

Post-event report



MOLDΣXPO

28.11 - 01.12

#NUCUMPARAMOBILAAACUM

OFFICIAL SUPPORT:



ORGANIZER :



PARTNER :



THE EXHIBITION IN FIGURES

EXHIBITORS

42 companies
*Republic of Moldova,
Romania*

EXHIBITION AREA

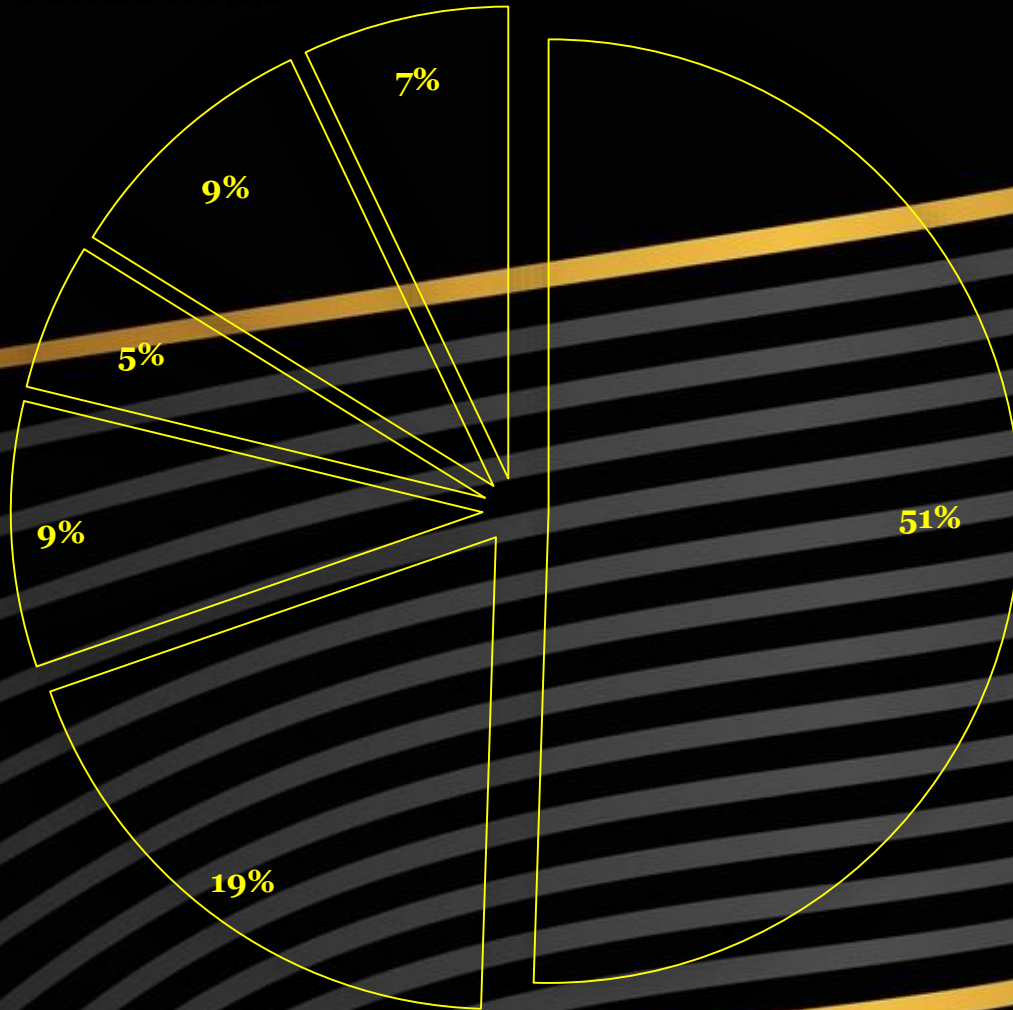
1 002 sqm

VISITORS

7 506 persons



EXHIBITORS' PROFILE



□ Furniture (cabinet furniture, bedrooms, tables, upholstered furniture, kitchen furniture) - 50%

□ Home accessories - 19%

□ Equipment, fittings and accessories for furniture manufacture - 9%

□ Appliances - 5%

□ Mattresses - 9%

□ Kitchen accessories - 7%

GOALS OF PARTICIPATION

83%

- Looking for partners\clients

39%

- Identifying clients' preferences

50%

- Strengthening the image on the market

39%

- Sales

53%

- Promoting new products/services

39%

- Meeting partners

EFFECTIVENESS OF PARTICIPATION

82%

of exhibitors achieved their goals and were satisfied with the results



Tools of exhibition promotion

CBC on EXPO

(Creating Business Contacts)

- ❖ **Professional Visitor program** - a special service for attracting professional visitors to the exhibitor's stand. In the framework of the program 75 visitors were attracted and 115 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.

