



17-20 May 2017

**FOOD  
TECHNOLOGY**





# FOOD TECHNOLOGY 2017

**24th International specialized exhibition of equipment and technologies for the food processing industry**  
**May 17 – 20, 2017**

**Organizer:**

**IEC Moldexpo SA**

**Co-organizer:**

**Ministry of Agriculture and Food Industry of the Republic of Moldova**

**Partner:**

**National Association of Baking and Milling Industries of Moldova**

**General media partner :**

**AGRO TV Moldova**





# FOOD TECHNOLOGY 2017





# FOOD TECHNOLOGY 2017

## Goals of participation in the exhibition:

Looking for new partners/ clients .....	92, 59 %
Strengthening the image of the company.....	70, 37 %
Launching new products/services at the stand.....	66,67 %
Meeting partners.....	59, 26 %
Selling products/services ta the stand .....	29, 63 %

"We have been participating in the FOOD TECHNOLOGY exhibition for a long time - here we find new contacts, communicate with professionals and competitors and present our innovations. This year's exhibition was no exception: we successfully presented our novelty - the dough-processing machine Oblik-1 BTF. For industry experts and specialized companies, the exhibition is an effective place to get acquainted with new solutions in the field of food technology."

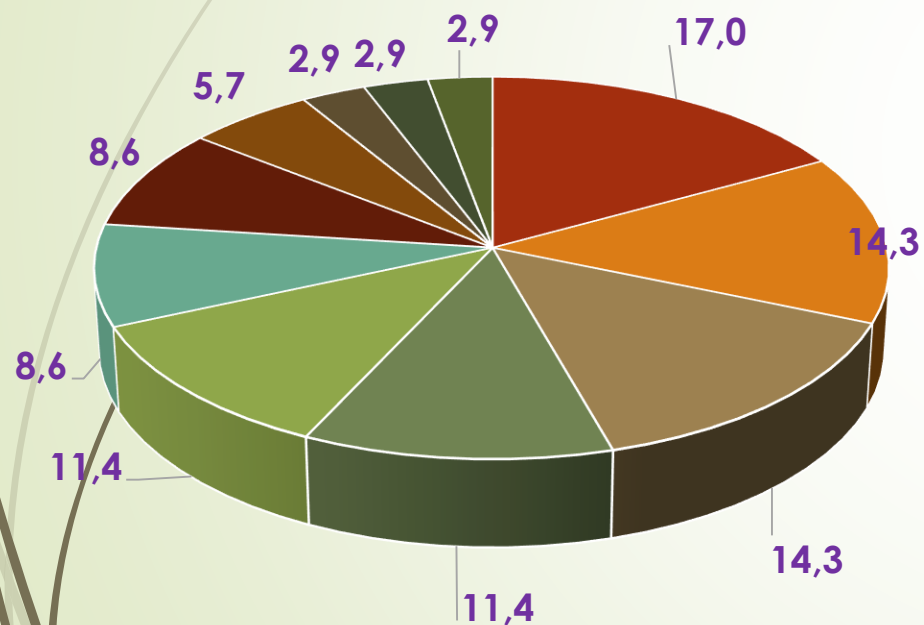
*Veaceslav Guțuleac, General Director, Rodal-S SRL*





# FOOD TECHNOLOGY 2017

## Exhibitors' profile



- Commercial equipment and accessories for supermarkets and shops
- Consulting services for companies
- Ventilation and air conditioning systems
- Appliances and equipment for restaurants, cafes, bars, fast food
- Equipment for bakeries and pasta manufacture
- Technologies and equipment for meat and milk processing
- Utilaj frigorific, compresoare, pompe
- Equipment for confectionery
- Equipment for fruit and vegetables canning industry
- Standardization of manufacturing methods
- Maintenance services

