

National Exhibition “MADE IN MOLDOVA-2023”



I. General data

The period of development: 01 February - 05 February 2023

The venue: CIE “Moldexpo” (Chişinău, str. Ghioceilor 1)

Inauguration ceremony: 01 February 2023, 10.00 o'clock

The organizer of the exhibition:

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

Exhibition status:

Under the patronage of the Government of the Republic of Moldova

The history of the exhibition

The "Made in Moldova" exhibition was launched in 2002 and was designed to unify the forces of representatives of the public administration, the business community and public organizations in order to support the manufacture of domestic products and increase the demand for them.

"Made in Moldova" can rightly be called the mirror of the Moldovan market. In the development process, the event went through both ups and downs, which is characteristic of the development and expansion of the market.

It is certain that the exhibition has become the image of the business community, the meeting place for both specialists and business representatives.

Throughout the 19 editions, the most important and large-scale events took place within the exhibition, which received positive feedback from local producers and were widely publicized.

More than 5,000 domestic entrepreneurs from all regions of the republic took part in the exhibition. The increased interest was also shown by the visitors, whose number exceeded hundreds of thousands. The annual participation of economic agents in the exhibition had a positive impact in modernizing the production process and improving the quality of its products.

II. Goals and Objectives



III. CATEGORIES OF PARTICIPANTS

Exhibitors can be divided into 4 categories which are mentioned below.

- producers of goods and service providers from all sectors of the national economy, small and medium-sized enterprises, peasant households, craftsmen, the Academy of Sciences of Moldova, scientific centres, educational institutions, business support organizations, entrepreneurs' associations, non-governmental organizations - governmental;
- enterprises and organizations that form the infrastructure of innovative activity, technological parks, free economic zones, business incubators, analytical centres, innovation funds; - insurance companies, leasing, consulting, franchises, financial and foreign trade associations.

The exhibition will be located by sectors depending on the activity profile, in the central pavilion and pavilions 2, as follows:

Central Pavilion: Companies from the agro-industrial, agricultural, food and beverage sectors will be exhibited, collective exhibitions of the districts of the republic including: Hîncești, Leova, Nisporeni, Călărași, Criuleni, Ungheni, Anenii Noi, Râșcani, Ialoveni, Cimișlia, Florești, Fălești , Edineț, UTA Gagauzia and others.

Pavilion No. 2: Industrial enterprises, textiles and furniture, as well as other consumer goods will be exhibited. Companies that represent the "Din Inimă" brand will be concentrated here, being the best manufacturers of textiles, clothing and footwear manufactured in Moldova. Public institutions providing services such as: ANOFM, AGEPI, CNAS, ODA, AIPA, the Investment Agency, non-governmental organizations, folk craftsmen, etc. will be exhibited.

The official opening ceremony of the exhibition will take place on **February 1, 2023, at 10:00 a.m., in Pavilion No. 2 of CIE "Moldexpo"**.

The exhibition will take place between February 1-5, 2023, between 10:00 am and 18:00 pm.

