



# MOLDCONSTRUCT



2017

22-26 March



Agenția pentru eficiență energetică



**22<sup>nd</sup> International specialized exhibition of  
technologies, equipment, tools and materials  
for construction  
March 22 - 26, 2017**

**Organizer: IEC “Moldexpo” SA**

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

**Partner: «iDomus Company» SRL**



**Exhibitors:  
140 companies**

**6 participating  
countries:**

**Belarus, Germany, Moldova,  
Romania, Russia,  
Ukraine**

**Exhibition  
in figures:**

**Exhibition area  
(sq. m.)  
2 853**

**Visitors:  
9 835**

## Goals of participation in the exhibition

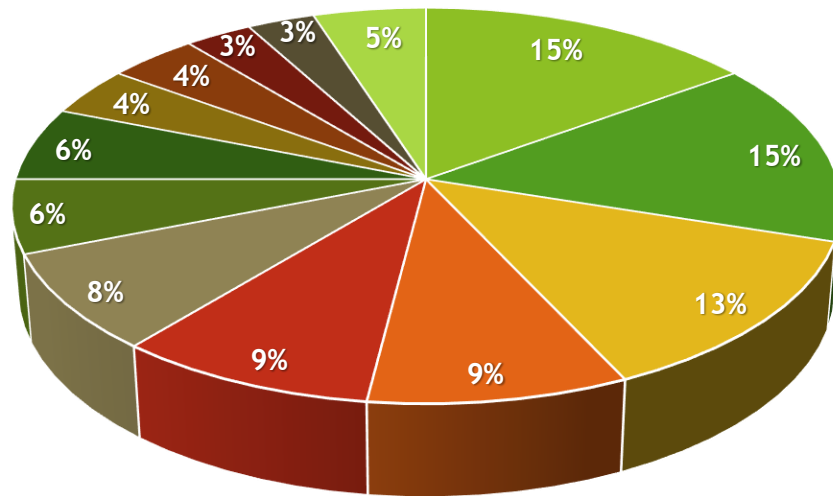
Looking for new clients.....	82 %
Looking for new partners.....	67 %
Launching new products / services .....	55 %
Strengthening the image on the market.....	43 %
Assessing the market and the competition .....	35 %
Selling goods / services .....	28 %
Identifying clients' preferences .....	28 %
Consolidating existing business contacts .....	25 %



«One of the goals of our participation in the exhibition was to maximally promote our new product - Duko Box. It's impressive that our stand was visited mainly by specialists. The flow of visitors at our stand did not run out for the whole duration of the exhibition. In the result, we obtained 100 contacts, this is a great success! »

*Iancu Vasilachi, Director, Meșterul Casei SRL (distribuitor Duko)*

## Exhibitors - fields of activity



- building and finishing materials,



- chemicals for construction (paints, varnishes)



- modern tools, technologies and equipment for construction



- windows and doors



- screeds, covers, hydro- and thermal insulating materials



- sanitary ware and tiles



- roofing materials



- wood, metal, granite in construction



- services in construction



- terraces, hangars, tents



- gates and automation



- floors: parquet, linoleum, carpeting



- building equipment

# MOLDCONSTRUCT 2017

## Classification of exhibitors by interests

44%

**Wholesale purchasers**

43%

**Distributors**

38%

**Construction companies**

28%

**Project designers**

22%

**Engineering companies**

13%

**Local authorities**

4%

**Retail purchasers**



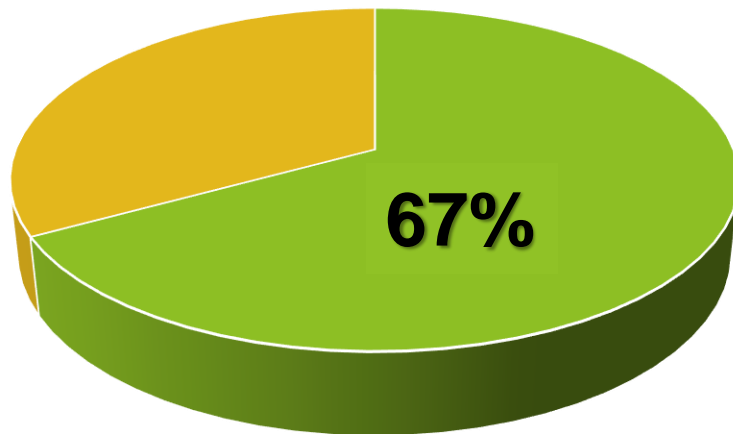
«The goal of participation in the exhibition was to promote the brands of our company among the target audience. We gained a lot of new customers, every day we were obtaining new promising contacts. I want to note the wonderful organization of the exhibition - the active advertising on social networks helped very much to achieve our goals.»