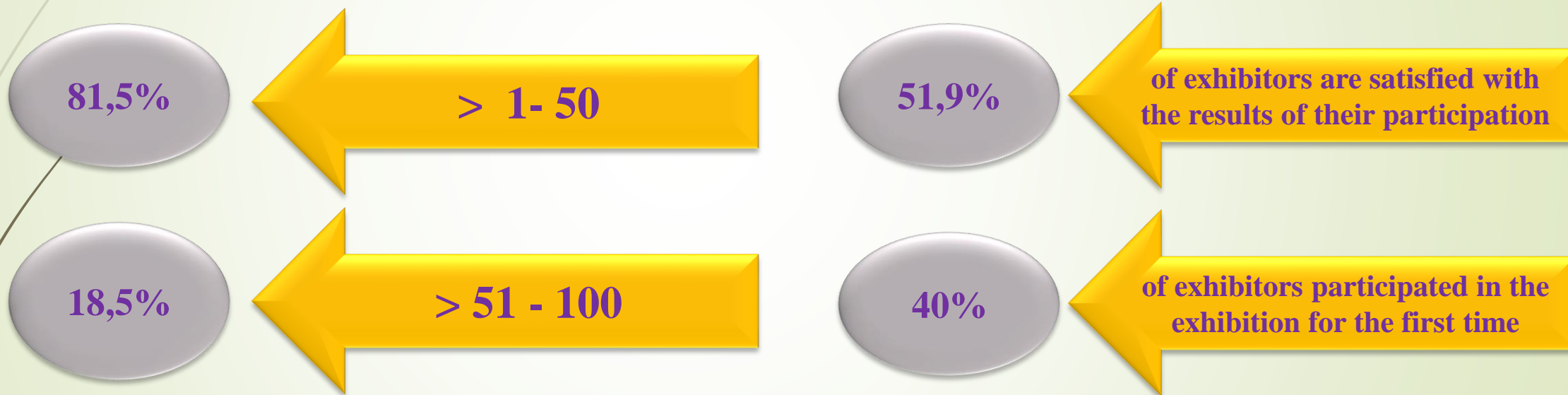




# FOOD TECHNOLOGY 2017

## Effectiveness of participation

### Number of contacts established at the exhibition:



"MGM is a regular participant of the FOOD TECHNOLOGY exhibition. For all 4 days our stand was one of the most popular among professional visitors. We are very pleased that representatives of the b2b segment come to us, among them both our current partners and companies with whom we expect to establish cooperation. We try to always maintain the MGM brand as a supplier of the best equipment at the highest level. In particular demand this year was equipment able to be controlled remotely through Internet."

*Diana Daranuța, PR manager, MGM S.R.L.*



# FOOD TECHNOLOGY 2017

## Related program

- **Master-classes in making the biggest: croissant, bread, baguette, sandwich in Moldova's history (approx. 50 m) and burgher (50 kg).**  
**Organizer: Bongard SA**
- **Master-class in preparing puff pastries with cream.**  
**Organizer: Favorit - Tehno SRL**
- **Presentation of pastries cooking process.**  
**Organizer: Rodals SRL**
- **Master-class: Rational Inteligent Cooking Center.**  
**Organizer: MGM SRL**



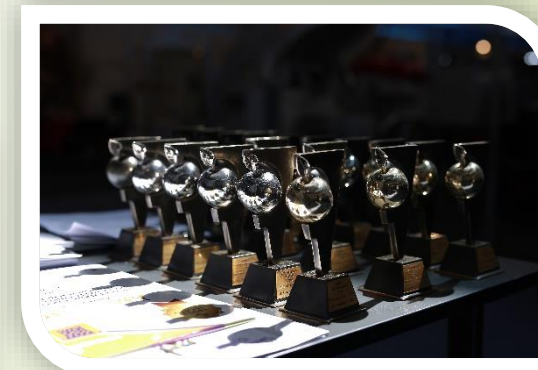




# FOOD TECHNOLOGY 2017

## Related program

- **Seminar: «Current trends of the baking and pastry industry».**  
**Organizer: National Association of Baking and Milling Industries of Moldova.**
- **Roundtable: «Processing technologies for indigenous agri-food raw materials».**  
**Organizers: Scientific-Practical Institute of Horticulture and Food Technologies; Ministry of Agriculture and Food Industry of the Republic of Moldova**
- **Contest NOVELTY OF THE YEAR– 2017.**  
**Organizers: Ministry of Agriculture and Food Industry of the Republic of Moldova and IEC Moldexpo SA**