OFFLINE ADVERTISING CAMPAIGN

TV and RADIO

broadcastings

Jurnal TV	40
PRO TV	29
NTV Moldova	20
RTR Moldova	40
Novoe Radio	72
HIT FM	72
Europa Plus	72
Radio 21	72
Jurnal FM	80

Specialized and news mass-media

Agora.md, Aif.md, Afisa.md, BeautyClub.md,
Biznes.md, Ea.md, FormulaKrasoti.md,
Forum.md, Kp.md, Mama.md, Madein.md,
Moldova-today.com, Moldovenii.md, Noi.md,
Numbers.md, Stroyka.md, Vedomosti.md,
YellowPages of Moldova

Invitations – 1000 invitations to visit the exhibition were sent by mail to professionals in the field.

ONLINE ADVERTISING CAMPAIGN

GOOGLE AdWords - impacted over 35 000 persons

Digital marketing – personalized advertising campaign for exhibitors on Facebook and Instagram, also creation of the event on Facebook

(impacted audience: over 30 000);

Direct mail – sending info letters using the Moldexpo database – 5 series of e-mails to 15000 electronic addresses;

Placement of information on specialized and news portals:

999.md, Afisa.md, Agora.md, Aif.md, Biznes.md, Eu.md, Forum.md, Kompass.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 FLOW OF VISITORS

1326 persons

28.11

Thursday

1602 persons

29.11

Friday

2694 persons

30.11

Saturday

1884 persons

01.12

Sunday



EXHIBITORS' OPINIONS

«"As always, we are pleased with our participation at EXPO MOBILA. This is a great opportunity not only to strengthen the image of our company, but also to get acquainted with the preferences and opinions of our customers. Thanks to the good organization, we got an effective feedback. Raffles also helped to attract visitors to our booth. Participation in EXPO MOBILA is a holiday combined with benefits."

**Doina Moraru, Administrator,
Mobvaro – M SRL**

"For us, the exhibition has always been a good opportunity to become even closer to our customers. During the exhibition, we had a lot of useful meetings. It was nice to talk with colleagues and exchange experiences. Everything was great."

TudorTutunaru, Director, ARTVENT RTD

"The exhibition left the best impressions. We had the opportunity to see our regular customers, to hear good opinions from them about our company. A wonderful atmosphere reigned at our stand, visitors actively got acquainted with our furniture, and we took note of their preferences and wishes. This year the exhibition turned out to be very beautiful!"

