

POST EVENT REPORT 2021

*The top business center
of the hardware industry*



GENERAL INFORMATION

In its sixteenth edition, the International Hardware, Plumbing Parts, Paint and Construction Materials Trade Fair opened its gates to all the protagonists of the industry and consolidated, once again, as the main event of the sector in South America.

Edition: 16th

Date: December 1 - 4, 2021

Venue: Costa Salguero Center,
Buenos Aires, Argentina

Organizer: Messe Frankfurt Argentina

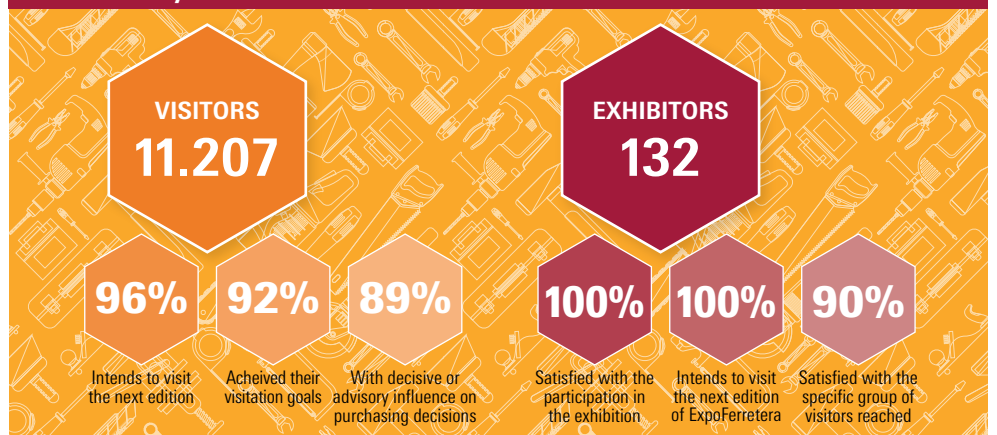
Summoned by: Argentine Chamber of
Hardware Stores and Related Products
(CAFARA)

Total surface: 12,000 sqm

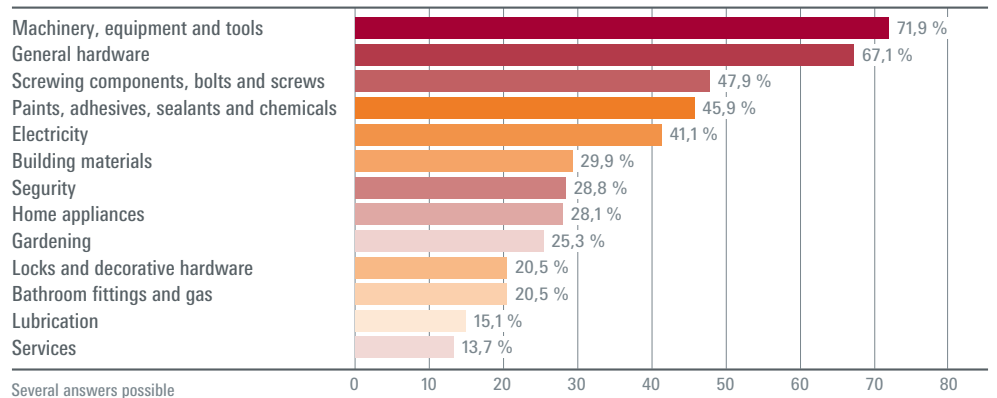
Exhibitors: 132, national and international

Visitors: 11,207 professionals and
business professionals from 8 countries

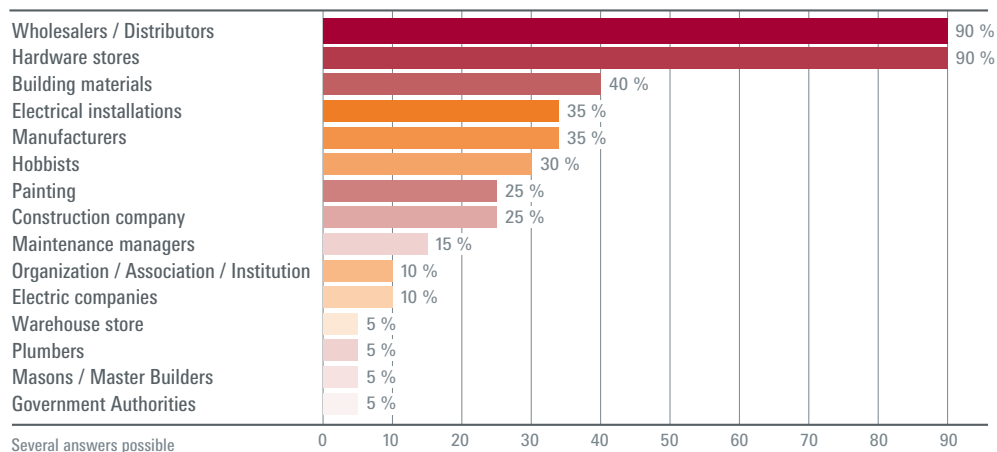
2021 Survey Results



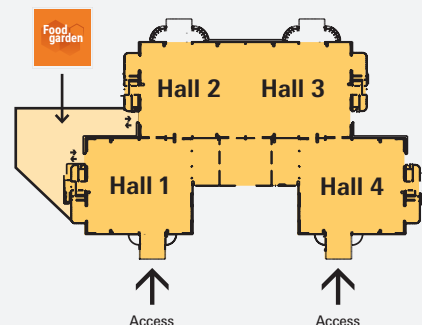
Visitors: Products group of interest



Exhibitors: Visitor target groups



EXHIBITION GROUNDS



ARGENTINA MARKET



Of neighborhood hardware shops

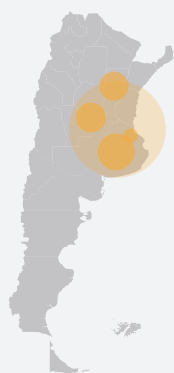


Of industrial hardware shops



GEOGRAPHIC DISTRIBUTION

Hardware Shops



Source: CAFARA

2021 Highlights

Business opportunities

With a total of 90 meetings, the International Matchmaking Programs gathered local producers and international buyers.



Food Garden

A new space in which companies and visitors can meet in a relaxed and open-air environment, enjoy an exceptional gastronomic offer, participate in entertainment proposals and watch live demonstrations.



Living Ferretero

With the aim of strengthening and showing the small and medium companies of the sector, the event had a unique space for entrepreneurs and small companies to present their products.



Professional updating

During four days, the exhibiting companies gave a total of 19 lectures, new products presentations and demos.



Sponsor Oro:



Sponsors Plata:



Sponsors Bronze:



- Final report 2021
- Video from the last edition
- Visit our website

Don't miss the next edition!
29 November – 2 December, 2023
Costa Salguero Center, Buenos Aires

For details and information regarding your participation as exhibitor or sponsor, please visit www.expoferretera.com.ar or contact our Commercial Team at expoferretera@argentina.messefrankfurt.com