

Press release

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BIEL Light + Building Buenos Aires in the voice of their main players

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Some of the participating companies of the exhibition, that will take place on September 11-14 in La Rural Trade Center, advance their proposals for the new edition.

BIEL Light + Building Buenos Aires covers all the production chain of the electric, electronic and lighting industry. Consolidated as the key referent of the sector in Latin America, the Biennial exhibits the latest developments and trends of the sector during four days.

WEG, the company specialized in the manufacturing of electric-electronic equipment, will show its whole line of generators, transformers, frequency converters, soft starters and electric motors. Carlos E. Mendoza, Business Manager of Buenos Aires Branch, highlights the social aspect of the meeting, since it allows "meeting in person current and potential customers from different countries and exchange opinions with the sector colleagues."

Electromecánica Brenta will show several types of transformers: in oil, dry encapsulated in epoxy resin and the maintenance service for in situ transformers. "BIEL Light + Building Buenos Aires is the only exhibition of the energy industry in the country. It enables us to meet our colleagues and customers of important companies", explains Dario Javorsek, from Marketing and Sales.

On the other hand, in accordance to the commitment towards environmental care and energy saving, the participating companies present their proposals aimed to the sustainable use of energy.

"From **WEG** we are preparing, in audiovisual format, all our segment of renewable energies generation: eolian, hydraulic and biomass", says Mendoza.

Industrias Sica – with 70 years in the market – will exhibit in its booth a wide range of lights and LED lamps manufactured in Argentina, that "allow saving 80% of energy. Its great benefit is low light consumption that is reflected in the reduction of its final cost", states Gladys Leiva Valenzuela, Head of Image and Communication.

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"Participating in the Biennial implies keep on trusting in the industry, with all that this means. It is the only chance for our distributors from all parts of the country to come and meet in person the directors of the company and the rest of colleagues", adds Leiva Valenzuela.

One of the brands of Electromecánica Brenta, **Solar Miron**, will exhibit its segment devoted to the construction of photovoltaic parks. "This includes from engineering to the installation of it ready to work", says Javorssek from Marketing and Sales. "Currently, we are installing three parks in firms of different spots in the country that meet the demands of Act 27,191", he adds.

The advance of domotics

In its first participation, **Smartmation** -devoted to the application of domotic technologies for smart cities- will bring telemanagement systems for private and street lighting, as the lighting of monuments and facades.

"These systems improve maintenance costs and electric consumption. They save 80% of repair time and reduce 35% of installed park maintenance cost", ensures Guido Justo, International Sales Manager.

BIEL Light + Building Buenos Aires gives the suitable framework for those companies that wish to wide their business horizons. The visit of thousands of business professionals and professionals from Spanish-speaking countries turns it into the strategic center for business internationalization.

This is the case of **Smartmation**, which has as aim "to give international projection to the company. We wish to bring closer our systems to all the countries in the region through the exhibition", adds Justo.

The news from the participating companies of BIEL Light + Building Buenos Aires will be found on 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/prensa.html>

Links to websites:

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

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

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

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