

Press

September, 2017

Press Release

BIEL Light + Building Buenos Aires 2017
Biennial International Trade Fair of the Electric, Electronic
and Lighting Industry
La Rural Trade Fair, Buenos Aires, Argentina
September 13-16, 2017

Press Contact
Carolina Del Pozo
Tel + 54 11 4514 1400
Fax + 54 11 4514 1404
prensa@argentina.messefrankfurt.com
www.argentina.messefrankfurt.com
www.biel.com.ar

Messe Frankfurt Argentina
Communication and Press Manager
Natalia Porta

BIEL Light + Building Buenos Aires 2017 closes with very good results: 266 national and international exhibitors and 28.879 visitors attended.

The market's leading decision-makers were pleased with the results and highlighted the show's growth when compared with its previous edition.

It was four days devoted to generating contacts and doing business at Latin America's largest trade fair for the electric, electronic and lighting industry. Over the years BIEL Light + Building Buenos Aires has become the barometer to gauge the current situation and the long-term trends of an industry recognized worldwide for its quality and cutting-edge products.

The 15th Biennial International Trade Fair of the Electric, Electronic and Lighting Industry opened its doors from September 13th to 16th at La Rural Trade Center. A total of 266 exhibitors from Argentina; Germany; Australia; Belgium; Brazil; China; South Korea; United States; Finland; France; Hong Kong and Italy (15% more than in 2015) offered their products and services to 28.879 professional visitors and entrepreneurs (2015: 27.504).

The public and private sector, together at the inauguration

Mr. Fernando Gorbarán, President and CEO of Messe Frankfurt Argentina, welcomed the attendees on the first day of the event. "We are highly pleased since the fair has shown a 15% growth from its

Messe Frankfurt Argentina
Av. Luis M. Campos 1061 - Piso 5º
C1426BOI, Buenos Aires, Argentina

Página 2

last edition, "Mr. Gorbarán said. "It's still not on par with BIEL Light + Building from some years ago, but we are confident that we can continue on this path of consolidation."

The opening was also attended by Ms. Iris Jeglitza-Moshage, Senior Vice President of Messe Frankfurt Exhibition. "BIEL Light + Building Buenos Aires was the first *light + building* event to be held outside of Frankfurt," Ms. Jeglitza-Moshage said. "Since 2003 it has become a successful show and part of our global family, and today it's a leading event for experts and professionals in Latin America."

"This exhibition is our window to the world," said Mr. Jorge Luis Cavanna, President of the Argentine Chamber of Electronic, Electromechanical and Lighting Companies (CADIEEL). "It allows us to show everything we are doing. Our goal is to create more jobs, lower the consumption of electricity and increase the use of renewable energy sources." According to a recent survey conducted by the Chamber among its associates, "70% of them stated that they plan to invest this year, despite having gone through some difficult economic times," Mr. Cavanna said.

The Undersecretary of Thermal Energy, Transportation and Electrical Distribution of Argentina, Mr. Osvaldo Rolando, said: "The electrical sector is on track. It is important that we engage in the development of young professionals, and we must provide internships and scholarships for their training. We are working hard to open more markets for Argentina's exports."

The closing words were delivered by the Minister of Production of the Province of Buenos Aires, Mr. Javier Tizado, who said: "We know that we've been through very hard times during the past months, but we are seeing the results of all our efforts. This is a strategic industry for the government; the sector employs 40,000 workers in 3,200 SMEs, and exports to countries where competitiveness is very high."

Professional training and debate

Numerous academic activities were held in parallel to the trade fair, with the aim of disseminating the latest advances in the industry and research centers.

Página 3

On the one hand, this year the traditional International Technical Congress for the Electric, Electronic and Lighting Industry had three main axes: Electric Power; Lighting and Efficiency; and Electrical Safety. There were several panels with the participation of prestigious speakers and a large audience.

On the other hand, exhibitors presented their new products and services through more than 40 conferences.

This year alternative energies had a place of prominence, with several talks focusing on them. In addition, news of the recent approval of the Distributed Generation legislation by the Deputy Chamber of the Argentine Congress (still in need of approval by the Senate) generated good expectations among exhibitors, especially those who manufacture or distribute equipment for renewable energy generation.

A Window to the World

Since 2003 the event is part of the *Light + Building* brand, a network of 13 trade fairs organized by Messe Frankfurt in different cities around the world.

Ms. Iris Jeglitza-Moshage, Senior Vice President of Messe Frankfurt Exhibition, made a presentation for the local press of the next *Light + Building* show, which will take place from March 18th to 23th, 2018 in Frankfurt, Germany.