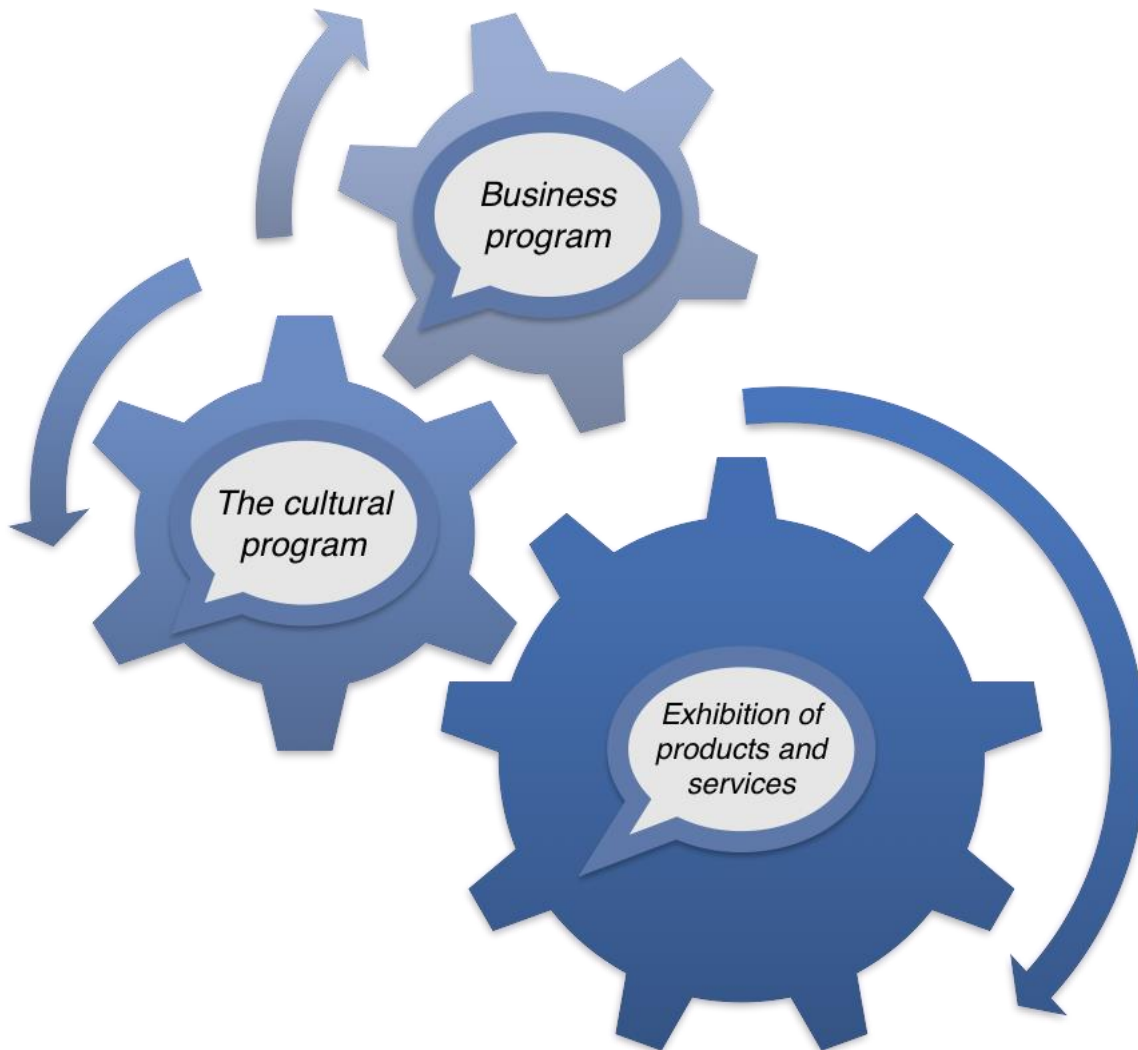
The advantages of participation

For the visitors:

- The possibility of purchasing products at the manufacturer's price;
- The opportunity to get to know the new products manufactured in Moldova;
- Knowledge of domestic manufactures and service providers;
- Obtaining information related to vacancies within the Job Fair;
- The possibility to interact directly with economic agents and to express their opinion regarding the proposed products and services.

IV. FORMAT OF THE EVENT

The current event includes 3 public measures, the business program and the cultural program.