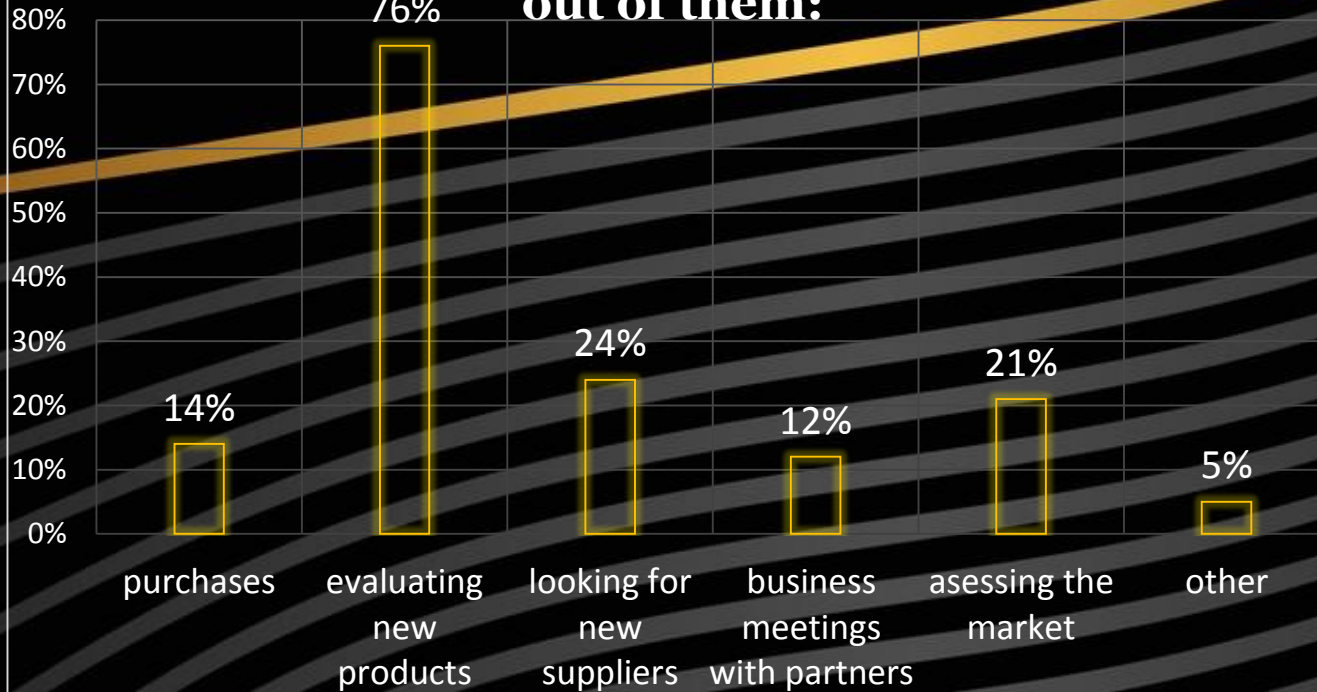
Representative of Polimobil.md

"I want to thank Moldexpo for the good organization of the exhibition. The idea of Black Friday at the exhibition paid off. In addition, communication with visitors at our booth has been very useful, we received a lot of opinions that we will definitely take into account. I think that EXPO MOBILA is a good marketing tool for furniture companies."

