

Press release

March, 2019

The hardware sector is getting ready for its top meeting in Buenos Aires

We are five months ahead from ExpoFerretera, the international exhibition that gathers, in only one place, the whole market of manufacturing and import of building products and machinery, both for home and industrial use.

ExpoFerretera is getting ready to summon the main players of the hardware, plumbing parts, paint and construction sector. The meeting will take place on August 28-31 at Costa Salguero Center in Buenos Aires, with an important display of booths and activities devoted to train and educate professionals.

From CAFARA, the chamber that gathers the sector, they say that "this 2019 is an important year since we reach the 15th edition of ExpoFerretera. The anniversary reaffirms our conviction on the success of the fair and today we can say to all the entrepreneurs and all the people that trust in this country that dreams come true", states Juan Carlos Mariño, President of CAFARA, and remembers: "ExpoFerretera is the example of a group of dreaming hardware shopkeepers that gathered in the 80's in the Chamber venue and planned the largest exhibition of hardware products in Latin America."

In Argentina, the hardware sector is made up by a varied number of companies: from manufacturers, importers, distributors up to service suppliers. Currently, there are 14,000 firms of very different sizes, from individual shops to companies that have more than 150 employees. This shows the great economic value it has and its importance in job creation.

"We invite all the companies to go on participating and to join this dream. Every year the fair is carried out, the enterprising drive and the national industry are boosted. ExpoFerretera was the vision of some old hardware shopkeepers and today is the space for all representatives of the value chain to show their products and do the best business and, as we have been saying all these years, it is the most important shop window of the sector in Latin America", concludes Mariño.

The fifteenth edition of the fair will be carried out on August 28-31, 2019 in Costa Salguero Center and, once again, in parallel to ExpoCehap and ExpoMant. The event is organized jointly by Messe Frankfurt Argentina

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and CAFARA.

ExpoFerretera will take place on August 28 - 31, 2019 in Centro Costa Salguero, Buenos Aires, Argentina.

The exhibition is only for businessmen and professionals of the sector. With an invitation: free of charge. People under 16 years will not be admitted, even if attending with an adult.

Further information:

www.expoferretera.com.ar

Press information and photographic material:

<https://expoferretera.ar.messefrankfurt.com/buenosaires/en/prensa.html>

Links to websites:

www.facebook.com/ExpoFerreteraAR |

www.twitter.com/ExpoFerreteraAR | www.instagram.com/expoferreteraar

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 2,500* employees at 30 locations, the company generates annual sales of around €715* 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

*preliminary figures 2018

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 Buenos Aires, Confemaq, Emitex, ExpoCehap, ExpoFerretera, ExpoMant, Moto Show, Intersec Buenos Aires, Simatex, Tecno Fidta. In addition to numerous congresses and special events for third party, such as Argentina Oil & Gas Expo Buenos Aires, Argentina Oil and Gas Expo Patagonia, Arminera and Electronics Home, among others.

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

ExpoFerretera
15° International Hardware, Plumbing
Parts, Paint and Construction Materials
Trade Fair
Costa Salguero Center
Buenos Aires, August 28 - 31, 2019