

Press release

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## The electronic sector is present in the Biennial

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**The most important fair in Latin America for the electric, electronic and lighting industry will have its most important event on September 11-14 in La Rural.**

In BIEL Light + Building Buenos Aires, there are present the main companies that offer devices, materials, components, equipment and supplies for assembling electronic plates, software, hardware, communications and services of the electronic industry.

In turn, it offers a proper framework to present, position and strengthen the sector brands. In this sense, Juan Villalbi, **EVEC** Product Manager, a company that offers energy and connectivity services and products, states that as a small and medium company, taking part in the Biennial "was very useful to present ourselves in the market and grow in terms of visibility". And he adds: "BIEL is where you have to be if you are part of the market. From the last day of the exhibition up to today, we didn't doubt to take part in it again".

Within the framework of the exhibition, the company will launch its new brand of "Fluxer" UPS, the devices for electric overload protection, and will carry out trainings in its booth with the aim to create awareness on the importance of protection.

Meanwhile, **Industrial Controles**, a company that supplies technical solutions to automation market, LED lighting and industrial security, will exhibit VDC-VDC converters with DIN rail; UPS to DIN rail; power source of constant power for led and power source for railway applications use.

"It is important to take part in BIEL to gain new customers and business and, in turn, to know the competitors and their products", states Guillermo Enrique Revora, Industrial Controles Managing Partner.

On his part, Daniel Pastore, **Arrow Argentina S.A.** Commercial Director states that taking part in the exhibition is essential to "be able to show our services to the industry". The global supplier of products and solutions for industrial and commercial users of electronic components and solutions of business computer systems will exhibit its IOT, Lighting and Communications segments.

BIEL Light + Building Buenos Aires will be carried out on September 11-14, 2019 in La Rural Trade Center. The online pre-registration is already available in the web page [www.biel.com.ar](http://www.biel.com.ar)

Indexport Messe Frankfurt  
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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 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 €718 million. We have close ties with our industry sectors and serve our customers' business interests efficiently. Our 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. Headquartered 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).

**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. For more information, please visit our website at [www.argentina.messefrankfurt.com](http://www.argentina.messefrankfurt.com)

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Industry  
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