

BIEL light+building

BUENOS AIRES

22 – 25.10.2025
La Rural Trade Center



KEY FACTS

Date: October 22–25, 2025

Venue: La Rural Trade Center, Buenos Aires

Organizers: CADIEEL and Messe Frankfurt Argentina

EXHIBITORS' PERSPECTIVES

"A valuable reunion with clients, suppliers, and colleagues in the sector."

WTK Wentinckck

"A huge opportunity to showcase our solar energy offering and connect with visitors from all over the country."

Probattery

"We've been participating for over 30 years. This year was key to reconnect with new generations of customers."

SICA

"It's a fundamental exhibition to show our productive potential and our new plant."

Marlew

"The perfect space to meet customers from the interior and build new business relationships."

Nikel Iluminación

ABOUT US

Technology, training, and business: the heart of the sector in one place

BIEL Light + Building Buenos Aires 2025 celebrated a historic edition by being held, for the first time, simultaneously with ExpoFerretera. This synergy amplified both events and drew **more than 28,000 professional visitors**, who enjoyed four days packed with innovation, business, and technical upskilling.

With **more than 230 exhibitors brands**, the Biennial reaffirmed its leadership as the most important meeting for the electrical, electronic, and lighting industry in the region. Companies, specialists, and professionals gathered at La Rural to discover the latest technological developments in energy, electrical installations, home automation, and lighting.

Organized by CADIEEL and Messe Frankfurt Argentina, the exhibition once again consolidated its role as a key platform to drive new opportunities and strengthen the sector's growth.






record-breaking attendance

+28,000

professionals in the electrical, electronic, and lighting sectors

94% 

of visitors made purchases

+230 
exhibitors brands

managed to contact its target group **93%**




85% satisfied with the contacts generated



visits to the online expo catalog

+29.000

+28.500

contacts reached with e-mail marketing 

We look forward to seeing you in 2027!

La Rural Trade Center of Buenos Aires

For details and information on how to participate as an exhibitor or sponsor, visit biel.com.ar or contact our Sales Team at: biel@argentina.messefrankfurt.com

Electrician Installer Week Organized by AAIERIC

A space designed for hands-on training, with competitions and mounting exercises. The 'Electrical Technical Challenge – AEA 90364 Compliance and Learning' allowed installers from across the country to put their knowledge to the test through interactive stations.



CADIEEL Training

A technical training space with conferences focused on professional upskilling. Trends in productivity, electrical safety, and energy efficiency were addressed, with participation from architects, electricians, engineers, and installers. The Guide for the Procurement of LED Luminaires in Argentine Municipalities was also presented, an essential contribution to the development of sustainable public lighting.

Exhibitors' Conferences

An auditorium with ongoing sessions by leading brands, featuring demos, product launches, and analyses of new technologies applied to electrical installations, home automation, and lighting.

LumiAr Space – Lighting Design

Curated by 90+10, the goal was to spotlight Argentine talent in lighting design. Nine ventures showcased their products and shared experiences in the talk 'Designing and Manufacturing Light in Argentina'.



Future Professionals

More than 1,200 students from technical schools visited the exhibition and took part in a special talk by CADIEEL executives, aiming to encourage, guide, and connect young people with the sector's productive ecosystem.

Demonstration Area: 'Illuminate and Build'

Live demos, product displays, and expert advice from the main brands on the market. A highly visited space that facilitated direct contact between manufacturers and users.



International Matchmaking Program

Organized together with the Argentine Investment and International Trade Agency, it brought together buyers from Bolivia, Chile, Paraguay, Colombia, and the United States. Meetings were held that boosted exports, new connections, and business agreements.