



**22nd International specialized
exhibition of foodstuffs and
raw materials for their
production**

May 20 – 24, 2015

Post-event report



FOOD&DRINKS 2015

Organizer

IEC MOLDEXPO JSC

Official support

Ministry of Agriculture and Food Industry of the Republic of Moldova

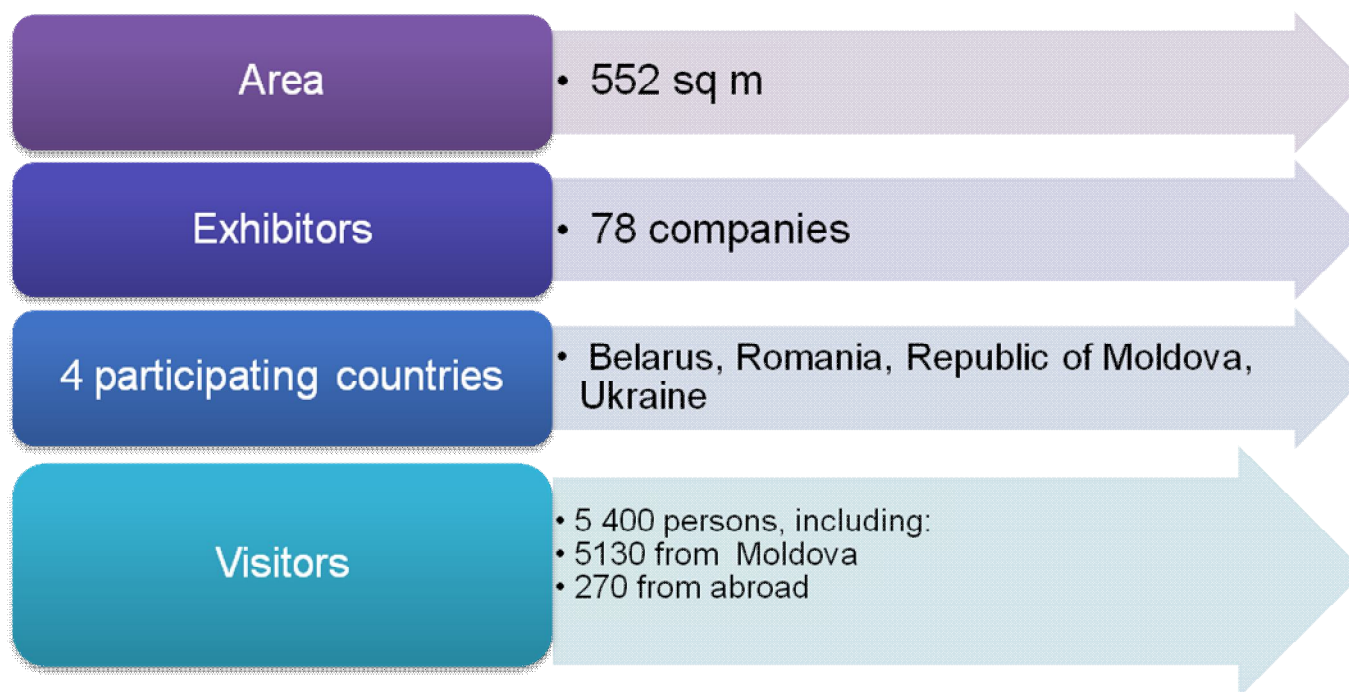




Exhibitors

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Statistics of the exhibition



“The exhibition is of a particular interest to us, it presents a unique opportunity to see the offer of Moldovan manufacturers and to meet them face to face. In this context, I would like to mention the quality of foods produced in Moldova”.

Ulrich Wild, director, Em&s, Germany



Exhibitors

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Special events

- **Business meetings: The Moldovan-German cooperation network;**
 - **Seminar: Presentation of Regulations on the distribution of the subsidizing funds for agricultural producers in 2015;**
 - **Seminar: Geographical indications as effective means for marketing domestic products;**
 - **Opportunities offered by new certifications required in the food industry;**
 - **Seminar: Utilization of *chlorella vulgaris* in animal husbandry as an effective biological additive;**
- **Master-class: Presentation of the technology of baking pastries from frozen dough;**
 - **Master-class: French pastry;**
 - **Consulting in the field of intellectual property;**
 - **Consumers' contest *The Most Delicious Bread*;**
 - **Social action project *Food & Dreams*;**
 - **Museum of Coffee;**
 - **Tasting sessions and presentations of products.**

In the business program of the exhibition took part 382 professionals.



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Classification of exhibitors

Milling and bakery products; cereals	11.5%
Bakery products, sugar, honey	10.3%
Tea, coffee, cacao	10.3%
Milk and dairy products, cheese	9.4%
Meat, sausages, canned meat	8.4%
Fish and seafood	6.4%
Canned foodstuffs, sauces, spices, toppings	6.4%
Certification services	5.1%
Juices, mineral and table waters, refreshments	3.8%
Dried breakfasts and snacks, dried fruits, nuts	3.8%
Gastronomy, delicatessen, finished meals	3.8%
Alimentary fats	3.7%
Other	17.1%





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Objectives of participation in the exhibition

