



## Learning and training at ExpoFerretera 2025: get to know the training agenda

**Buenos Aires, September 2025 – The most important event in the hardware sector in the region is getting closer and closer. From October 22 to 25, hardware and hobbyists will meet at La Rural Predio Ferial Buenos Aires to share all the news in the field.**

Hardware stores are a central element of the social and economic fabric of Argentina: with more than 15,000 stores throughout the country, they are part of the daily life of individuals, businesses and companies. That is why **ExpoFerretera 2025 offers a series of trainings aimed at strengthening and professionalizing the sector.**

On Wednesday, October 22 from 4 to 4:30 p.m., the panel **"Sales Techniques"** will take place, where the President of CAFARA, **Sergio Angiulli**, will share Tools to improve customer service and enhance commercial results.

On the same day between 5:30 p.m. and 6 p.m., the training entitled **"Legal Toolbox"** will be held, with the participation of the lawyer **Débora Tortorella** and the lawyer and graduate in Communication Sciences **Damián Nobile**. There will be addressed the different actions to keep the legal aspects of hardware stores in order and up to date.

On Friday, October 24 from 3 to 3:30 p.m., in the panel **"Provide safety by making your hardware store an ally against domestic accidents with advice and with the right PPE."**, the Commercial Manager and Specialist in Safety, Hygiene and Emergencies of Segufer, **Hugo Saidón**, will provide a preventive look to add value to the sale and position the hardware store as a space of care and trust for customers.

Sergio Angiulli will also be in charge of the training **"Family Business in Hardware Stores"**, aimed at offering strategies to efficiently manage the challenges of family businesses; and **"Sales Techniques for Commercial Travelers"**, in which the different specific resources for those who develop their work in direct contact with customers will be ventured. Both will be held on Saturday, October 25, from 3 to 3:30 p.m. and from 4 to 4:30 p.m. respectively.

Finally, on Saturday, October 25 between 4:30 p.m. and 5 p.m., the owner of the Ferretería 1920 in Parque Patricios, Silvana Buico, will speak at the talk **"The hardware store as an engine of trades and creativity"**. It will be a proposal to discover how hardware stores, generation after generation, reinvent themselves as spaces for advice, accompaniment and learning.

These and other activities will be part of the agenda of the exhibition organized by CAFARA and Messe Frankfurt Argentina. To learn more about the fair, go to <https://expoferretera.ar.messefrankfurt.com/buenosaires/es/acreditacion.html>

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**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](mailto:cloch@mauroyasociados.com.ar)

**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](http://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](http://www.ar.messefrankfurt.com)

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