

Press release

January, 2019

BIEL Light + Building Buenos Aires 2019, in full commercialization

Carolina Del Pozo
Tel. +54 9 11 4514 1400
prensa@argentina.messefrankfurt.com
www.argentina.messefrankfurt.com
www.biel.com.ar
Press and Communication Manager
Natalia Porta

The main business meeting of the Latin American electric, electronic and lighting industry will take place in September in Buenos Aires and expects more than 30,000 professionals.

Automation, electronics, electric power, alternative energies, lighting, installations, services and components: this is part of the varied product offer that gathers BIEL Light + Building Buenos Aires, the biennial exhibition that this year is carried out on September 11-14 in La Rural Trade Center.

It is a long history event that renews itself one edition after the other with several proposals. In the last years, for example, alternative energies have incorporated, under the expansion experienced in the Latin American market.

“Technologies are constantly changing, thus we should always be at the vanguard. Sectors such as the one of automation, just for naming one, surprise year after year with new proposals”, says BIEL Light + Building Project Manager, Fabian Natalini.

“From the organization part, our aim is to reach new target audiences, because they also renew. Technological change not only transforms the industry and production, it also changes the way in which we consume and live daily”, he adds.

The 2019 edition expects to have 300 exhibitors and more than 30,000 visitors, both national and international ones. We are also working in a varied academic offer and training in parallel.

The International Biennial of the Electric, Electronic and Lighting Industry is organized jointly by Messe Frankfurt Argentina and the Argentine Chamber of Electronic, Electromechanic, and Lighting Industries (CADIEEL).

The ones who are interested in reserving spaces should contact the Organizing Committee by email at biel@argentina.messefrankfurt.com or by phone at **+54 11 4514 1400**.

Indexport Messe Frankfurt
Luis María Campos Av. 1061 - P 5°
C1426BOI, Buenos Aires
Argentina

BIEL Light + Building Buenos Aires will be held from September 11 - 14, 2019 in La Rural Trade Center.

The exhibition is only for businessmen and professionals of the sector. With an invitation: free of charge. People under 16 years will not be admitted, even if attending with an adult.

Further information:

www.biel.com.ar

Press information and photographic material:

<https://biel-light-building.ar.messefrankfurt.com/buenosaires/en/press.html>

Links to websites:

www.facebook.com/BIELBuenosAires | www.twitter.com/BIELBuenosAires | www.instagram.com/bielbuenosaires | www.linkedin.com/showcase/biel-light-building

Background information on CADIEEL

CADIEEL, the Argentinean Chamber of Electronic, Electromechanic and Light-Technology Industries, represents and defends the interests of more than 3,200 companies from the electric - electronic industry, which employ more than 40 thousand highly qualified technicians and export to more than 60 countries on five continents. The industries represented by CADIEEL are the main drivers of technological progress of the country because their products are crosscutting technologies that determine the pace of innovation and economic growth. For more information, please visit our website at: www.cadieel.org.ar

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 2,500* employees at 30 locations, the company generates annual sales of around €715* 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

*preliminary figures 2018

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 Buenos Aires, Confemaq, Emitex, ExpoCehap, ExpoFerretera, ExpoMant, Moto Show, Intersec Buenos Aires, Simatex, Tecno Fidta. In addition to numerous congresses and special events for third

BIEL Light + Building Buenos Aires
16° Biennial International Trade Fair of
the Electric, Electronic and Lighting
Industry
La Rural Trade Center
Buenos Aires, September 11 - 14, 2019

party, such as Argentina Oil & Gas Expo Buenos Aires, Argentina Oil and Gas Expo Patagonia, Arminera and Electronics Home, among others.

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

BIEL Light + Building Buenos Aires
16° Biennial International Trade Fair of
the Electric, Electronic and Lighting
Industry
La Rural Trade Center
Buenos Aires, September 11 - 14, 2019