

**THE CONCEPT  
OF 18<sup>th</sup> EDITION OF THE EXHIBITION  
WITHIN THE NATIONAL EVENT  
"MADE IN MOLDOVA-2019"**

*January 30 - February 3*



**I. GENERAL INFORMATION**

**Venue:** International Exhibition Centre "MOLDEXPO", 1 Ghiocilor st., Chisinau, Republic of Moldova

**Inauguration ceremony:** January 30, 2019, 10.00

**Organizer:** Chamber of Commerce and Industry of the Republic of Moldova (CCI RM)

**Status of the exhibition:** Under the patronage of the Government of the Republic of Moldova

**History of the exhibition**

"Made in Moldova" exhibition was launched in 2002 with the purpose of uniting the forces of public administration, business community and public organizations to support the production of domestic products and increase its consumer demand.

Thus, "Made in Moldova" is reflecting the Moldovan market, as it became over the years the image of the business community, the meeting place for both specialists and business representatives.

More than 4,000 local entrepreneurs from all regions of the country took part in the exhibition. Increasing interest was also shown by visitors alike, whose number exceeded hundreds of thousands.

The annual participation of the economic agents at the exhibition had a positive impact on the modernization of the production process and the improvement of the quality standards of its products.

In this regard, in order to promote the quality of domestic products, the 2019 edition of the exhibition will be hold under the slogan "**Home! Local! Authentic**".

## II. CATEGORIES OF PARTICIPANTS

The exhibition participants can be part of the 2 categories that are listed below.

As an **exhibitor** are invited to participate:

- producers of goods and services from all sectors of the national economy, small and medium enterprises, peasant farms, craftsmen, scientific centers, educational institutions, business support organizations, non-profit organizations, etc.;
- companies and organizations that form the infrastructure of innovation activities, technology parks, free economic zones, business incubators, analytical centers, innovation funds;
- insurance, leasing, consulting, franchise, financial and foreign trade associations, etc.

As **visitors** are expected entrepreneurs from the Republic of Moldova, business specialists, delegation from the foreign business community, foreign and local investors, students, consumers, etc.

## III. ADVANTAGES OF PARTICIPATION

**For the exhibitor:**

- *Concentrating a large number of potential buyers* into one place;
- *The presentation of products and services to the potential buyers* - essential for the conclusion of transactions and contracts;
- *Evaluating buyers' feedback* - the opportunity to get useful information from buyers or other business people;
- *Interest from visitors* - a higher interest is expressed for exhibited products rather than classic advertisement;
- *Networking* - the exhibition offers a framework of meetings for different actors belonging to the business community and enhance their partnerships;
- *Competitors' knowledge* - the participation in these events offers the advantage to study products and services as well as the marketing technique of the companies that have already succeeded.

**For the visitor:**

- The possibility to purchase products at the producer's price;
- The opportunity to discover new products made in Moldova;
- The knowledge of local producers and service providers;

- Obtaining information on vacancies at the Job Fair;
- The ability to interact directly with economic agents and to express opinions on the proposed products and services, etc.

#### IV. THE FORMAT OF THE EVENT

"Made in Moldova 2019" exhibition brings together an extensive program for all categories of participants and namely 3 measures:

