



# MOLDCONSTRUCT 2016

## FINAL REPORT

# MOLDCONSTRUCT 2016



**Organizer:** IEC MOLDEXPO SA

**Official support:** Ministry of Regional Development and Construction of the Republic of Moldova

**Partner:** “iDomus Company” S.R.L.

**Organizer of the National Contest of Roofers:**  
CONLUXART S.R.L.



## 129 participating companies

**9108 visitors**

**Participating counties: Moldova, Belarus, Greece, Romania, Ukraine**



## Business program

### Seminars



- “How to stop losing clients”.
- Launching the brand KERAMOROSSO - STYLE AND QUALITY! Presentation of the only one in Moldova manufacturer of porcelain tiles.

### Conferences



- “Priorities in the field of construction and regional development”
- “The use of geosynthetics in different economic sectors of the Republic of Moldova”
- “Ceramic of the future”



## Business program

### Master classes:



- ❖ “Mounting shingle”
- ❖ “Application of The Sika membranes in PVC and of liquid membranes”

### National Contest of Roofers



24 teams took part in the contest:

- ❖ 20 teams from Moldova;
- ❖ 3 teams from Romania;
- ❖ 1 team from Ukraine.

### Goals of participation in the exhibition:

- Looking for new clients - **85%**
- Looking for partners - **59 %**
- Launching new products/services on the market - **59 %**
- Strengthening the image of the company - **51%**
- Identifying clients' preferences - **35 %**
- Selling products/services - **31 %**
- Maintaining existing contacts - **29 %**
- Assessing the market and the competition - **23 %**



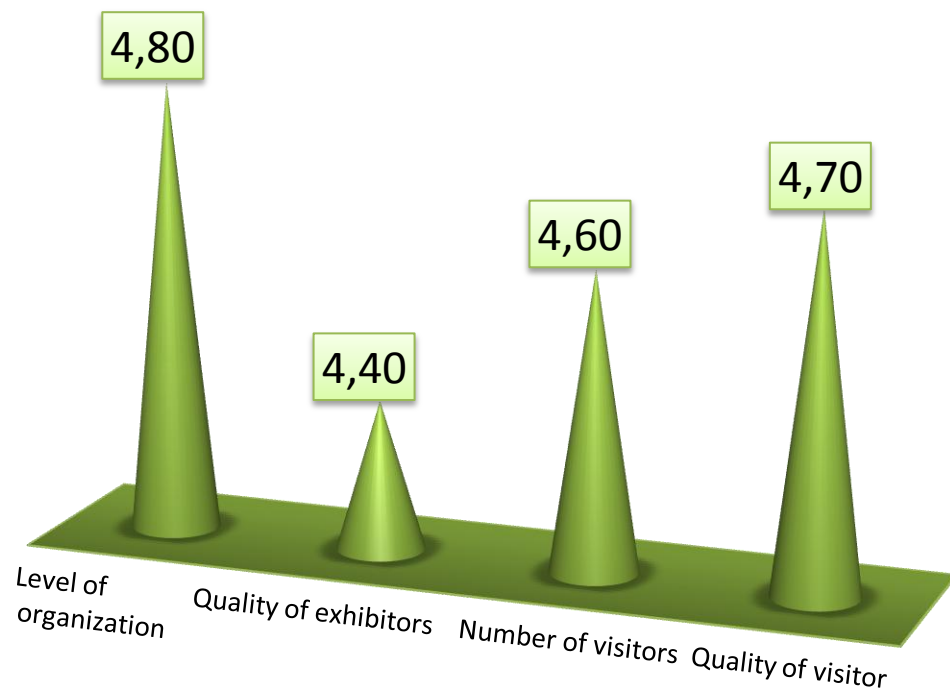
**Crețu Iulian, Director, "GARDECOR" S.R.L.**

*"This year we presented at the exhibition our new projects. One of the most important achievements were the interested professional visitors, whose number was much higher this year. I had a number of negotiations and expect significant results."*

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## Evaluation of the exhibition (on a scale from 1 to 5)

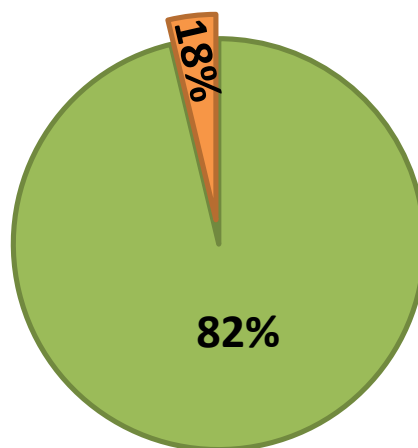




### Visitors' job positions:

#### **82%** visitors on decision-making level

- general directors;
- top-managers;
- proprietors.



#### **18%** specialists in the field

- architects;
- designers;
- constructors.