*Artur Andreev, Sales Manager, M&M Comert*

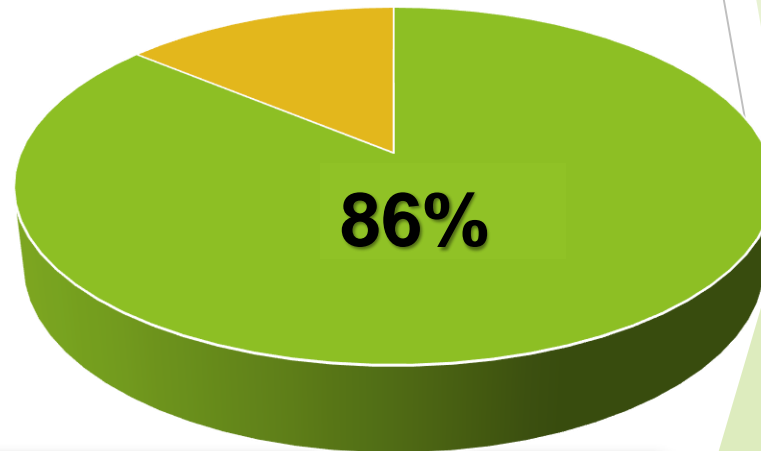


## Effectiveness of participation in the exhibition

**67% of exhibitors mentioned that the results of participation were as expected.**



**86% of exhibitors declared that they will take part in the next edition**



«Our participation in the exhibition MOLDCONSTRUCT 2017 contributed to increase the recognition of new product lines among customers. We are very pleased with the cooperation with the organizers of the exhibition, everything turned out well - draws and promotions of our company on social networks and the organization of the event as a whole. The figures speak for themselves - we had up to 50 new contacts per day, this is 100% effective participation.»

***Valeria Lungu, Marketing and Import Manager, Piramida.md (Cătădeni-Lux SRL)***

## Business program

### Seminars:

- «Priorities in constructions and regional development»  
**Organizer:** Ministry of Regional Development and Constructions
- «Viega: buried installations and innovative technology solutions for drainage.»  
**Organizer:** Matimcons S.R.L
- «Modern solutions in the arrangement of shower space»  
**Organizer:** OMTEK SRL
- «Latest solutions for modern construction tires, presented by Schüco International at BAU 2017»  
**Organizer:** ALUKÖNIGSTAHL SRL
- «Roller Compacted Concrete - modern solutions for road building»  
**Organizer:** LAFARGE SRL
- «How to successfully sell building materials»  
**Organizer:** Stroyka.md





## Additional program

**Raffles**



**Contests**



**Presentations  
at stands**



# MOLDCONSTRUCT 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;
- ❑ **Online promotion 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.



## Promotion tools

### Direct mail



#### Tehnologii inovatoare de la compania INSTRUMENTE.MD!

Compania "Instrumente.MD" vă invită la expoziția de echipamente, tehnologii și materiale moderne din domeniul construcțiilor  
Moldconstruct 2017!

**Instrumente.MD - participant la expoziția Moldconstruct - 2017!**

Compania "Instrumente.MD" distribuitori oficiali a brandurilor Makita, Tool, Taiga în Republica Moldova vin să ofere 5 zile pline de master-class-uri la aparatele de sudură cu posibilitatea de a testa și încerca pe loc instrumentele de care veți fi interesați.



**Instrumente.MD vă garantează:**



**Doar o lună ne desparte pînă la cea mai mare expoziție din țară din domeniul construcției!**



Stimați vizitatori, odată cu sosirea primăverii declarăm sezonul construcțiilor DESCHIS. Programați-vă o vizită la Expoziția Internațională specializată Moldconstruct - 2017 și deveniți vizitator - VIP!