# FOOD TECHNOLOGY 2017

## CBC on Expo (Creating Business Contacts)

### Tools of the program:

- ❑ **Business Networking Event** – an event for establishing primary business contacts between exhibitors.
- ❑ **Program Professional Visitor** - a special service for attracting the targetted audience to the exhibitor's stand. In the framework of the program 543 pre-arranged business meetings were held;
- ❑ **Catalog of novelties** included new products and services, first presented at the exhibition. The catalog has become a visitors' guide to the stands with novelties;
- ❑ **Promotion of exhibitors prior to the exhibition** – personalized online advertising campaigns for exhibitors;
- ❑ **Attracting online visitors during the exhibition** - on-the-spot reports from the stands. Visitors are informed online about special offers and new products/services directly by exhibitors.



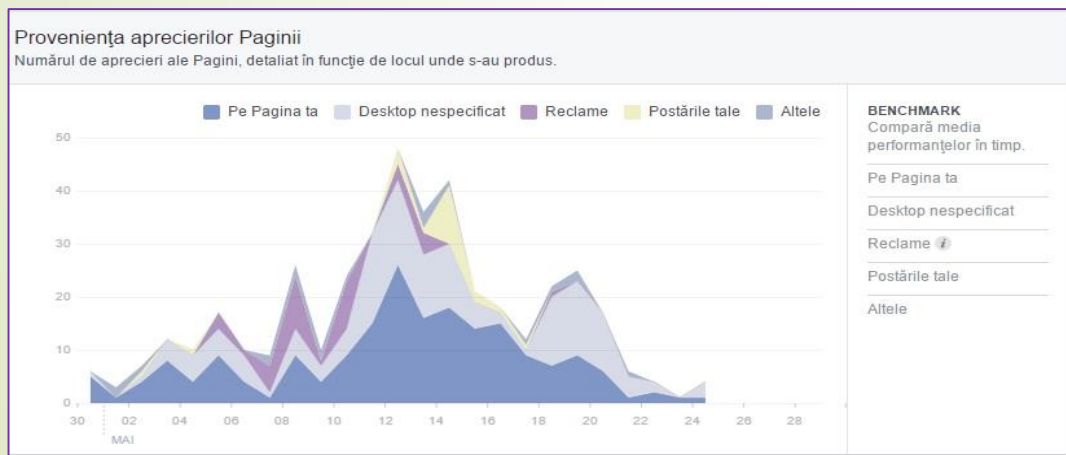
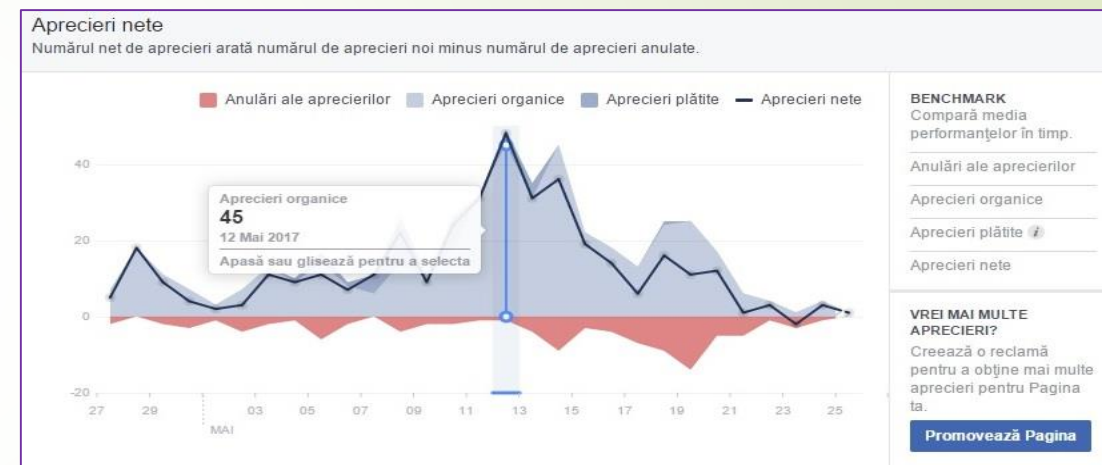
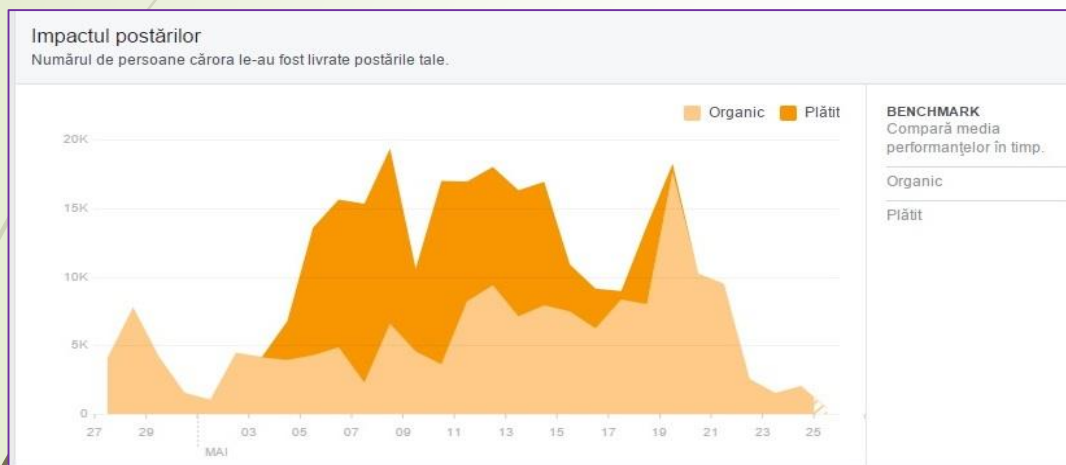






