

Press

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Final Report

ExpoFerretera 2017

International Hardware, Plumbing Parts, Paint and
Construction Materials Trade Fair
Costa Salguero Center, Buenos Aires, Argentina
August 30 - September 2, 2017

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ExpoFerretera grows and consolidates itself as the largest event of the sector in South America

During four days, 338 companies gathered in Buenos Aires to show the latest news of the industry to 16.775 professionals, businessmen, shopkeepers and hobbyists

To generate contacts and do business: this is the aim of ExpoFerretera, the International Hardware, Plumbing Parts, Paint and Construction Material Trade Fair that this year celebrated its 14th edition in Centro Costa Salguero of Buenos Aires. The fair, organized by Messe Frankfurt Argentina and the Argentine Chamber of Hardware Stores and Related Products (CAFARA), provides a special platform to know the current situation of the industry and glimpse its future.

A total of 338 exhibitors from Argentina; Germany; Brazil; China; Hong Kong; Serbia and Taiwan offered their products and services to 16.775 professional visitors, businessmen and shopkeepers.

The exhibition, initially planned as a 15,000 sqm area, had to add a new 3,000 sqm pavilion due to the great space demand, thus resulting in a 20% larger area than expected.

It is worth mentioning that, in parallel to ExpoFerretera two related fairs were carried out: ExpoMant, the Products for the Maintenance of Houses, Buildings, Shops, Industry and Architectural Restoration Trade Fair; and, on the other hand, ExpoCehap, the Locks and Decorative Hardware Trade Fair, sponsored by the Buenos Aires Chamber of Locksmith Shops (CACEBA) and the Argentine Chamber

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of Decorative Hardware and Related Products' Manufacturers (CADEFHA).

Opening and Hardware Shopkeeper Day

Messe Frankfurt Argentina's President and CEO, Fernando Gorbarán, welcome everybody and said: “In a year of new challenges, one edition after the other, we seek to exceed ourselves with the aim of giving exhibitors, visitors and journalists an integral event that allows them to discover the best business opportunities and know all the news.”

On his part, Mr. Juan Carlos Mariño, CAFARA's President, stated that “it is important that we have active policies that benefit the small and medium companies sector”, and urged the businessmen to take advantage of the four ExpoFerretera days to exhibit their products and services to visitors.

The closing was in charge of the Undersecretary of Micro, Small and Medium Company of the City of Buenos Aires, Bach. Martín Trubycz, who highlighted four basic tools for the growth of a small and medium company: financing; technology access, natural markets access; thus achieving a more efficient value chain; and training.

The hardware sector is a very important one for the economy and has shown a sustained growth in the last 15 years. Currently, it is made up by 1,300 factories throughout the country, 80 importers, 600 wholesalers and more than 25,000 sales points (shops, hardware shops, and related stores) which generate 50,000 jobs in regional and neighborhood economies. This way, it generates an approximate annual movement of \$15,000 millions.

On Saturday, September 2, the last day of ExpoFerretera, CAFARA celebrated the Hardware Shopkeeper Day with a toast in its booth, and thanked all the people that were part and made possible the success and consolidation of the event.

More than 150 business meetings

One of the highlights of ExpoFerretera were the International Matchmaking Programs, a space that has as an aim to drive the development of new contacts and commercial operations from the

contact between offer and demand. In total, there were more than 150 meetings, in which buyers from Honduras, Chile, Colombia, Bolivia, Paraguay, Peru, Ecuador y Uruguay contacted Argentine supplying small and medium companies which are able to export. The activity was organized by Messe Frankfurt Argentina jointly with the Argentine Agency of Investments and International Commerce.

Launchings and professional updating

During the three days of the fair, the exhibiting companies gave 18 free trainings and product presentations in subjects such as: energy solutions and renewable energies within the framework of industrial hardware shops; assembly of protection trays and scaffolding; technology and security; opportunities to maximize the hobby machines market; Inbound Marketing, electronic market; among others.

Students also had the chance of visiting the fair and interacting with companies and organizations, knowing the sector first-hand and its professional and work advantages.

Exhibitors tell us their experiences

These are statements of some companies that assessed their participation in the fair:

Hamilton Franco Giménez - Marketing Manager

"Hamilton is six years old and though we are present in 90% of the country, we still have to entry Buenos Aires, and we thought ExpoFerretera was a good opportunity to reach this market, apart from the fact that we have received visits from all over the country (...) I believe we found within ExpoFerretera the framework for the businesses we needed. It is the first time we take part in the fair and perspectives are very positive; there are lots of people (...) We came without expectations of doing business, we simply came with the idea of presenting the brand but from the very first day we closed transactions. I would also like to highlight that we felt accompanied and counseled by the organization all the time; we have received timely answers. We are very pleased and hope to strengthen this relationship."

Adiabatic**Exequiel Falicoff - Sales Manager**

“We decided to participate because every time there is an ExpoFerretera is a good opportunity to show ourselves, we will always choose it. We have already taken part in other editions; this year the booth was greatly improved, the number of visitors -which increasingly grows- and also the organization. (...) We made several contacts and found very interested people. We hope to take part again and that the country’s situation also helps in this sense.”

Einhell**Adriano Cersosimo - Sales Manager**

“This is the third edition in which we participate and we really believe that it is the first place to show our products, mainly to many people from the interior of the country, who are difficult for us to reach. (...) We did business with existing customers; we received customers from Chile, thus positioning ourselves also at international level. We will also receive people from Paraguay and Uruguay.” (...) The general organization was right, very neat, every time is better. We have no criticism to make; we are very pleased and hope to take part again in the next edition.”

Biassoni**Ariel Knussel - Commercial Area**

“We are increasingly surprised and we are very pleased. We see that it is a specific exhibition, in which the participants are people of the sector. That is to say that we are giving power to the brand image (...) We come here mainly for the brand to be known better and requested by distributors. We take the hat off to the event organization, I would really like to congratulate them, their job was very good and for this reason we will take part in the next edition.”

Guhring**Ana Cleinmann - Marketing Manager and Commercial Assistant**

“It is the first time that we participate in an exhibition of the sector, we would like to entry the hardware market, so we thought this is a good opportunity to make us known. We have seen great activity since the first days and we hope to have good results. There are lots of people from the interior of the country and we are very pleased. (...)”

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Regarding the organization, everything was very neat and coordinated.”

The next edition of ExpoFerretera will be carried out on **August 28-31, 2019** in **Centro Costa Salguero of Buenos Aires, Argentina**.

Further information: www.expoferretera.com.ar

Twitter: @ExpoFerreteraAR

Facebook.com/ExpoFerreteraAR

Event exclusively planned for professionals and businessman of the sector. People under 16 years even attending with an adult will not be admitted.

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,300 employees at some 30 locations, the company generates annual sales of around €647 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de

Background information on Messe Frankfurt Argentina

Messe Frankfurt Argentina is the affiliate of the worldwide trade fair organization leader. The purpose of the fairs is to promote actual business meetings to boost activity in regional markets, in the domestic market and in turn prompt the development of the technological pole in each area. The current portfolio of shows of Messe Frankfurt Argentina includes the following exhibitions: Automechanika Buenos Aires, BIEL Light + Building, Confemaq, Emitex, ExpoCehap, ExpoFerretera, ExpoMant, Intersec Buenos Aires, Simatex, Tecno Fidta. In addition to numerous congresses and special events for third party, such as Argentina Oil & Gas Expo, Arminera and Feria COAS de las Naciones, among others.

For more information, please visit our website at www.argentina.messefrankfurt.com