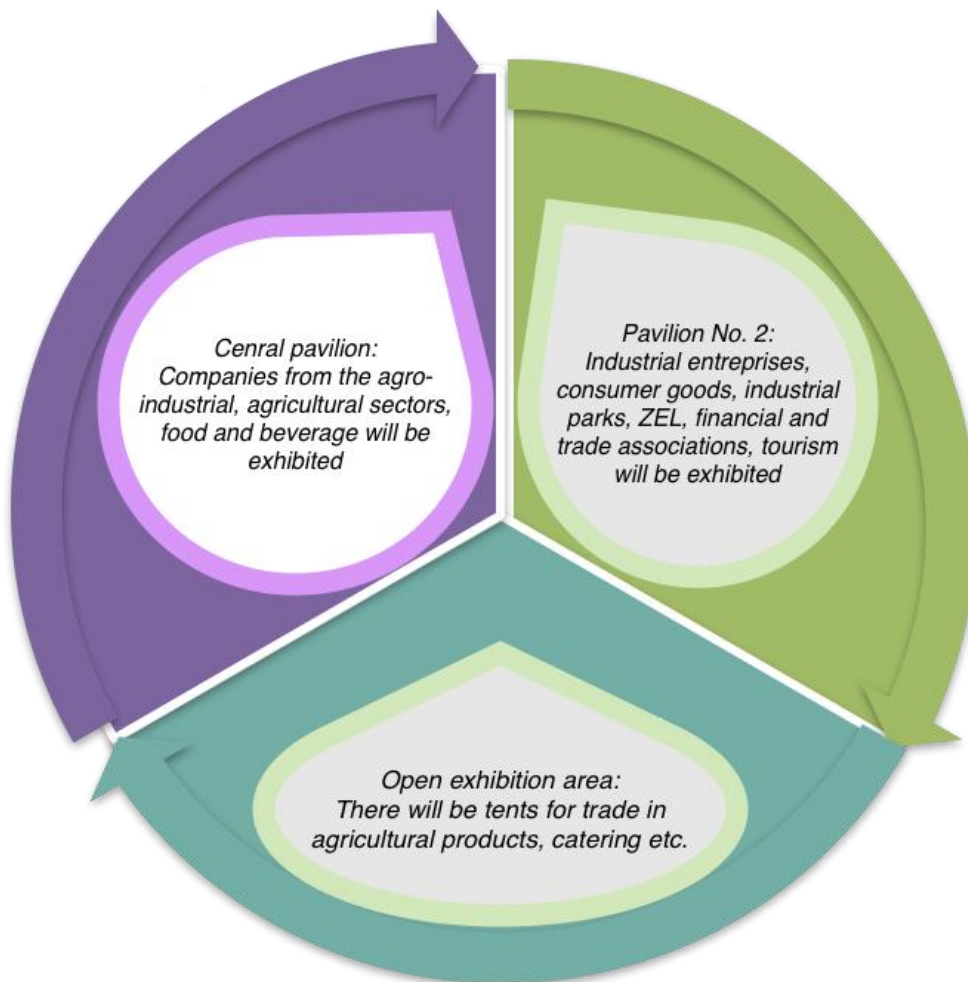
A. The structure of the exhibition

The exhibition is multi branch and is based on its thematic content.

Total interior exhibition surface: 3000 square meter (net).

Open exhibition area: 300 square meter.

The exhibition will be located sector-ally and depending on the activity profile in the central pavilion 2, as follows:



It is expected that approximately 300 economic agents from all districts of the republic will take part in the exhibition and it will be visited by over 50,000 people.

Approaches to the formation of the national exhibition

Collective exhibitions of the districts

Companies and organizations that exhibit at the collective stands of the districts are a particular interest to visitor, which contributes to the formation of a positive image, increasing the investment attractiveness of the districts and intensifying interregional collaboration.

A special color will be offered by the « **City of craftsmen** », where popular craftsmen will create handmade products right in front of visitors.

The exhibition will be for sale (only goods manufactured in the Republic of Moldova)

Working hours during the exhibition:
Working days available

10.00-18.00
01 – 05 February 2023

B. Business program

The exhibition will draw the attention of public administration bodies, business and civil society to the problems in the field and will contribute to the solution of these.



PARTNERS of the business program: Ministry of Economy, Ministry of Agriculture and Food Industry of RM, Ministry of Education of RM, Moldova Investment Agency, Electronic Government Agency, ODA, ANOFM, CNAS, ANSA, AIPA, USAID, UNDP, OPTIM -"Opportunities through technologies and innovation in Moldova ", etc.

C. Cultural program

In order to attract guests and the general public to the exhibition on a specially designed area, concerts of artistic collectives from the districts of the country will be organized with the simultaneous presentation of the products of the districts (food and industrial products, souvenirs, handicrafts, etc.).