International Matchmaking Program

Aiming to foster and open up new business opportunities for Argentine manufacturers, the 6th International Matchmaking Program of the Electric, Electronic and Lighting Industry was held during BIEL Light + Building Buenos Aires.

On this occasion ten buyers from Colombia, Peru, Chile, Costa Rica, Bolivia, Nicaragua, and Panama had 388 meetings with 45 Argentine firms seeking to place their products abroad.

Página 4

The activity was jointly organized by Messe Frankfurt Argentina, CADIEEL and the Argentine Agency for Investment and International Trade.

A Bridge to the Future

Tomorrow's professionals also had their place at BIEL Light + Building Buenos Aires. More than 35 technical and secondary schools participated in "A Bridge to the Future", an initiative dedicated to spreading awareness of the activity among young students and providing them with a "meeting point" with the industry.

Mr. Oscar Calvelo, CADIEEL's Coordinator of Low Voltage Electronics and the Low Voltage Commission, offered recommendations, shared experiences and encouraged students to learn more about an industry in which technical professionals and engineers are in high demand.

The Exhibitors, in their own words

These are some of the testimonies of companies that participated in BIEL Light + Building Buenos Aires:

Luis Alberto Trusoni - Owner Luis Trusoni SRL / Solar Shop

"We have participated in the past, with great results. This year we again have a presence in the exhibition and we think the results will be good. We will surely participate in the next edition with more of our novelties. Our target is more than anything the public from the Argentine provinces, and also from some of the Mercosur countries."

Sebastián Moure - Director Ecosmart & OEM Division - BGH

"The truth is that we are very happy after three days at the exhibition. We had high expectations for presenting our Eco Smart and BGH Lighting division and we are very pleased with the attendance to our stand and with the interest in our products. It was a very good experience and we hope it will bear fruit. We are very satisfied with the BIEL and with the profile of the public that visited our stand [...]."

Página 5

As a first experience we have learned a lot and our intention is to participate in future editions."

Francisco Casella - Marketing
Scame Argentina S.A.

"We are in Argentina since 1999, and this is the seventh time we participate in BIEL Light + Building Buenos Aires. Our main goal is to be in contact with our customers, especially those from the provinces, to showcase new products and, more than anything, to maintain our brand's positioning. We have noticed that there was an improvement over 2015, with much more public. This edition we participated in the program of academic activities, and quite a lot of people came to our conference [...] The balance is very positive. We would definitely participate again."

Alessandro Corvetti - Export Manager
BM Group

"This is the first time we participate and we came with three medium-sized Italian companies. The exhibition left us with a very good impression; among the visitors there are a lot of installers and distributors, which are our ideal target. I think it was a very good decision for us to participate, because I see a country that is "looking for something" again. [...] We decided to participate because we had already been at Germany's *light + building*, and we know that these exhibitions are always very well organized. On the other hand, we know that Argentina has a lot of potential, and for us it is a door to new markets. We would participate in next editions."

Javier Marino - Commercial Director
Commax

"Once again we are participating in BIEL Light + Building Buenos Aires, we are already 'old acquaintances'. The truth is that we've had a very good response and we leave very happy. Many interested people visited us, and also many long-time clients. This is something that serves us well to strengthen our relationship with our distributors throughout the country [...]. That's what the exhibition gives us: the opportunity to position ourselves as a brand and demonstrate that we are here to stay. We would participate in new editions, because being at BIEL means that we continue to participate in the great things of our country."

Página 6

The next edition of BIEL Light + Building Buenos Aires will be held from **September 11th to 14th, 2019** at **La Rural Trade Center** in Buenos Aires.

Further information: www.biel.com.ar

Twitter: @BIELBuenosAires

Facebook.com/BIEL.LightBuilding.BuenosAires

Event exclusively planned for businessman, users and professionals of the sector. People under 16 years even attending with an adult will not be admitted.

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,300 employees at some 30 locations, the company generates annual sales of around €647 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de

Background information on Messe Frankfurt Argentina

Messe Frankfurt Argentina is the affiliate of the worldwide trade fair organization leader. The purpose of the fairs is to promote actual business meetings to boost activity in regional markets, in the domestic market and in turn prompt the development of the technological pole in each area. The current portfolio of shows of Messe Frankfurt Argentina includes the following exhibitions: Automechanika Buenos Aires, BIEL Light + Building, Confemaq, Emitex, ExpoCehap, ExpoFerretera, ExpoMant, Intersec Buenos Aires, Simatex, Tecno Fidta. In addition to numerous congresses and special events for third party, such as Argentina Oil & Gas Expo, Arminera and Feria COAS de las Naciones, among others.

For more information, please visit our website at www.argentina.messefrankfurt.com