

Press +++ ExpoFerretera 2025
22 to October 25, 2025



ExpoFerretera 2025: on the third day the corridors were filled with business and innovation

Buenos Aires, October 2025 – With a large number of visitors, the third day of the most important exhibition in the sector in South America took place, which had an extensive agenda of activities.

As in every edition, **ExpoFerretera 2025** is the setting chosen by those who want to know the main trends in the hardware channel in Argentina and the region. With the growth of the sector as the main north, the protagonists of the sector met at La Rural, the venue that receives the exhibition for the first time.

One of the outstanding activities of the third day was the talk "Providing security by making your hardware store an ally against domestic accidents with advice and with the appropriate PPE". In this talk, developed within the **CAFARA Conferences** cycle, the Commercial Manager of the Segrufer Group, Hugo Saidón, explained how hardware stores can play a central role in advising to prevent domestic accidents

In turn, within the framework of the **Exhibitors' Conferences**, the Director of Felo Argentina, Christian Maulhardt, presented the "Felo Proven Growth Program". It is a three-stage project that has already helped more than a hundred hardware stores grow.

Another of the spaces highlighted in this edition are the **Business Rounds**, where businessmen and representatives of the sector seek to strengthen commercial ties and make agreements with international buyers. Thus, ExpoFerretera is positioned as the unmissable event for all those who wish to expand their business.

In addition, the exhibition has the **Demonstration Area**, which offers visitors a prominent space where they can learn about new products and ways of use live. An initiative in which exhibitors from BIEL Light + Building 2025 also participate, which is being held in parallel at La Rural.

Organized by CAFARA and Messe Frankfurt Argentina, ExpoFerretera 2025 represents a ladder to big business in the sector. This Saturday, on its fourth and last day, the fair will close with an agenda full of more talks and activities. Access the complete schedule at:

<https://expoferretera.ar.messefrankfurt.com/buenosaires/es/eventos/cronograma.html>

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Information about CAFARA

The Chamber of Hardware and Related Stores of the Argentine Republic (CAFARA) is a non-profit institution with 120 years of experience representing and strengthening the hardware sector. Throughout its history, it has promoted key initiatives such as Revista Ferreteros, its digital catalog, Espacio CAFARA—a networking and training center—and the renowned international exhibition ExpoFerretera. CAFARA is committed to the evolution of the sector and has adapted to social and technological changes, providing updated information through its newsletter, social networks and website, consolidating itself as an essential benchmark for the industry.

www.cafara.org.ar

Information about Messe Frankfurt Argentina

It is the local subsidiary of Messe Frankfurt GmbH, the world's leading professional exhibition organization company. The objective of its events is to promote real business meetings that stimulate regional markets, encourage the domestic market and in turn urge the development of the technological pole in each area. Currently the portfolio of events of Messe Frankfurt Argentina includes the exhibitions: Automechanika Buenos Aires, BIEL Light + Building Buenos Aires, Emitex, Simatex, Confemaq, ExpoFerretera, Hotelga, Intersec Buenos Aires, Salón Moto, Tecno Fidta and Arminera. In addition, it holds numerous congresses and special events for third parties, such as Argentina Oil & Gas Expo Buenos Aires, Argentina Oil & Gas Expo Patagonia and ExpoEFI, among others.

More information in www.ar.messefrankfurt.com

Learn more about the Messe Frankfurt Group

www.messefrankfurt.com/background-information