**Noi stim cum.**  
Soluții de ultimă oră pentru arvelopele construcțiilor moderne, prezentate de Schüco International la BAU 2017.  
Joi, 23 martie la ora 16.00  
Sala de conferințe din pavilionul central Moldexpo, et.1

**Stimați specialiști și profesioniști în domeniul construcțiilor!**

În cadrul expoziției **Moldconstruct - 2017** sunteți invitați să participați la conferința organizată de compania Alukönigstahl SRL din România ce vin să ne prezinte soluții de ultimă oră pentru arvelopele construcțiilor moderne privind izolarea termică și fonică, fiabilitatea și durabilitatea construcțiilor!

#### ALUKÖNIGSTAHL

Compania oferă sisteme Schüco de profil din aluminiu pentru ferestre, uși, pereți cortină și luminatoare. În ultimii ani compania a finalizat clădiri emblematiche cum sunt turnurile Nusco, Crystal Tower, Unicredit, Sky tower și Bucharest One.



**Vă așteptăm!**

Joi, 23 martie, orele 16:00

Sala de conferințe din pavilionul central la CIE Moldexpo!

**Accesați aici și primiți un bilet al vizitatorului VIP**

**8 info letters have been mailed to 13 080 specialists**

## Promotion tools

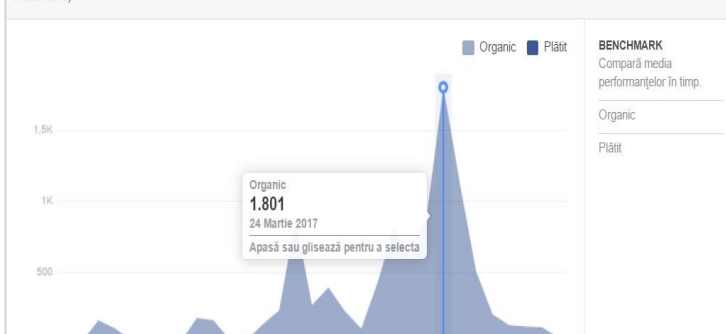
### Digital marketing

Numărul total de aprecieri ale paginii tale până astăzi: 2.008



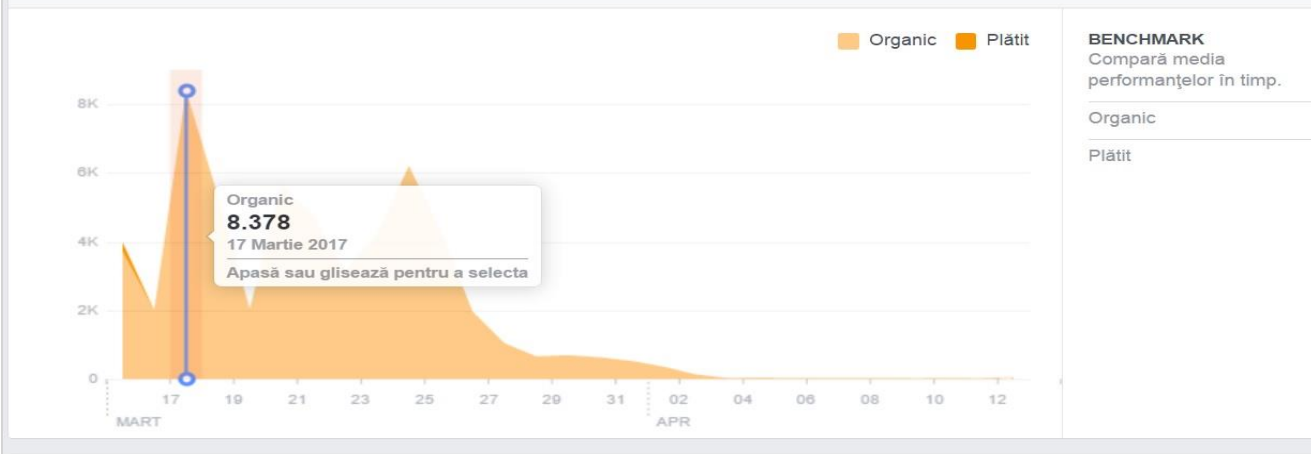
Vizualizări clip video: 9.650

Numărul de vizualizări ale clipurilor video din Pagina ta, timp de 3 de secunde sau mai mult (de la 1 Martie 2017 până la 31 Martie 2017).



#### Impactul postărilor

Numărul de persoane cărora le-au fost livrate postările tale.





