

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



ExpoFerretera 2025 boosts its reach by being held together with BIEL Light + Building Buenos Aires and achieves a record attendance of more than 28,000 visitors

Buenos Aires, October 2025 – The most important meeting of the hardware sector in the region has come to an end. For the first time simultaneously with BIEL Light + Building Buenos Aires, both events brought together more than 28,000 professionals for four days full of business and *networking*.

More than 450 brands filled the halls of **ExpoFerretera 2025** with innovation. From October 22 to 25 at La Rural Trade Center, the exhibition brought together manufacturers, distributors and suppliers of items for hardware, sanitaryware, paint shops and construction materials, who presented their latest products and technological solutions to a specialized audience of **more than 28,000 visitors, a historic figure for the event.**

In this sense, the President of Messe Frankfurt Argentina, **Fernando Gorbarán**, said: *"We ended a successful exhibition, with a large influx of visitors. The simultaneous development and cooperation between ExpoFerretera and BIEL Light + Building Buenos Aires undoubtedly enhanced both events. The exhibitors made great bets on their stands, so we are very grateful to all those who passed through La Rural. We close the 2025 trade fair calendar with a very significant growth in exhibitors and visitors, which demonstrates the strength of the sector"*, concluded the leader of the organizing company.

In turn, the President of the Argentine Chamber of Hardware Stores and Related Products (CAFARA), **Sergio Angiulli**, said: *"We are closing the largest exhibition in the history of our institution. A wonderful bet that we achieved with the help of Messe Frankfurt Argentina, our strategic partners. Now we are faced with a new challenge: that the next edition will not only be as big as this one, but even much bigger. We know that it will be like this, because the companies tell us that they are going to accompany us. Thank you to all the visitors, Argentinian and from other countries, thank you for trusting CAFARA. We will meet at ExpoFerretera 2027"*.

An exhibition full of activities

Among the proposals that nurtured the 2025 edition of ExpoFerretera were the **CAFARA Conferences**, a space for exchange and updating by specialists in the hardware industry. Leaders in the sector appealed to their experience and shared information and strategic knowledge to promote the professionalization of the sector.

Within this framework, proposals were carried out such as the talk **Sales Techniques**, where different strategies were shared to improve customer service and enhance commercial results; or the **Legal Toolbox training**, in which the most efficient

measures to keep the legal aspects of hardware stores in order and up to date were analyzed.

In addition, during the four days of the event, the **Demonstration Area operated**, an interactive space under the slogan *"Get enlightened and build"*. There, the companies exhibited their machinery and products in operation, allowing visitors to learn first-hand about their applications and benefits. The proposal aimed to bring innovation closer to the public and offer technical advice, providing practical advice to implement in a wide variety of tasks and projects.

Also noteworthy were the **Exhibitors' Conferences**, where representatives of the main brands in the industry presented the novelties of their catalog in an open auditorium that brought together numerous interested parties in obtaining information and quality advice.

Boosting new international markets

The Matchmaking Program was consolidated as a key point to strengthen the insertion of the sector in foreign trade. Organized by **Messe Frankfurt Argentina in conjunction with the Argentine Agency for Investment and International Trade**, it brought together buyers from Bolivia, Chile, Paraguay, Colombia and the United States. This space made it easier for numerous companies to establish new business contacts and carry out operations during the fair, thus contributing to the expansion of exports and the growth of the national industry.

Organized by CAFARA and Messe Frankfurt Argentina, ExpoFerretera is the most anticipated meeting point for the hardware sector. Edition after edition, the protagonists of the industry meet at the event to witness the enormous potential of one of the most dynamic and solid sectors in the country and the region.

ExpoFerretera 2025 in first person

Bosch - Mariano Ibertis, Head of Sales to Industries:

"This exhibition brings us closer to the user, it is a way of showing our latest innovations. ExpoFerretera opens the door to new customers and helps more people to get to know the brand. We are very happy to be here once again."

Impexpro - Ignacio Vannoni, CEO of the company:

"ExpoFerretera 2025 was a great opportunity to get closer to professionals and show where TOTAL is growing. We are very proud of the progress of the brand in Argentina and of continuing to strengthen the relationship with our customers and allies."

Lüsqtuff - Lucas Orlandella, Head of Communication:

"It is very important for us to be at ExpoFerretera. We always try to innovate and show our new launches, but we also try to generate a nice atmosphere with our customers, who are the ones who promote our brand."

Grupo Rumbo - Hernán Rumbo, CEO of the company:

"It is already the fifth edition of ExpoFerretera in which we participate, for us it is a great meeting space with our customers".

Hamilton - Yanina Lazarec, Social Media Manager

"We came to ExpoFerretera because it is a very important event to present all our lines to the public. Being here is an opportunity to show the innovation that characterizes our brand."

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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