

Press release

May, 2019

## BIEL Light + Building Buenos Aires companies are getting ready for the event

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**From September 11-14 in La Rural Trade Center, the main players of the electric, electronic and lighting industry will exhibit all the avant-garde technologies in BIEL Light + Building Buenos Aires. Some of them advance their news.**

**Scame** will exhibit load systems for wallbox electric cars, which are for home use and others for street use with antivandalistic structure.

"We have participated in the biennial since 1999. In terms of electric material, it is the most important one at regional level. There we have the possibility of having direct contact with the customer from the interior of the country and show the news", states Francisco Casella, Head of Marketing. And he adds: "This year, we wish to communicate and celebrate 20 years of the company and make known our new products, trying to position ourselves as a referent brand in terms of electric cars chargers."

As to the use of these "alternative" vehicles, Casella says that "they do not emanate greenhouse effect gases, therefore, they do not have side effects for health, there is no sound contamination, and they have a higher level of energy efficiency."

On its part, the Argentine company that makes lighting products with LED technology **Akai Energy** will present stadium floodlights from 250W to 1250W designed to be used in large areas and its new LED lighting line for cars.

"We have a great expectation about BIEL Light + Building Buenos Aires. 65% of our goal is to create loyalty with the most important 300 customers of the country and 35% refers to large projects for street lighting and for large space lighting", says Leonardo Gadaleta, Business Manager.

On its part, Silvina Casas, Management Assistant of **Circuitos Impresos SEI** states that "BIEL is the way to reach active visitors and to get new ones." In this edition, they will present printed circuits with assembled components.

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

**Micro Control** company, distributor of electric materials in Argentina, will exhibit "new technologies in terms of insulation": gel insulation connections and insulating silicone gels for electric connections.

Regarding its participation in the Biennial, Sebastián Pilolla, Head of Marketing and Communication says: "we wish that you know our usual products and also the new ones, which reach different sectors and types of users. We wish they know the virtues of tangible products and can clear all doubts."

And he adds: "We are with new IP –level of protection of any electric installation material-. The products keep their quality and cost but with an additional benefit in the higher level of protection."

On its part, **NUBAN** will exhibit all its range of cable holder trays. Within the goals, Daniel Melidoni, Creative Director says that "being in BIEL Light + Building Buenos Aires is important. It is the meeting point with the users, the industry and the distributors of all parts of the country."

For the second time, **GALVASA** will bring the galvanization system for small and threaded parts, through a centrifugation system, to the exhibition. It is aimed to building companies and metallurgic and road sector companies, telecommunications, electricity towers, street furniture, street lighting, among others.

BIEL Light + Building Buenos Aires will be carried out 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](http://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](http://www.facebook.com/BIELBuenosAires) | [www.twitter.com/BIELBuenosAires](http://www.twitter.com/BIELBuenosAires) | [www.instagram.com/bielbuenosaires](http://www.instagram.com/bielbuenosaires) | [www.linkedin.com/showcase/biel-light-building](http://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

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are crosscutting technologies that determine the pace of innovation and economic growth.  
For more information, please visit our website at: [www.cadieel.org.ar](http://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](http://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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