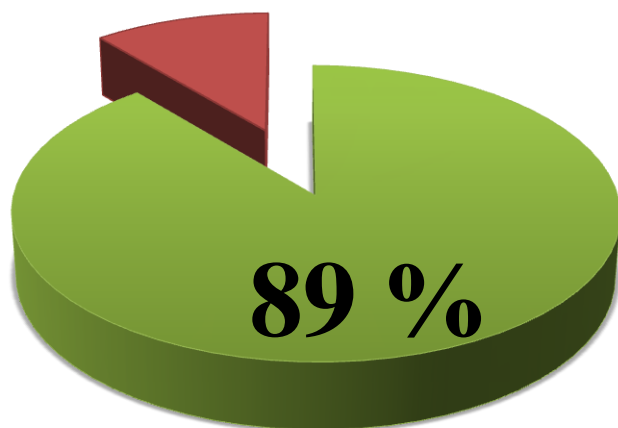


**Dimcioglo Andrei, Director "ALIVALDA" S.R.L.**

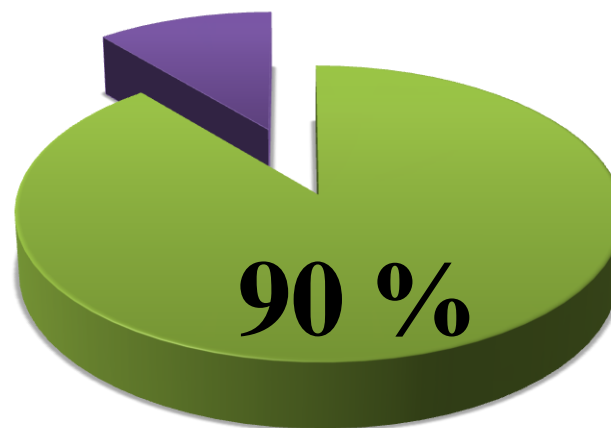
*"This year's exhibition was held at a new level. Novelties introduced by the organizers allowed us to present our company more efficiently. "Business Networking Event" was very useful for us. We would like to mention the serious promotion of the exhibition this year, which gave us a flow of interested visitors."*



**89% of exhibitors mentioned the higher efficiency of participating in the exhibition**



**90% of exhibitors confirmed their participation next year**



**Ludmila CASTRAVETJ, business consultant "KERAMO ROSSO" S.R.L.**

**"We are just entering the market. We used Moldconstruct as a platform for displaying our new brand. We have used all promotion tools, proposed by the organizer. Our products were included in a special catalog of new products, a report from the stand was placed on social networks. As a result, our presentation was delivered at the highest level. We achieved all our goals. Thanks to the organizers!" .**

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## The program CBC on Expo (CREATING BUSINESS CONTACTS)



**“Business Networking Event”**  
was organized to establish contacts.  
The event was attended by circa  
**100 participants.**

### Tools of the program:

- Catalog of novelties
- Positioning of the company online and offline
- Program “Professional visitor”, where 70 business meetings took place



### What the visitors were interested in:

- \* Building and finishing materials- **17,5%**
- \* Windows and doors - **15,8%**
- \* Flooring: hardwood, linoleum, carpeting - **13,8%**
- \* Equipment and tools - **10,3%**
- \* Sanitary ware - **8,7%**
- \* Metal and wood in construction - **7,7%**
- \* Construction chemicals - **6,7%**
- \* Gates and automated systems - **6,2%**
- \* Glass in construction - **5,2%**
- \* Modern building technologies and equipment - **4,6%**
- \* Other - **3,5%**

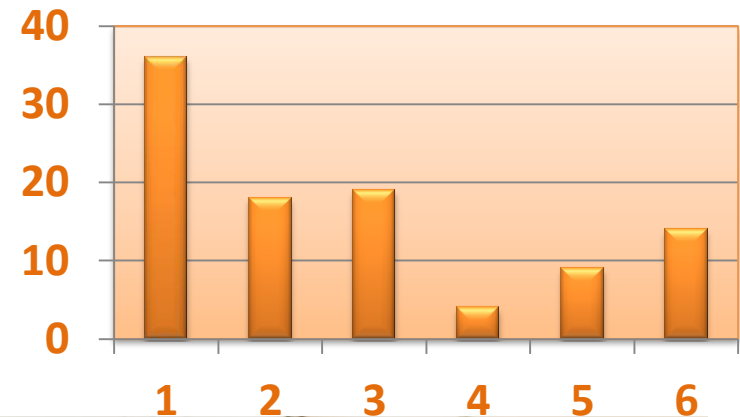


**Doina Moraru, Project manager, "MOBVARO-M" S.R.L**

*We are very pleased with the results of participation. The exhibition this year was significantly different from previous years. Visitors' quality led to concrete results. At the exhibition we signed contracts with companies from Romania and Transnistria.*

### Visitors' fields of activity :

1. Building companies 36%
2. Manufacture of building materials 18%
3. Retail 19%
4. Specialists in energetics 4%
5. Installation services 9%
6. Design and architecture 14%





### MAIN REASON FOR VISITING THE EXHIBITION:

- \* Looking for new suppliers - **32%**
- \* Meeting with business partners - **51%**
- \* Attend the business program - **12%**
- \* Wholesale purchases - **5%**



Nicolai Grebensicov, Director "PROCHERAM" S.R.L.

*"I am absolutely satisfied with the results of the exhibition. Here we obtained important contacts and we'll cooperate in future."*

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