

# Post event report 2023

The foremost trade fair for the Electric, Electronic, and Lighting Industry in Latin America



**BIEL**  
light+building  
BUENOS AIRES

12 – 15.4.2023  
La Rural Trade Center

## VISITORS

92%

With **influence** on decision-making

**Satisfied** with the event

90%

**Satisfied** with the academic activities

86%

## EXHIBITORS

90%

**Intend** to participate in the next edition

**Satisfied** with the event

90%

81%

**Satisfied** with reaching their target visitor group

## GENERAL INFORMATION

After the four-year hiatus imposed by the pandemic, the 17<sup>th</sup> edition of BIEL Light & Building Buenos Aires reclaimed its position as the gathering venue for the sector's main players. The exhibition made a striking impression with its significant turnout and served as a platform for knowledge exchange and innovation, showcasing the latest breakthroughs and technological advancements in the industry.

Date: **April 12 - 15, 2023**

Venue: **La Rural Trade Center de Buenos Aires, Argentina**

Organizers: **Argentine Chamber of Electronic, Electromechanical (CADIEEL) and Lighting Companies and Messe Frankfurt Argentina**

Area: **Over 10,000 sqm**

Exhibitors: **150 exhibitors** representing over 270 local and international brands

Visitors: **18,992 professionals and entrepreneurs**

# Highlights from 2023



## ACADEMY

The industry's most important entities provided professional updating through conferences on energy, lighting, and electrical installations, while exhibitors offered technical talks, product demonstrations, and an overview of the market situation.

## LUMIAR SPACE

In a space jointly developed by the 90+10 publication and Messe Frankfurt Argentina, six design brands led by Argentine artists, designers, and architects presented their latest projects and provided an overview of the current state of the local lighting landscape.

## AAIERIC EXPERIENCES

The Argentine Association of Residential, Industrial, and Commercial Electrical Installers (AAIERIC) conducted various demonstrations, conferences, interactive games, and informative talks aimed at installers, technicians, engineers, and students.

## MATCHMAKING PROGRAM

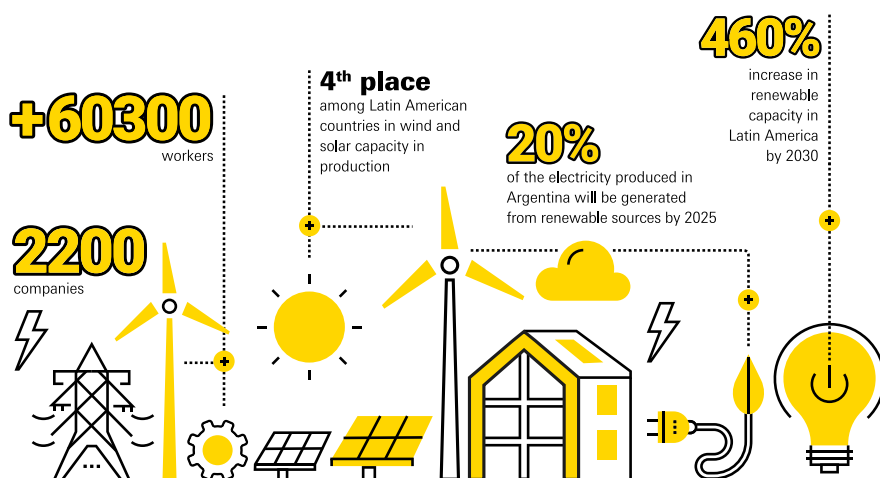
The 8<sup>th</sup> International Matchmaking Program of Electrical Engineering, Electronics, and Lighting Industry Buyers – jointly organized by the Agency for Investment and International Trade and Messe Frankfurt Argentina – convened more than 110 meetings between exhibitors and international buyers from Brazil, Paraguay, Ecuador, Colombia, and Peru.

## FUTURE PROFESSIONALS

Through the Future Professionals activity, organized in conjunction with the Technical Education Directorate of the Ministry of Education of the City of Buenos Aires, over 200 students from 11 technical high schools attended training talks provided by the main industry chambers: CADIEEL, AAIERIC, and AEA. Overall, over 1600 young people had the opportunity to visit BIEL Light & Building, engage with exhibitors, and gain insight into each stage of the value chain.



## ARGENTINE LABOR MARKET ARGENTINA GLOBALLY



Sources: CADIEEL, Department of Energy and Global Energy Monitor

Don't miss the next edition!

**2025**  
**La Rural Trade Center**

For details and information regarding your participation as an exhibitor or sponsor, please visit: [www.biel.com.ar](http://www.biel.com.ar) or get in touch with our Sales Team **biel** [@argentina.messefrankfurt.com](mailto:argentina.messefrankfurt.com)

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