# FOOD TECHNOLOGY 2017

## Promotion tools Digital marketing





# FOOD TECHNOLOGY 2017

## SMM Marketing. Promotional video spots of exhibitors

**BONGARD**  
**BATE RECORDURILE**

Food & Drinks Food Technology Packaging. Depot  
Publicat de Alina Covas [?] · 3 Mai ·

🌟 **ÎN PREMIERĂ, ÎN MOLDOVA!**  
Bongard bate recordurile în industria alimentară!  
Fii martor 🍷

- 🌟 17 mai - master class de preparare a celui mai mare croissant 🍞
- 🌟 18 mai - cea mai mare pâine și baghetă 🍞
- 🌟 19 mai - **ÎN PREMIERĂ** - cel mai mare sandwich de 50m din istoria Moldovei 🍔
- 🌟 20 mai - cel mai mare burger 🍔

Nu ratați șansa de a deveni martorul evenimentelor noastre. Vă așteptăm în perioada 17-20 mai la CIE Moldexpo!  
#moldexpo #foodtechnology #teritoriuloportunitatilor

Impact - 7.878 de persoane [Vezi rezultatele](#)

2,4 mii de vizualizări

👍 Îmi place   🗨 Comentează   ➡ Distribuie

6, 323 views/ 8, 547 impact

**CIE Moldexpo**  
Publicat de Irina Senicovscaia [?] · 19 mai la 15:03 ·

Компания Mgm Srl, участник выставки Food Technology, представляет Вашему вниманию:

