



ExpoFerretera 2025 opens its doors to industry professionals

Buenos Aires, October 2025. – The most important event for the hardware industry in South America has officially begun. The opening day of the exhibition showcased the dynamism and innovation that define the sector. Until October 25, entrepreneurs, professionals, and hobbyists will have the opportunity to explore the latest developments and trends in the industry.

ExpoFerretera 2025 brings together more than 450 brands from Argentina and abroad, all participating with the goal of presenting their newest products and innovations. Representatives from every segment of the value chain are gathering at La Rural Trade Fair Center to build business connections, receive training, and generate new commercial opportunities.

One of the exhibition's most enriching initiatives is the **CAFARA Conferences**, a space for knowledge exchange and professional development led by experts from the hardware sector. On the first day, the session **"Sales Techniques"** was presented by Sergio Angiulli, President of CAFARA, who shared strategies for improving customer service and enhancing commercial performance.

Another key session was **"Legal Toolbox,"** where lawyers Débora Tortorella and Christian Damián Nobile (also a Communication Sciences graduate) discussed effective measures to keep the legal aspects of hardware businesses up to date and in compliance. Meanwhile, within the **Exhibitors Conferences, ESAB Argentina** offered a comprehensive introduction to welding techniques through its course "Welding Processes."

Throughout the four-day event, the **Matchmaking Program** is taking place — an exclusive networking platform for exhibitors designed to foster new business connections with international buyers and boost exports. This initiative is supported by the Argentine Agency for Investment and International Trade, enhancing its reach and strategic importance.

Another major highlight of the 2025 edition is that, for the first time, the exhibition is **held simultaneously with BIEL Light + Building Buenos Aires 2025**, creating a unique professional hub for knowledge exchange and collaboration between two complementary industries. This synergy allows visitors to connect with more exhibitors and participate in an expanded academic and business program, all in one place.

ExpoFerretera 2025 remains a key event for the growth of the hardware industry.

Organized by CAFARA and Messe Frankfurt Argentina, the exhibition continues this Thursday with more activities and conferences focused on learning and networking.

Access the full agenda at:

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

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More Information on CAFARA

The Argentine Chamber of Hardware Stores and Related Products (CAFARA) is a non-profit organization with 120 years of experience representing and strengthening the hardware sector. Throughout its history, it has driven key initiatives such as Revista Ferreteros (Ferreteros Magazine), its digital catalog, Espacio CAFARA—a networking and training center—and the renowned international trade show ExpoFerretera. CAFARA is committed to the evolution of the sector and has adapted to social and technological changes, providing up-to-date information through its newsletter, social media, and website, establishing itself as an essential reference for the industry.

www.cafara.org.ar

More Information on Messe Frankfurt Argentina

Messe Frankfurt Argentina is the local branch of Messe Frankfurt GmbH, the world's leading company in organizing professional exhibitions. Its events aim to facilitate real business encounters that stimulate regional markets, boost the domestic market, and promote the development of technological hubs in various industries. Messe Frankfurt Argentina's current event portfolio includes exhibitions such as Automechanika Buenos Aires, BIEL Light + Building Buenos Aires, Emitex, Simatex, Confemaq, ExpoFerretera, Hotelga, Intersec Buenos Aires, Salón Moto, Tecno Fidta and Arminera. In addition to its own exhibitions, the company organizes numerous congresses and special events for third parties, including Argentina Oil & Gas Expo Buenos Aires, Argentina Oil & Gas Expo Patagonia, and ExpoEFI, among others.

www.ar.messefrankfurt.com

More Information on Messe Frankfurt Group

www.messefrankfurt.com/background-information