

# Breaking new ground

Biennial International Trade Fair of the Electric,  
Electronic and Lighting Industry



**BIEL**  
light+building  
BUENOS AIRES

22 – 25.10.2025  
La Rural Trade Center

|                           |  |  |
|---------------------------|--|--|
| <b>Date</b>               | October 22-25, 2025  |  |
| <b>Opening hours</b>      | Wednesday to Friday 1 PM to 8 PM - Saturday 10 AM to 7 PM  |  |
| <b>Location</b>           | La Rural Trade Center, Buenos Aires, Argentina   |  |
| <b>Exhibition surface</b> | 11,300 sqm (estimated)   |  |
| <b>Exhibitors</b>         | 200 (estimated)  |  |
| <b>Visitors</b>           | 15,000 (estimated)   |  |
| <b>Product Groups</b>     | Electronics: automation, home automation, installations<br>Alternative energies<br>Elevators and escalators<br>Electrical power generation, transmission, and distribution<br>Lighting: technical, decorative, public, equipment, and components         |  |
| <b>Visitor profile</b>    | Architects / Interior decorators / Electrical engineers / Integrators / Lighting consultants / Suppliers and distributors of electrical materials / Electricians / Technicians / Professionals in the construction, contracting and real estate industry |  |
| <b>Admission</b>          | Exclusive event for industry professionals and business owners<br>Admission is free with an invitation   |  |
| <b>Organizer</b>          | Messe Frankfurt Argentina<br>CADIEEL - Argentine Chamber of Electronic, Electromechanical and Lighting Industries  |  |
| <b>Contact</b>            | <b>Indexport Messe Frankfurt SA</b><br>Sucre 1530 P. 7º - C1428DUT<br>Buenos Aires - Argentina<br>Tel.: +54 11 7078 4800   | <b>Sr. Fabián Natalini</b><br><a href="mailto:fabian.natalini@argentina.messefrankfurt.com">fabian.natalini@argentina.messefrankfurt.com</a><br><a href="http://www.biel.com.ar">www.biel.com.ar</a> |