

A **ANTREPRENOR** EXPO

EXHIBITION FOR BUSINESS DEVELOPMENT AND
PROMOTION IN THE REPUBLIC OF MOLDOVA
3RD EDITION

OCTOBER, 10 - 13 2024 | CIE MOLDEXPO

REPORT



ORGANISER

CIE MOLDEXPO

CO-ORGANISER

THE ORGANISATION FOR THE DEVELOPMENT
OF ENTREPRENEURSHIP – ODA

GENERAL PARTNER

REGATA EVENT SRL

FINANCIAL PARTNER

MAIB

PARTNER

ECO LOCAL



ANTREPRENOR
E X P O

ENTREPRENEUR EXPO 2024



THE PROGRAM

27 events within the Business Forum dedicated to entrepreneurs from all economic sectors



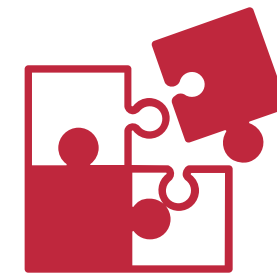
PARTICIPANTS

115 enterprises from various economic sectors



VISITORS

7482 specialists from divers economic fields



SPACE

2200 sq. m of exhibition space
1800 sq. m of business area

PARTICIPANTS' PROFILE

AE ANTREPRENOR
E X P O EDIȚIA III

45 %

FOOD PRODUCTS

24 %

FINANCING SERVICES,
CONSULTING, IT, HR

20 %

FASHION INDUSTRY,
COSMETICS,
CHEMICAL PRODUCTS

2 %

CONSRTUCTION AND
ENERGY

2 %

FURNITURE, DECORATIVE
ELEMENTS

7 %

DRINKS

EFFICIENCY OF PARTICIPATING

71 % OF PARTICIPANTS INTEND TO PARTICIPATE IN THE NEXT YEAR'S EDITION

73 % OF PARTICIPANTS ARE SATISFIED WITH THE QUALITY OF THE VISITORS

63 % OF PARTICIPANTS ARE SATISFIED WITH THE ACHIEVEMENT LEVEL OF THE OBJECTIVES

58 % COMPANIES HAVE PARTICIPATED FOR THE FIRST TIME



PROGRAM AND ACTIVITIES



OCTOBER, 10

09:30–17:00 Industrial Suppliers and Engineering Forum

Organizer: The Organization for the Development of Entrepreneurship

Location: Pavilion 2

11:00–12:30 Personal Data Protection: Guide for Startups and SMEs

Organizer: Startup MOLDOVA

Location: Central Pavilion

13:30–18:00 Tech & Business Connect

Organizer: Startup MOLDOVA

Location: Pavilion 2

OCTOBER, 11

10:30–12:00 Speed Business Meetings

Organizer: Moldovan Consultants Association

Location: Central Pavilion

12:00–15:15 Access to financing

Organizer: The Organization for the Development of Entrepreneurship

Location: Pavilion 2

13:00–15:00 Competitive and product promotion aspects on the European Market

Organizer: Agency for Intellectual Property

Location: Central Pavilion

OCTOBER, 12

10:30–13:20 Government support resources for entrepreneurs

Organizer: The Organization for the Development of Entrepreneurship

Location: Pavilion 2

13:20–16:00 Grant Award Ceremony for IP Program Beneficiaries ODA

Organizer: The Organization for the Development of Entrepreneurship

Location: Pavilion 2

OCTOBER, 13

12:00–14:00 Awards Ceremony. Networking

Location: Pavilion 2

THE PROMOTIONAL CAMPAIGN

DIGITAL ADS

Targeted promotion on META platform: Facebook, Instagram and Google Ads

TV & RADIO

Jurnal TV: spot promotion, interviews and broadcasts;
320 outputs on the radio channels

DIRECT MAIL

14 840 delivered emails

MEDIA

Published articles in the written and online media

OUTDOOR

Promoting the commercial spot on urban public transport and on LED screens in the Chisinau area

INFLUENCER MK

Collaborating with the business bloggers

CALL CENTRU

500 calls to the specialists of the industry



AE ANTREPRENOR EXPO 4th EDITION

• **SEE YOU IN 2025**