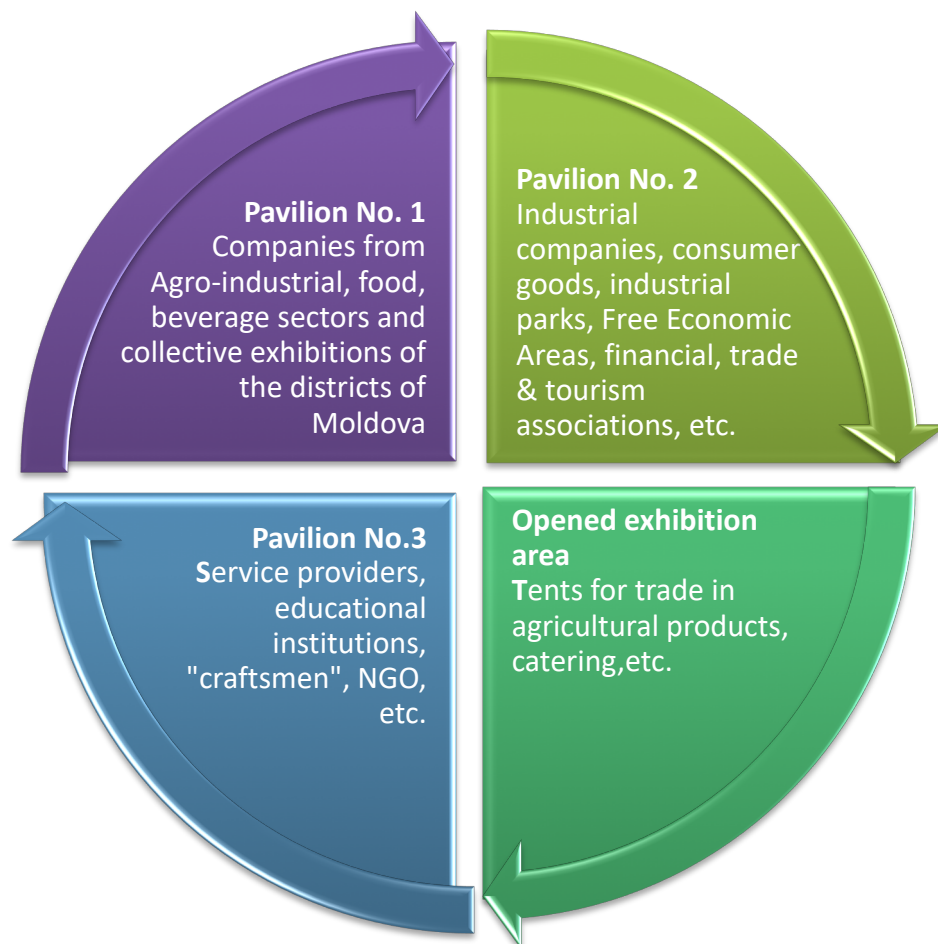
- the exhibition of products and services;
- the business program;
- the cultural program.

##### A.The structure of the exhibition

The exhibition is intersectoral and is structured on the basis of thematic content.

Total indoor exhibition area: 3000 sqm (net)

Area opened for exhibition: 300 sqm.



It is expected that about 450 economic agents from all the districts of the Republic of Moldova will take part in the exhibition which will be likely visited by over 50,000 people.

## NEW !! Innovation of the edition

In order for the national exhibition to be more and more attractive and thriving are invited entrepreneurs of strategic countries for Moldovan economic relations.

### Approaches on the formation of the national exhibition

#### *Collective exhibitions of districts*

The collective exhibition of districts contributes to the formation of a positive image, increasing the investment attractiveness of the districts and intensifying the interregional cooperation.

A special atmosphere will be created by the "Craftsmen's Town", where craftsmen will create their own products right in front of the visitors which will be for sales.

### The stands set up and the artistic execution of the exhibition

The exhibition will be designed in a national style.

To the exhibitors will be provided different standards of stand designs. The stand construction project is prepared in accordance with the technical safety and electrical connection requirements of C.I.E. "Moldexpo".

They will also be able to order additional audio and video equipment, equipment for presentation of models and exhibits. Participants who will build their stand according to their own design will be assisted in technical accreditation.

**Working hours during the exhibition:** 10.00-18.00

**Assembly of the exhibition:** 21-27 January 2019

**Arrival of the participants:** 28-29 January 2019

**Working Days at the Exhibition:** January 30 - February 3, 2019

**Dismantling of the exhibition:** February 4, 2019

### B. Business Program

The exhibition will draw the attention of the public administration, business and civil society to the issues in the business field and will contribute to solve them.

**Partners of the business program:** Investment Agency, ODIMM, ANOFM, CNAS etc.



## C. Cultural Program

In order to attract the guests to the exhibition, on a specially arranged surface, will be organized concerts by the artistic groups from the country's districts with concurrent presentation of the products of the districts.

## V. SERVICES OFFERED TO PARTICIPANTS AND VISITORS OF THE EXHIBITION

The participants at the exhibition will benefit from a complex service, including insurance with exhibition space and drafting projects and installing individual exhibition stands.

At the request of the participants and the guests of the exhibition, a package of additional services is offered, including: visa assistance (in case of necessity), medical insurance, transport services; booking rooms at the hotel; translator services; support for the customs clearance of the cargo and other services.

## VI. POST-EXHIBITION RESULT



**Make your products known in your own country!**