



22 – 25.10.2025
La Rural Trade Center



KEY FACTS

Date: October 22 – 25, 2025

Venue: La Rural Trade Center, Buenos Aires

Organizers: CAFARA and Messe Frankfurt Argentina

EXHIBITORS' PERSPECTIVES

Grupo Rumbo

"A great meeting point to reconnect with our customers and continue strengthening business relationships."

Impexpro

"A crucial space to show where the brand is headed and strengthen relationships with our partners."

Lüsqtoff

"ExpoFerretera is the ideal place to innovate, launch new products, and build a close bond with our customers."

Bosch

"A key opportunity to showcase our latest innovations and connect with new customers."

Hamilton

"A unique opportunity to present all our lines and showcase the innovation that defines the brand."

ABOUT

Innovation, suppliers, and new opportunities for the hardware sector

With record attendance and strong participation from professional visitors, **ExpoFerretera 2025** once again positioned itself as the benchmark event for the hardware sector.

This edition was held jointly with BIEL Light + Building Buenos Aires, which helped strengthen content, expand the commercial offering, and create new opportunities across the entire value chain.

Over four days, manufacturers, distributors, and suppliers of products for hardware stores, plumbing/sanitary, paint stores, and construction materials gathered at La Rural to showcase products, build new business contacts, and discover the latest market innovations.

Organized by **CAFARA** and **Messe Frankfurt Argentina**, the exhibition reinforced its strategic role as a driver of business, professionalization, and growth for the entire hardware value chain.





RECORD-BREAKING ATTENDANCE

+28,000

professionals from the sector

94%



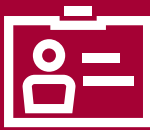
of visitors made purchases



99%

of visitors intend to attend the next edition

+450 exhibitors brands



98%

of exhibitors would recommend the event

+28,000



contacts reached with email marketing

+37,000

visits to the online expo catalog



CAFARA Conferences

A space for exchange and professional upskilling led by industry specialists. Sales strategies, legal tools, and key know-how were shared to support the management and professionalization of hardware stores.

Exhibitors' Conferences

Representatives of leading brands presented new products, launches, and catalog expansions, providing technical and commercial guidance to a well-attended auditorium.



Demonstration Area: 'Illuminate and Build'

An interactive space where companies showcased machinery and products in operation. Visitors could see real-world applications, receive technical advice, and access practical recommendations for different projects.

Featured Groups

Hardware store products / Home appliances / Locksmithing / Hardware stores / Gardening / Construction materials / Paint stores / Plumbing & sanitary / Among others



We look forward to seeing you from **20 to 23 October, 2027!**
La Rural Trade Center of Buenos Aires

For details and information on how to participate as an exhibitor or sponsor, visit expoferretera.com.ar or contact our Sales Team at: expoferretera@argentina.messefrankfurt.com