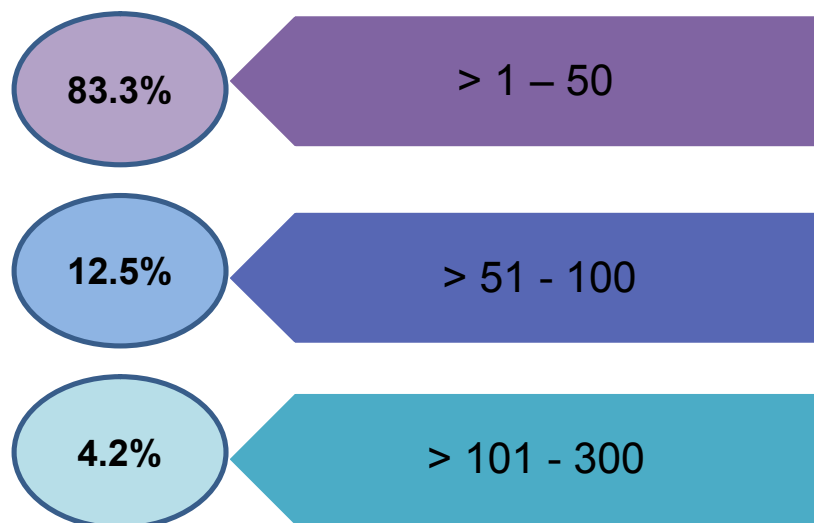




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Effectiveness of participation

Number of established contacts:



87% of exhibitors achieved the proposed goals

73% were satisfied with the number and quality of visitors



Exhibitors

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Exhibitors' opinions

“We participated in order to study the Moldovan market, because at exhibitions you can analyze the current state and prospects of a specific market. I must say that the exhibition was up to our expectations; we plan to open an office of the company in Moldova”.

**Cristina Popa, director, Kuk company,
Romania**

“Our company specializes in the production of pasta, cereals and nuts. For us the exhibition is primarily an opportunity to meet the target audience, wholesalers, small and medium enterprises, and foreign companies willing to import Moldovan products. We thank the organizers for this opportunity and for an event organized at the highest level”.

**Boris Letviniuc, vice-director, Fundația Prod,
Moldova**

“We presented seafood, a new product on the Moldovan market. At the exhibition we had business meetings in order to organize the distribution of our products in Moldova. The exhibition is really an effective tool for extending the distribution market”.

**Alexandr Videnkin, sales department, Силвер Фуд,
Ukraine**



Visitors

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Daily flow of visitors

- 15.56 % – May 20 – 840 persons
- 23.22 % – May 21 – 1254 persons
- 21.94 % – May 22 – 1185 persons
- 22.87 % – May 23 – 1235 persons
- 16.41 % – May 24 – 886 persons



Frequency of visits

- 60.58 % – loyal visitors
- 39.42 % – new visitors



Exhibitor

“I participated in the exhibition to familiarize consumers with our brands. We organized tastings and presentations. In addition, we met with representatives of the largest retail networks in Moldova and negotiated the conditions of cooperation. Work at the exhibition proved to be productive and interesting”.

Valeriu Rotaru, sales manager, Rincom Grup, Moldova



Visitors

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Geography of visitors

60.83% – Chişinău

34.16% – Districts (Anenii Noi, Bălţi, Bender, Cantemir, Călăraşi, Cauşeni, Criuleni, Donduşeni, Edineţ, Hînceşti, Ialoveni, Leova, Nisporeni, Orhei, Rezina, Rîşcani, Sîngerei, Soroca, Străşeni, Ştefan Vodă, Teleneşti, Tiraspol, Ungheni, UTA Găgăuzia)

5.01% – From abroad (Belarus, France, Germany, Italy, Lithuania, United Kingdom, Poland, Russia, Romania, Serbia, USA, Turkey, Ukraine)



52% of attendees are professional visitors.



Visitors

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What the visitors were interested in

- 46.81%** – Milk and dairy products. Cheese
- 43.81%** – Meat, meat products, canned meat
- 43.63%** – Tea, coffee, cacao
- 41.51%** – Bakery products
- 36.21%** – Confectionery, sugar, honey
- 34.27%** – Flour and cereals
- 33.21%** – Fish and seafood
- 30.38%** – Canned food, sauces, seasonings, spices
- 26.67%** – Alimentary fats
- 19.96%** – Juices. Mineral and table water. Soft drinks.
- 15.72%** – Semi-finished and frozen products
- 14.31%** – Dried breakfasts. Dried fruits. Nuts.



* Data based on the survey of a sample of 500 professional visitors

Exhibitor

“It is very important for us that the exhibition was visited by representatives of commercial networks and by end consumers. We try to familiarize the consumer with our products, then he will easily identify them on markets shelves. We signed cooperation agreements with a number of packaging manufacturers. The exhibition met our expectations.”

Olga Macovei, sales manager. Moldagroproduct, Moldova



Visitors

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Classification of visitors by job positions

- 23.34%** – Directors and heads of departments
- 40.56%** – Managers (engineers, administrators, accountants, distributors etc.)
- 36.10%** – Specialists (chefs, cooks, merchandisers, confectioners, transporters etc.)



Food & Drinks is an attractive place for professional communication between exhibitors and professional visitors.



Visitors

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Reason for visiting

- 52.43% – Purchasing products
- 31.0% – Looking for new suppliers
- 17.93% – Business meetings with partners
- 10.2% – Take part in the business program
- 7.14% – Wholesale purchasing



* Data based on the survey of a sample of 500 professional visitors

Visitor

“Our activity at the exhibition was very successful. Our company is interested in promoting the import and export of foodstuffs from Romania. The exhibition offered us the opportunity to meet Moldovan producers.”

Wilhelm Roth, director, VinoTehnica InterNational, Romania



Visitors

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Professional Visitor Program

At the exhibition a new matchmaking service for professional visitors was launched – the Professional Visitor Program.

26 companies took part in the program; 49 business meetings were organized.



Visitor

“Our company is an expert in the field of international commercial relations and consulting services. We came to the exhibition to meet the representatives of the business community of Moldova.”

Ulrich Wild, director, Em&s, Germany



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The team of Food&Drinks

Welcome to Food&Drinks 2016!