- 🍷 Холодильное и кухонное оборудование, профессиональную посуду для ресторанов, кафе, баров, пиццерий, кондитерских, супермаркетов, магазинов, столовых и кулинарий!
- 🍷 Монтаж промышленных холодильных камер и складов!
- 🍷 Комплексное оснащение автономных систем отопления!
- 🍷 Проектирование, доставку, монтаж, гарантийное и сервисное обслуживание!... [Vezi mai mult](#)

Vezi traducerea

**MGM**  
UTILAJ COMERCIAL

Clic pentru mai multe

Impact - 1.806 persoane [Promovează postarea](#)

491 de vizualizări

👍 Îmi place   🗨 Comentează   ➡ Distribuie

2,585 views / 5, 314 impact

**CIE Moldexpo**  
Publicat de Irina Senicovscaia [?] · 19 mai la 14:30 ·

Compania Rodals - reprezentant oficial al firmelor: LUX (Ucraina), Combinatul de carton Svetlogorsk (Belarus), Ireks (Germania), Ziolopex, Stanchem, Best (Polonia) efectuează livrări en gros a unui spectru larg de materiale auxiliare pentru vinificație, producerea mezelurilor, a produselor de patiserie și panificație, a lactatelor și băuturilor răcoritoare.  
#FoodTechnology #Rodals #moldexpo #teritoriuloportunitatilor

Impact - 1.450 de persoane [Promovează postarea](#)

335 de vizualizări

👍 Îmi place   🗨 Comentează   ➡ Distribuie

987 views / 2, 071 impact





# FOOD TECHNOLOGY 2017

## Promotion of the exhibition

Источник ?	Источники трафика			Действия		
	Сеансы ? ↓	Новые сеансы, % ?	Новые пользователи ?	Показатель отказов ?	Страниц/сеанс ?	Сред. длительность сеанса ?
	92 % от общего количества: 12,57 % (732)	79,35 % Средний показатель для представления: 64,21 % (23,58 %)	73 % от общего количества: 15,53 % (470)	54,35 % Средний показатель для представления: 46,86 % (15,98 %)	2,53 Средний показатель для представления: 3,52 (-28,09 %)	00:02:14 Средний показатель для представления: 00:03:56 (-43,12 %)
1. facebook.com	30 (32,61 %)	70,00 %	21 (28,77 %)	40,00 %	2,93	00:03:28
2. jbg2.com	15 (16,30 %)	80,00 %	12 (16,44 %)	53,33 %	2,33	00:00:52
3. l.facebook.com	10 (10,87 %)	90,00 %	9 (12,33 %)	50,00 %	2,20	00:03:04
4. away.vk.com	7 (7,61 %)	85,71 %	6 (8,22 %)	100,00 %	1,00	00:00:00
5. inoxpa.com	5 (5,43 %)	60,00 %	3 (4,11 %)	60,00 %	3,60	00:01:31
6. inoxpa.ru	5 (5,43 %)	60,00 %	3 (4,11 %)	80,00 %	1,60	00:00:06
7. inoxpa.es	4 (4,35 %)	75,00 %	3 (4,11 %)	25,00 %	5,25	00:01:38
8. pl.jbg2.com	3 (3,26 %)	100,00 %	3 (4,11 %)	0,00 %	3,00	00:12:03
9. inoxpa.it	2 (2,17 %)	100,00 %	2 (2,74 %)	50,00 %	2,50	00:01:59
10. piulatte.cz	2 (2,17 %)	100,00 %	2 (2,74 %)	100,00 %	1,00	00:00:00

**News and specialized portals:** Afisa.md, AllMoldova.com, Allfun.md, Biznes.md, Oborud.info, Food.ua, Familia.md, Forum.md, Hotels.md, Kompas.md, Kp.md, Mama.md, Moldova-today.com, Mybusiness..md, Noi.md, Numbers.md, Otdyhai.md, Point.md, Yellow Pages of Moldova.