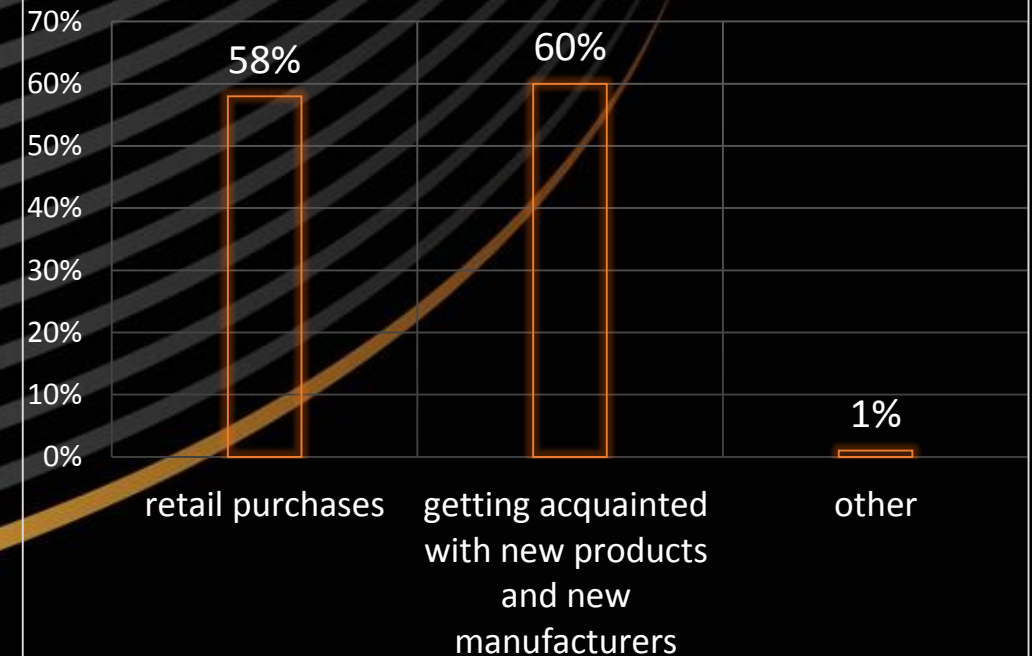
Alla Mironica, legal advisor, Almir SRL

REASONS FOR VISITING

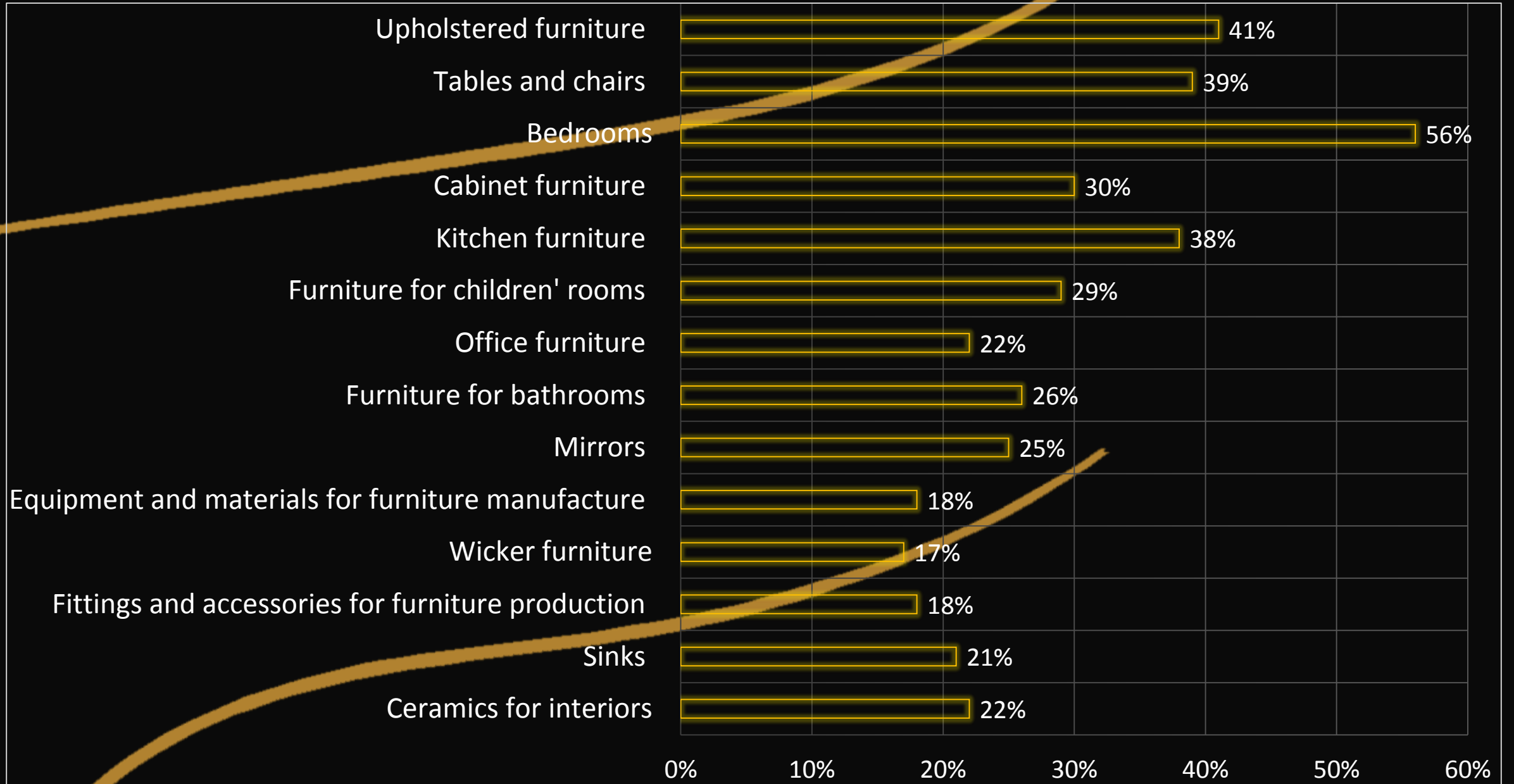
Business interests – 9%, out of them:



Personal interests – 91%, out of them:



VISITORS' INTERESTS



VISITORS' OPINIONS

"The exhibition proved to be an interesting event - a lot of beautiful and functional furniture. A big plus is that at the stands were working professionals, explaining to the visitors the intricacies of interior arrangements. Judging by what I've seen, Moldovan-made furniture is in no way inferior to foreign models."

Valeria Rosca, interior designer

"I think that such exhibitions are useful, offering the opportunity to purchase quality furniture at good discounts. Many interesting models, some of them I've seen for the first time. I really liked the sofas of local production."

Irina, housewife

"Varied, modern and the discounts are good. There is furniture for every taste, though it seemed to me that the emphasis was placed more on bedroom furniture. The entrance is unusual and fun, I think such things attract a lot of visitors."

Exhibition visitor

VISITORS' GEOGRAPHY

95% - Republic of Moldova

5% - foreign visitors – from China,
Belgium, Germany, Italy, Portugal,
Romania, Turkey, Ukraine



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