



**CAFARA**  
Cámara de Ferreterías y Afines  
de la República Argentina

**ExpoFerretera**

**29.11 – 2.12.2023**  
COSTA SALGUERO CENTER

# Post event report 2023

## VISITORS



## EXHIBITORS

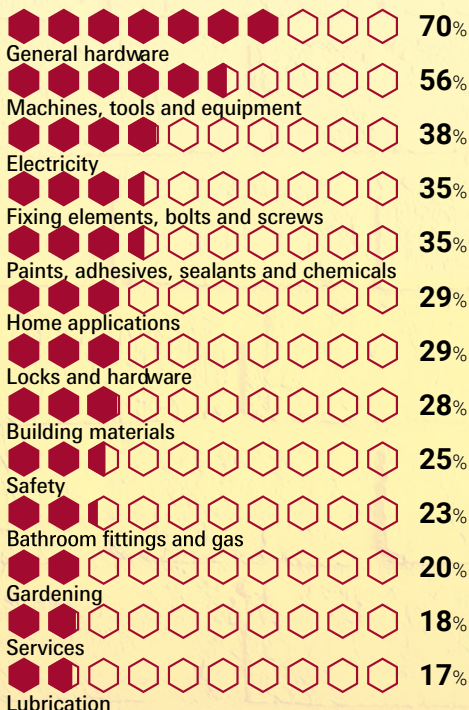


## GENERAL INFORMATION

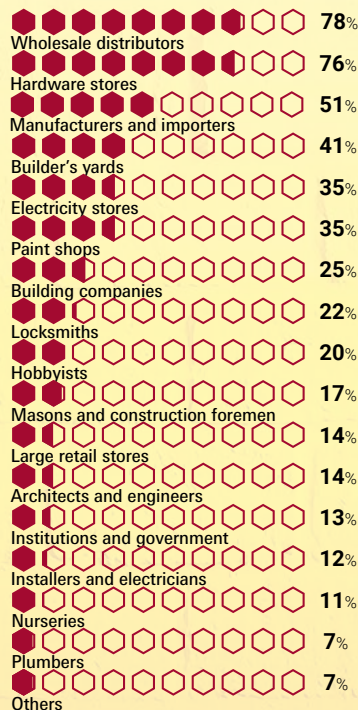
In a new edition, the **International Hardware, Plumbing Parts, Paint and Construction Material Trade Fair** once again confirmed its leadership, reaffirming its position as the most important event in the sector in South America. A new successful summoning of a meeting that has already installed on the agenda of the hardware world.

Edition: **17<sup>th</sup>**  
 Date: **November 29 – December 2, 2023**  
 Trade Center: **Costa Salguero Center, Buenos Aires, Argentina**  
 Organized by: **Messe Frankfurt Argentina**  
 Summoned by: **Argentine Chamber of Hardware Stores and Related Products (CAFARA)**  
 Total gross area: **15,000 sqm (12,000 indoors + 3,000 outdoors)**  
 Exhibitors: **182 national and international exhibiting brands**  
 Visitors: **more than 13,000 professionals and business professionals of the sector**

## Products of interest to visitors



## Visitor groups contacted by exhibitors





# 2023 Highlights

## LIVING FERRETERO

Small and medium companies imposed. The exclusive space for small and medium-sized companies in the sector had interesting proposals and was visited by a large number of visitors.

## PATIO FERRETERO

An outdoors sector of more than 3000 sqm where product demos were the protagonists, within a relaxed setting and with the possibility of enjoying different gastronomic proposals.

## PROFESSIONAL UPDATING

In the auditorium, during the four days, visitors were able to attend 11 conferences given by CAFARA and another 29 talks by the exhibiting companies



## ARGENTINE MARKET



**15,000**

hardware stores in the country



Sales of between

**22,000** and **77,000**

items, depending on the size of the business



## Sector data



**50,000**

people employed



**20%**

intended for industrial trade



**60%**

intended for final consumer

## Don't miss the 2025 edition!

For details and information regarding your participation as an exhibitor or sponsor, please visit [expoferretera.com.ar](http://expoferretera.com.ar) or contact our Commercial Team. [expoferretera@argentina.messefrankfurt.com](mailto:expoferretera@argentina.messefrankfurt.com)

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Data updated as of October 2023