## SMM Marketing.

## Video spots promoting the exhibitors

**CIE Moldexpo**  
Publicat de Irina Senicovscaia [?] · 24 martie la 15:15 ·

Moldconstruct воплощает мечты в реальность! 🎨❤️  
Сегодня мы хотим Вам рассказать о совершенно новом проектно-конкурс, который прошел в рамках выставки #Moldconstruct. 🏆  
6 февраля на нашей страничке в сети Facebook был объявлен конкурс, в котором каждый желающий мог выиграть дизайн-проект любой комнаты от студии дизайна Bubble. Участникам было необходимо загрузить в комментарии фото своей комнаты, обязательно указав ее размеры. Победительницей конкурса стала Диана Старухина. Сра...  
Vezi mai mult  
Vezi traducerea



Clic pentru mai multe

Impact - 6.456 de persoane

Promovează postarea

2,1 mii de vizualizări

2,1 thousand viewings

**Moldconstruct**  
Publicat de Irina Senicovscaia [?] · 24 martie la 16:07 ·

Sistemul APLA - lider în finisări! 🏆👉  
Vă așteptăm la standul companiei APLA-Construct SRL (Apla.md) ca să faceți cunoștință cu una din cele mai vestite sisteme pentru construcții și renovări de înaltă calitate - APLA! La standul companiei o să găsiți absolut tot - de la sisteme de hidroizolație și termoizolație pînă la cele de finisare! Expoziția este deschisă pînă pe 26 martie inclusiv! Vă așteptăm cu drag! 🙌👉  
#moldconstruct #moldexpo #APLA



Clic pentru mai multe

Impact - 4.460 de persoane

Promovează postarea

1,5 mii de vizualizări

1,5 thousand viewings

**CIE Moldexpo**  
Publicat de Alina Covas [?] · 24 martie la 14:50 ·

Doar la Noi! 🏆👉  
Vitrării, tâmplărie, pereți cortină din sticlă și aluminiu cu proprietăți fono și termoizolante, atât pe plan vertical cât și orizontal, cu pantă pozitivă sau negativă, acoperișuri, luminatoare, cupole puteți găsi la standul companiei participante Fațade Autentice în cadrul expoziției Moldconstruct-2017. O gamă variată de culori la profiluri și sticlă găsiți până duminică 26 martie la standul companiei.  
#moldconstruct #moldexpo #expoziții



Clic pentru mai multe

Impact - 4.211 persoane

Promovează postarea

989 de vizualizări

👍 Îmi place    💬 Comentează    ➦ Distribuie

989 thousand viewings

## Advertising campaign

Источник	Источники трафика			Действия	
	Сеансы	Новые сеансы, %	Новые пользователи	Показатель отказов	Страниц/сеанс
	1 788 % от общего количества: 60,71 % (2 945)	58,22 % Средний показатель для представления: 63,40 % (-8,16 %)	1 041 % от общего количества: 55,76 % (1 867)	45,69 % Средний показатель для представления: 47,67 % (-4,15 %)	3,67 Средний показатель для представления: 3,59 (2,28 %)
1. <a href="#">moldexpo.md</a>	1 573 (87,98 %)	57,79 %	909 (87,32 %)	43,87 %	3,83
2. <a href="#">buildinginfo.eu</a>	30 (1,68 %)	43,33 %	13 (1,25 %)	66,67 %	2,07
3. <a href="#">construct.md</a>	21 (1,17 %)	85,71 %	18 (1,73 %)	57,14 %	2,33
4. <a href="#">brigada.md</a>	20 (1,12 %)	35,00 %	7 (0,67 %)	35,00 %	4,75
5. <a href="#">kp.md</a>	19 (1,06 %)	100,00 %	19 (1,83 %)	73,68 %	3,79
6. <a href="#">moldconstruct.moldexpo.md</a>	18 (1,01 %)	0,00 %	0 (0,00 %)	72,22 %	1,44
7. <a href="#">tofairs.com</a>	15 (0,84 %)	93,33 %	14 (1,34 %)	33,33 %	2,33
8. <a href="#">allmoldova.com</a>	9 (0,50 %)	55,56 %	5 (0,48 %)	55,56 %	3,00
9. <a href="#">euroremont.md</a>	9 (0,50 %)	88,89 %	8 (0,77 %)	66,67 %	2,22
10. <a href="#">evroremont.md</a>	9 (0,50 %)	66,67 %	6 (0,58 %)	33,33 %	2,89
11. <a href="#">neogen-moldova.com</a>	7 (0,39 %)	14,29 %	1 (0,10 %)	85,71 %	1,14

