meeting existing business partners

32%  
26%  
24%  
19%  
18%



 deiasalon • Подписаться  
CIE Moldexpo

deiasalon Studiem în continuu și ne actualizăm cunoștințele pentru a oferi servicii de calitate superioară și proceduri cu eficiență maximă. Specialiștii @deiasalon au vizitat expoziția #beautyexpo2019 care a avut loc la #moldexpo în acest weekend. Cine a mai fost la expoziție? Cum vi s-a parut expoziția din acest an?

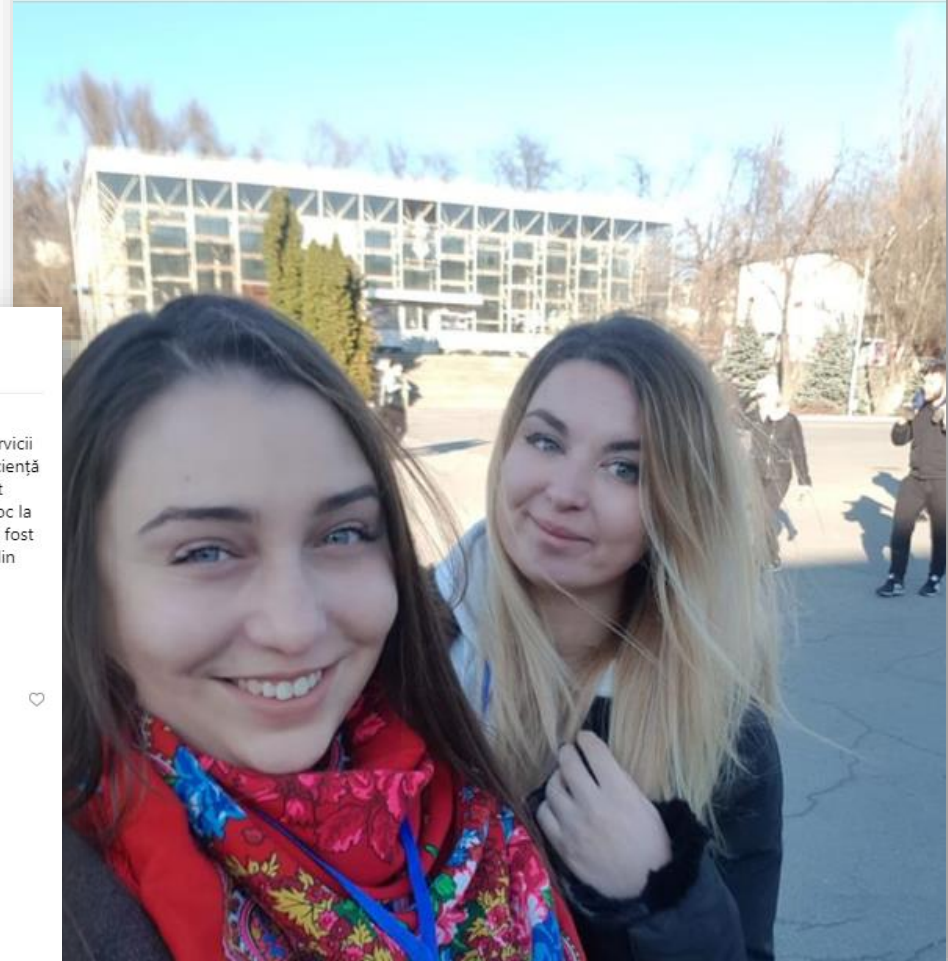
#deiasalon #cosmetolog #beautysalon #chisinău #salon\_in\_centru #peeling #dermapen #ipltreatment  
iulia\_belev Frumoasele 🥰



Екатерина Артемьева сейчас 😊 в восхитительном настроении с Ириной Сандулак в Beauty Exhibition.

2 марта в 16:28 · Кишинёв · 🌐

Каждый год, мы с моей малышкой ходим на выставку Beauty Экспо и этот год не стал исключением. Это уже наша маленькая традиция, проводить вместе выходной за покупкой разных штучек для себя любимых. ❤️



Visitors  
were  
interested in  
(based on  
survey's  
results)

- Professional cosmetics 68%
- Hair-care products 46%
- Decorative cosmetics 27%
- Body care products 24%
- Produse pentru extensia genelor 24%
- Parfumerie 23%
- Products for nail care/modeling 17%
- Equipment for cosmetology 17%
- Epilation products 16%
- Cosmetics for children 16%
- Equipment for beauty salons and solariums 8%



«We visited the exhibition to get acquainted with the novelties in the field of pedicure. I regularly visit BEAUTY - first of all to purchase materials. Here it is cheaper and easier to do. Also, I am interested in master classes at some stands, it is useful to see how and what other specialists do.»

**Lidia, pedicurist**





## Visitors' geography

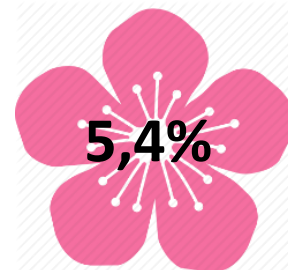
Republic of Moldova

94,6%



Visitors from abroad  
(Italy, Romania, Russia,  
Turkey, Ukraine)

5,4%



«The exhibition is organized at the highest level. Awesome atmosphere, I want to come back here again and again. Many interesting new products and good discounts. Great event on the eve of March 8!»

**Carolina, designer**







Contacts

# See you at the exhibition **BEAUTY 2020!**



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