**Printed mass-media:** Аргументы и факты, Молдавские ведомости, Панорама, Труд в Молдове.

## Advertising campaign

### Radio channels Broadcastings

Albena Taraclia	196
HIT FM	64
Impuls Șoldănești	196
Radio Plai	80
Radio Noroc	80
Radio Dor-Căușeni	196
Radio Prim-Glodenii	196
Radio Media-cimișlia	196
Новое радио	64

### TV channels

Agro TV	156
Jurnal TV	60
NIV Moldova	54
PRO TV	50
RTR Moldova	76

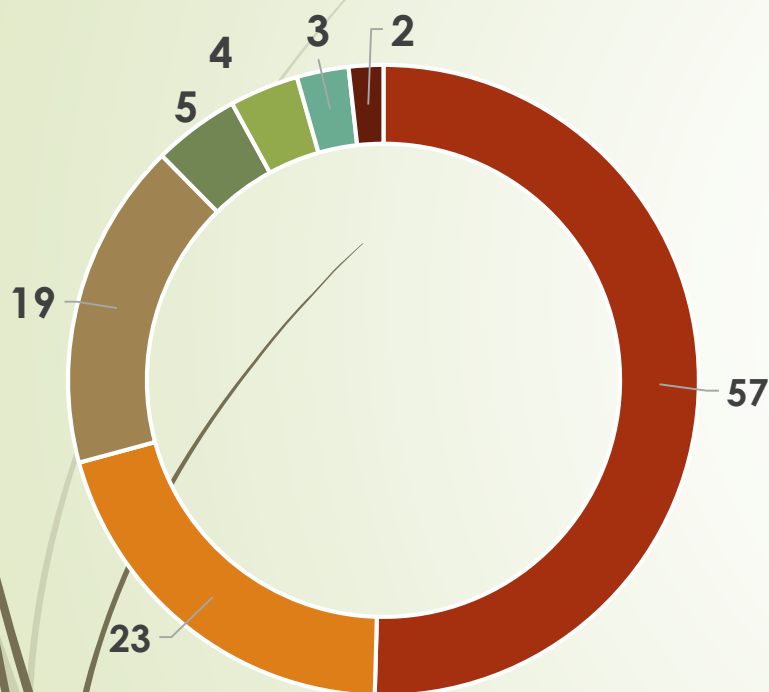
### Reports:

Agro TV	17, 19.05.2017
Canal 2	19.05.2017
Canal 3	19.05.2017
Madein.md	17.05.2017
NTV Moldova	19.05.2017
PRO TV	17, 19.05.2017
Publika TV	17.05.2017
TVC 21	17.05.2017



# FOOD TECHNOLOGY 2017

## Reasons to visit the exhibition:



- 57%** - getting acquainted with new equipment and technologies
- 23%** - wholesale purchases
- 19%** - attend seminars, conferences, master-classes and presentations
- 5%** - looking for new suppliers
- 4%** - meeting with business partners
- 3%** - retail purchases
- 2%** - other



"Thanks to the high professional level of the organization of the exhibition, I found several useful contacts. I was interested in refrigeration equipment for meat products from the companies Dina Cociug and MGM. The specialists of these companies have offered me exactly what was needed, so we will develop further contacts. Efficiency of visiting the exhibition? 100%!"