## Adevertising campaign on radio and TV

### Channels

ATV – Comrat  
 TV Prim – Edinet  
 TV Prim - Balti  
 Cort TV – Soroca  
 TFV -Tiraspol  
 TVM 1  
 NTV Moldova  
 TV7  
 PRO TV  
 PTP Молдова  
 Radio Noroc  
 Radio Plai  
 Авторадио  
 Русское радио  
 Megapolis FM

### Broadcastings

224  
 224  
 224  
 224  
 224  
 30  
 39  
 52  
 50  
 78  
 90  
 90  
 90  
 81  
 81

### On-the-spot reports:

Publica TV 22.03.2017  
 PRO TV 22.03.2017  
 Realitate TV 22.03.2017  
 TVC21 22.03.2017  
 NTV Moldova 22.03.2017  
 Canal 3 22.03.2017  
 TV M1 23.03.2017

**Specialized portals:** Bcm.md, Bildinginfo.eu\ru, Brigada.md, Construct.md, Elec.ru, Evroremont.md, Remont24.md, Stroika.md .

**News portals:** Afisa.md, AllMoldova.com, Allfun.md, Biznes.md, Forum.md, Kp.md, Moldova-today.com, Mybusiness.md, Neogen.md, Noi.md, Play.md, Semia.md, 7 days.md, Vedomosti.md, YellowPages of Moldova



# MOLDCONSTRUCT 2017

## Reasons to visit the exhibition

- 57 % - getting acquainted with new technologies, products and services
- 31 % - retail purchases
- 18 % - looking for new suppliers
- 15 % - meeting business partners
- 10 % - attend seminars and conferences
- 3 % - other

