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ExpoFerretera, the largest event of the hardware sector in South America, came to an end

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On Saturday, December 4, ExpoFerretera closed its doors in its sixteenth edition and the sector expectations were largely exceeded. The exhibitors showed their news to more than 11,235 professionals, business professionals, shopkeepers and hobbyists that visited the fair.

The face-to-face event of the **International Hardware, Plumbing Parts, Paint and Construction Material Trade Fair** which took place on December 1-4 in Costa Salguero Center of Buenos Aires came to an end. But ExpoFerretera continues: it will continue connecting the industry through the new Digital Pack Manager, an interactive catalogue in the web page of the exhibition, which spreads the latest news of the companies until the next face-to-face edition in 2023.

During four days, Costa Salguero was a meeting point of the main referents of the market of manufacturing and import of building products and machinery, both for home and industrial use. With more than 200 exhibiting brands, the event highly exceeded the expectations, outstanding once again as the summit event of the sector in South America.

In this sense, the CEO and President of Messe Frankfurt Argentina, Fernando Gorbarán, stated: "This edition of ExpoFerretera was particularly special for two reasons: the return to face-to-face meetings and the need of market reactivation in Argentina and South America. We have to rise to the circumstances and this drove us to work hard for ExpoFerretera to be a space that, not only gathers the referents of the market but also favors and strengthens the growth of the national industry".

On its part, the President of the Argentine Chamber of Hardware Stores and Related Products (CAFARA), Sergio Angiulli, stated: "ExpoFerretera is the celebration of all the hardware shopkeepers of the country and we really enjoyed this reunion. The results of this edition exceeded our expectations and commit ourselves to offer in 2023 an exhibition with the same level of excellence. The most prestigious companies of the industry choose us because they feel success is guaranteed. I would like to thank to everybody that accompanied us".

Distributed in a 12,000 sqm space, the main referents of the market exhibited their latest news and received 11,235 visitors from all parts of the country and bordering regions. Different networking proposals took place: 90 meetings with potential buyers within the Matchmaking Program framework, which articulate national manufacturers and international buyers; the Living Ferretero, where small and medium companies presented their monoproducts, and a wide agenda of conferences given by exhibitors. Besides, visitors enjoyed the Food Garden, an outdoor hardware patio with gastronomic proposals and product demos.

About the sector

In Argentina, the hardware sector gathers approximately 14,000 companies that range from individual shops to companies that exceed 150 workers, thus employing a total of 40,000 people. Approximately, 62% of the companies of the sector are neighborhood hardware shops, while around 26.8% are industrial hardware shops. The geographic distribution of the companies is strongly related to population density and industrial development, being the regions that concentrate the greater number of sales points the central area of the country, made up by Buenos Aires Metropolitan Area, Buenos Aires, Córdoba and Sante Fe.

ExpoFerretera in first person

“We are really very pleased of being here once again and we really see a good number of visitors, the exhibition has been a great success this year”.
Hernán Rumbo - CEO of Grupo Rumbo

“I would like to thank the whole organization for having invited us. We had a great time and we are very pleased with the quality of customers that came from throughout the country.”
Adrián Cersósimo – Sales Manager of Einhell Argentina

“This is the first time we take part in ExpoFerretera. We were very interested in showing our proposal to the audience and we believe that those who visited our booth were greatly surprised”.
Tomás Carroll – Commercial Manager of Coresa Group

“We are very pleased of taking part in ExpoFerretera after so many years and of participating again of this kind of activities, which are so important for the sector because they generate a wider view of the market”.
Alejandro Ponce – Regional Head of El Galgo.

“It is the first time we participate in ExpoFerretera and it was really a very good experience. We met a lot of people and we contacted other persons from all parts of the country. It really exceeded our expectations.”
Cristóbal Kuchimpos – Distribution in Obrero Argentino

“The exhibition was highly fruitful with the right people of the sector. We

could do good business, contact new customers and know people that can commercialize our products.”

Federico Laurino – Commercial Manager of Carreteles Rafaela

“We are very pleased of participating again in ExpoFerretera, of meeting again with the audience and generate commercial relationships. As always, it is a pleasure.”

Sol Schnur – Commercial of Tienda Prentex.

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

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

* 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.

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