**Sergei Pisarenco, General Director, Dinisall SA**





# FOOD TECHNOLOGY 2017

## Visitors' profile

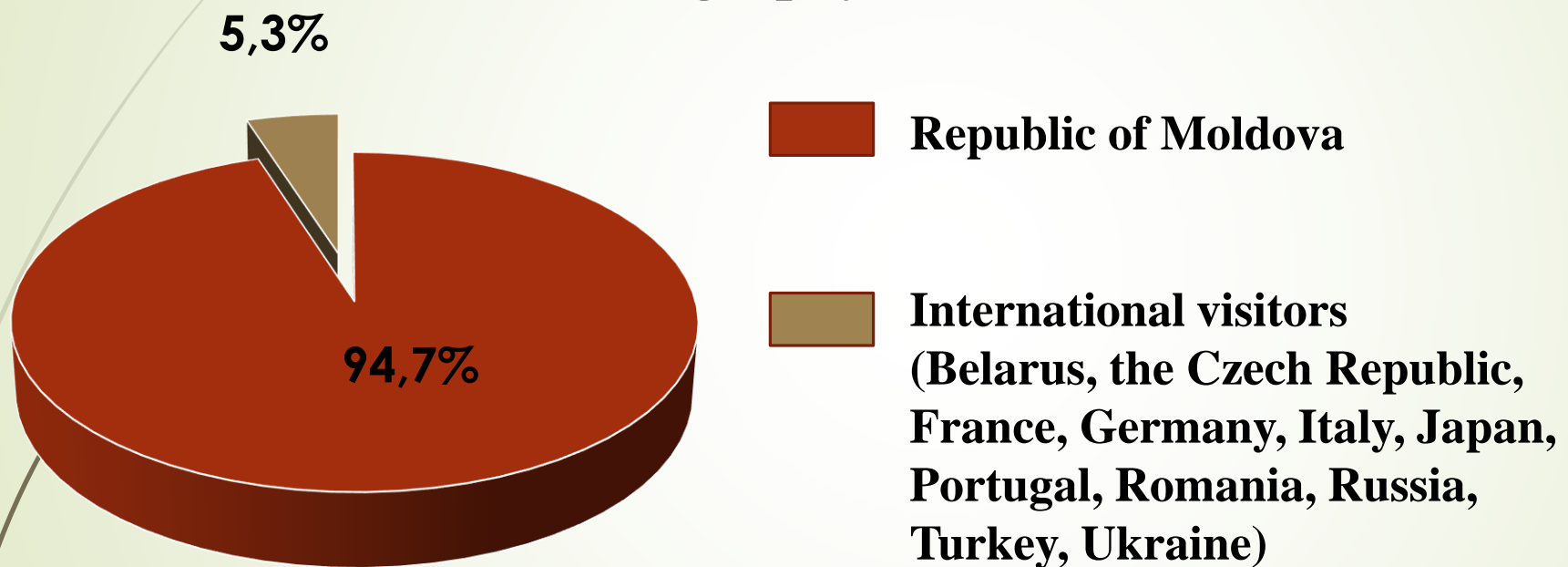
Technologies and equipment for foodstuffs manufacturing .....	41 %
Kitchen appliances and equipment for restaurants, cafes, bars, fast food.....	32 %
Refrigerators, compressors, pumps .....	20 %
Commercial equipment and accessories for supermarkets and shops .....	17 %
Ventilation and air conditioning systems .....	17 %
Software for the food industry .....	14 %
Standardization of manufacturing methods .....	16 %
Professional cleaners, detergents and disinfectants .....	12 %



"FOOD TECHNOLOGY exhibition has become an excellent opportunity to communicate with our partners - Bongard, HORECA. I appreciated the level of the organization of the event, while professional visitors appreciated the displayed top-of-the-notch technologies. As a professional and a visitor, I was impressed by the unprecedented baked goods at the Bongard stand. The quality of the equipment presented by the participants and a flexible approach to customers allows us to say that everything is in order with the technological equipment for our catering sector."

**Liubov Bublii, General Director, Aerofood S.R.L**

## Geography of visitors



" I would like to note the high level of organization of the exhibition FOOD TECHNOLOGY and its exclusively professional profile. I visited the stands of companies that interested me in terms of proposed novelties in the field of food equipment - Bongard, MGM, Rodal-S. I got full information about the equipment, peculiarities of some equipment functioning. Some solutions for ovens remote control were very interesting."

*Vladimir Patosin, Director, Astra Research and Production Center (Russian Federation)*





# FOOD TECHNOLOGY 2017

## Contacts

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**Thank you for  
participation and let's meet  
at Food Technology 2018!**