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## The sixteenth edition of ExpoFerretera has begun

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**On Wednesday, December 1, it began ExpoFerretera, the largest meeting of the hardware sector in South America. In the return of face-to-face events, the 200 brands expect to receive more than 18,000 visitors from Argentina and Latin America.**

ExpoFerretera, the International Hardware, Plumbing Parts, Paint and Construction Material Trade Fair, that will be carried out on December 1-4 in Costa Salguero Center of Buenos Aires opened its doors and the sector expectations are high.

The President of the Argentine Chamber of Hardware Stores and Related Products (CAFARA), Sergio Angiulli, and the CEO and President of Messe Frankfurt Argentina, Fernando Gorbarán, both organizers of ExpoFerretera, were in charge of the Opening Ceremony. Besides, the President of CAME, Alfredo González; and the President of the Asociación Empresaria de Rosario and the Secretary of CAME, Ricardo Diab, were present in the event that gathers the main players of the hardware shops and related products market.

The CEO and President of Messe Frankfurt Argentina, Fernando Gorbarán, stated: "This is the first meeting after 18 months without activity. We would like to thank to the present authorities, to CAFARA with which it is a pleasure to have worked for so many years and, especially to the 200 companies which participate for their effort and for making this possible. We expect 4 days of good business deals for exhibitors, who trust us and invest year after year for ExpoFerretera to become a reality. This could not have been possible without a great team that did everything possible for the success of the exhibition".

On its part, the President of CAME, Alfredo González, highlighted the importance of this kind of meetings that strengthen the sector; "it is a pleasure to be in the first face-to-face exhibitions. The small and medium company business sector is where our country's strength is generated. This kind of events is necessary for all the small and medium companies, especially the ones of the interior of the country. They are a very important tool, where we meet and can see the news of the world and the best technologies that allow us to move forward. I hope that there will be great business deals during these four days and, specially,

great meetings”.

On its part, the President of the Argentine Chamber of Hardware Stores and Related Products (CAFARA), Sergio Angiulli, stated: “In CAFARA we have worked since the first minute for colleagues of Argentina to be essential. The sector had a great challenge that we faced with great success. If we were not essential, ExpoFerretera could have not been carried out. This event shows the excellence of the sector. To consolidate us, this experience must be reflected in the whole hardware value chain of the country. The exhibitors are part of the change and, for the wheel to go around, we must seek excellence between all of us, positioning our business and companies, adapting them to the market needs”.

In an area of more than 12,000 sqm, the main referents of the market will show the latest news in building products and machinery, both for industrial and home use, and expect the arrival of more than 18,000 visitors of all parts of the country and Latin America.

In its sixteenth edition, those who walk the aisles of ExpoFerretera may take part of several experiences and activities. Besides the traditional “Matchmaking Programs” that strengthen the articulation between national manufacturers and international buyers, the visitors may take part in the “Exhibitors’ Conferences” in which a wide range of subjects related to the market are dealt with. The “Living Ferretero” will also take place, a collective space devoted to small and medium companies to exhibit their monoproducts.

ExpoFerretera is carried out on December 1- 4, 2021 in Costa Salguero Center of Buenos Aires, Argentina and it is organized by the Argentine Chamber of Hardware Stores and Related Products (CAFARA) and Messe Frankfurt.

The exhibition is only for businessmen and professionals of the sector. With an invitation: free of charge.

To be accredited at the event, you must present your ID or passport.

**Further information:**

[www.expoferretera.com.ar](http://www.expoferretera.com.ar)

**Press information and photographic material [here](#)**

**Links to websites:**

[Facebook](#) | [Twitter](#) | [Instagram](#) | [LinkedIn](#)

**Background information on Messe Frankfurt**

Messe Frankfurt is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500\* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250\* million in 2020 after having recorded sales of €738 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties

with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered 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](http://www.messefrankfurt.com)

\* preliminary figures 2020

### **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, Busworld Latin America, Confemaq, Emitex, ExpoCehap, ExpoFerretera, ExpoMant, Salón Moto, 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 and Arminera, among others.  
For more information, please visit our website at [www.argentina.messefrankfurt.com](http://www.argentina.messefrankfurt.com)