



ExpoFerretera 2025: Innovation and opportunities for the hardware, maintenance and construction sectors

Buenos Aires, March 2025 – ExpoFerretera 2025 is preparing to mark a milestone in the industry with its first event at La Rural Predio Ferial de Buenos Aires. **From 22 to 25 October**, more than 400 national and international brands will present the latest developments in the sector.

Organized by the Chamber of Hardware and Related Stores of the Argentine Republic (CAFARA), which will celebrate its 120th anniversary, and Messe Frankfurt Argentina, the exhibition will bring together manufacturers, distributors and professionals, offering an ideal environment to learn about innovations, generate strategic contacts and promote brands in a constantly evolving market.

A special edition with more business opportunities

ExpoFerretera is the benchmark event for the sector, where products for construction, sanitaryware, paint shops and machinery for home and industrial use are exhibited. On this occasion, it will be held simultaneously with BIEL Light + Building Buenos Aires 2025, allowing visitors to access cutting-edge technologies in lighting and electrical materials and expand the network of suppliers for sectors related to construction, maintenance and repair of factories, offices, residences and department stores.

A key meeting point for SMEs and large companies

82% of ExpoFerretera's visitors come from Small and Medium-sized Enterprises (SMEs) looking for products, services and strategic partners to boost their growth. As engines of the industrial and construction sector, SMEs find in this event a unique opportunity to expand their reach and improve their competitiveness.

Fabián Natalini, Project Manager, highlighted: *"In this edition, our focus is on generating a space conducive to closing quality business among the main players in the sector. In addition, both professionals and hobbyists will be able to perfect their skills with the advice of industry leaders. In the Demo Area, the products will be exhibited interactively with live use tests, offering a dynamic and enriching experience."*

For his part, the president of CAFARA, Sergio Angiulli, said: *"ExpoFerretera 2025 represents a unique opportunity to strengthen the hardware industry in Argentina and the region. In this edition, which we do for the first time at La Rural, we celebrate 120 years of work together with a sector that does not stop innovating, promoting training and the generation of strategic businesses that enhance the growth of companies and professionals"*.

Training, networking and new technologies

ExpoFerretera 2025 is not only a showcase of products and services, but also a space for training and professional updating. Through conferences, new product presentations and live demonstrations, attendees will be able to train, learn about the latest trends in the sector and discover innovative solutions for their businesses.

With the presence of the main leaders in the sector, this edition is shaping up to be a strategic scenario for *networking*, where both SMEs and large companies will be able to strengthen their position in the market, generate new business opportunities and expand their network of contacts.

For more information about the exhibition:

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

Social media:

www.facebook.com/expoferreteraar

www.twitter.com/expoferreteraar

www.instagram.com/expoferreteraar

Hashtags

#ExpoFerreteraAR #ExpoFerretera

Contacts:

Natalia Porta

Communication and Press Manager

Carolina Del Pozo

Head of Communication and Press

Camila Loch

Press Consultant - Mauro y Asociados Tel:

+54 2324 558730

cloch@mauroyasociados.com.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