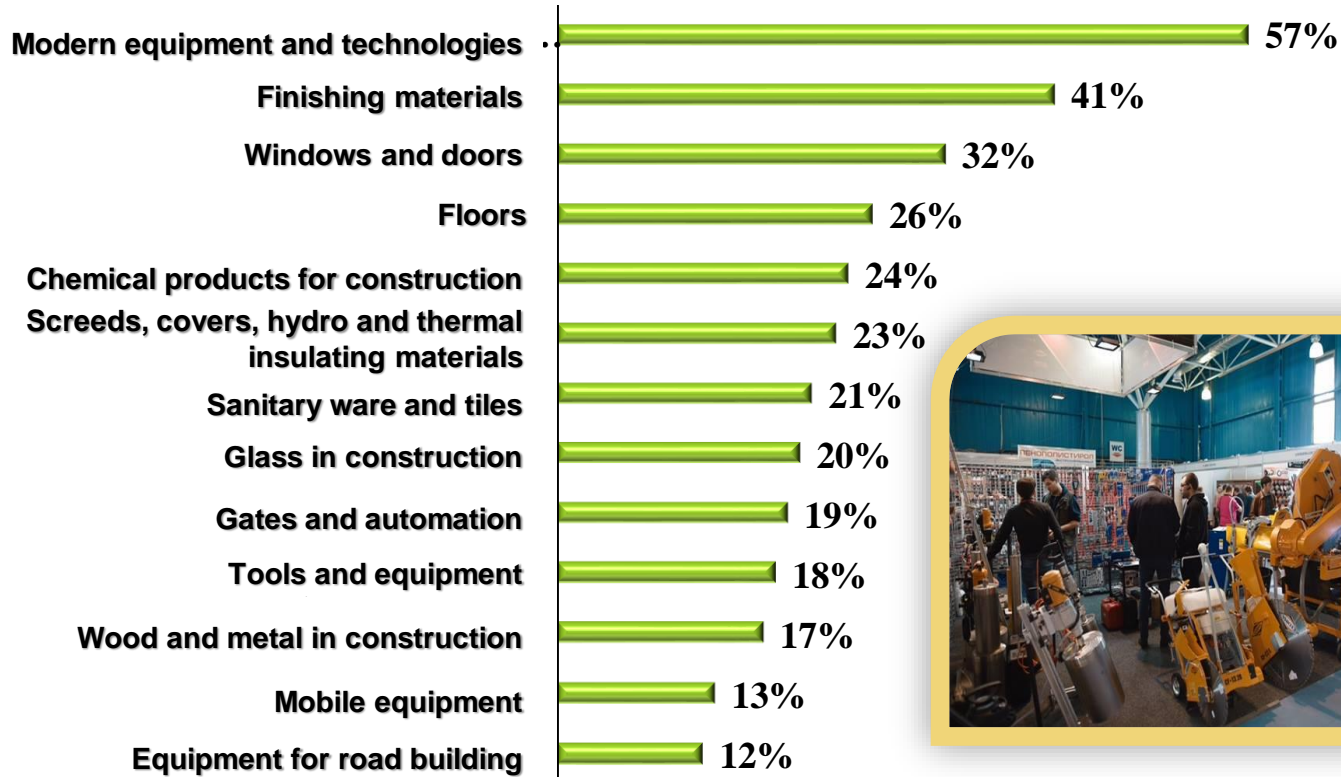


«Many specialists, a lot of information at the stands, interesting novelties, a working atmosphere – all of this is proof that MOLDCONSTRUCT is an efficient platform for all actors on the constructions market. I'd like to stress that the exhibition is of great interest also for visitors from abroad.»

*Tiutiunic Alexandr, Director, Red Capital (Poland)*

## Visitors

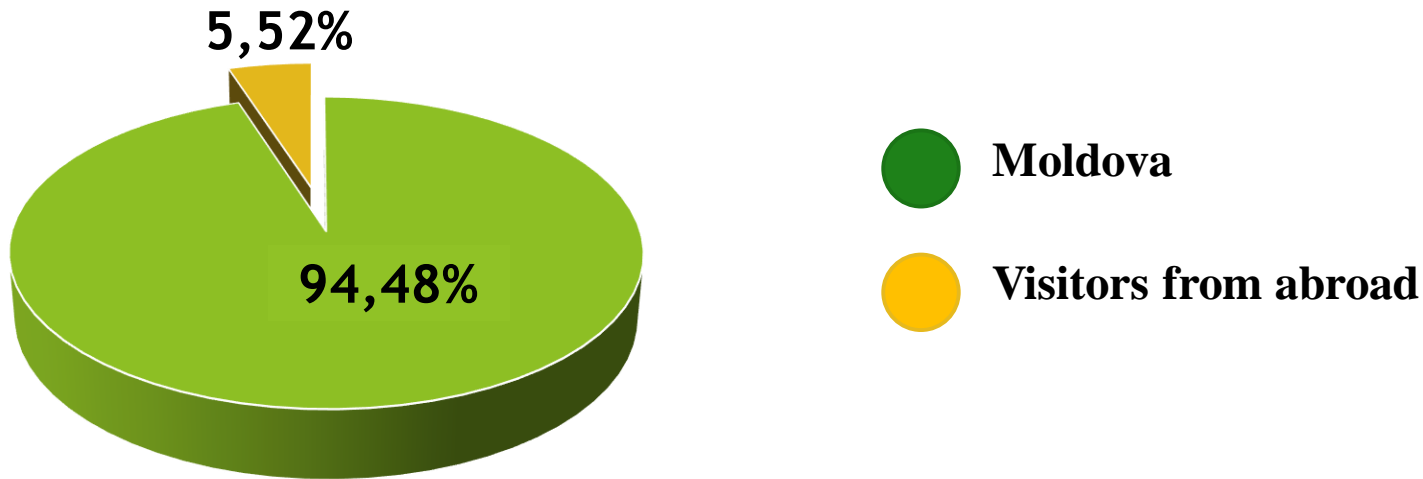
### Classification of visitors by interests



«The exhibition left the best impressions - the business atmosphere was strong, encouraging professional dialogues. I met with many Moldovan colleagues in the field of road and civil construction, visited the stands of companies offering special construction equipment and tools. In my opinion, it was a good idea to hold two exhibitions at the same time, there were interesting stands at the exhibition MOLDENERGY as well".»

*Bogdan Laptaretu, Purchasing Manager, Strabag SRL (Romania)*

## Geography of visitors



**94,48% Republic of Moldova**

**5,52% Visitors from Germany, Italy, Poland, Romania, Russia, Turkey, Ukraine**

«The exhibition MOLDCONSTRUCT impressed me as a serious business event, some participants even surprised me: for example, the stand of the company Keramin. In general, the organizers did an excellent job - the exhibition is equally interesting to professionals and household consumers.»

*Vyacheslav Chugaev, leading architect, design studio Red Line (Russia)*

# MOLDCONSTRUCT 2017



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**Irina SENICOVSCAIA, [marketing4@moldexpo.md](mailto:marketing4@moldexpo.md); (373) 22 81-04-31;**

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# See you at **MOLDCONSTRUCT 2018**

