

Press release

March, 2023

## **BIEL Light + Building Buenos Aires 2023 closed its doors after four days of innovation, business and training**

**More than 18,992 professionals and business professionals from the sector visited the 17th edition of the Biennial International Trade Fair of the Electrical, Electronic and Lighting Industry. More than 150 exhibitors representing more than 270 national and international brands took part in the event.**

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For four days, BIEL Light + Building Buenos Aires 2023 became the ideal setting for the industry to meet again. The latest advances and cutting-edge technologies in automation, electronics, electricity, renewable energy, lighting and electrical installations were reflected in its aisles. Both visitors and exhibitors were able to meet face to face with colleagues, generate new contacts and do business.

Parallel to the exhibition, numerous academic activities were carried out with the aim of disseminating the most recent advances in the industry and research centers.

In this sense, the President and CEO of Messe Frankfurt Argentina, Fernando Gorbarán, highlighted: "As always, we work side by side to show the best that the industry has to offer. We are in a complex context and we have had to go through different moments after the pandemic. We invested a lot to have an excellent event and we achieved it. For this reason, we want to especially thank the exhibitors who were present to share the latest news and market trends with the sector".

Along the same lines, the President of CADIEEL, José Tamborenea, expressed: "We are very happy with this edition of BIEL Light + Building Buenos Aires: it has been a success. The amount of public is remarkable, with full booths, and packed professional and technical meetings. It is a great joy to be able to enjoy this exhibition after four years, show the latest news and launches, and get in contact with customers, suppliers and market leaders again. We were able to share a common space with colleagues and friends where we highlighted that the national industry is strong, robust and prepared to meet the needs of the market".

The discussion and professional training had a prominent space. As in each edition, the BIEL Academy was developed where the most important entities in the industry gave professional update conferences on energy, lighting and electrical installations. Meanwhile, the exhibitors

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offered technical talks, live product demos and gave an overview of the market situation.

For its part, the Argentine Association of Residential, Industrial and Commercial Electrical Installers (AAIERIC) presented "AAIERIC Experiences". Within this framework, it carried out various demos, conferences, interactive games and informative talks, aimed at installers, technicians, engineers and students.

Another of the great attractions of the exhibition was Espacio LumiAR, developed jointly by Messe Frankfurt Argentina and the media 90+10. There, six design brands led by Argentine artists, designers and architects presented their latest projects and offered a glimpse of the current panorama of national lighting.

Young people were also main players of this edition

More than 1,600 young people were present and witnessed the potential of the sector. They had the opportunity to get closer to the industry and learn about each stage of the value chain. Within this framework, Messe Frankfurt Argentina, the Directorate of Technical Education of the Ministry of Education of the City of Buenos Aires and the Argentine Chamber of Electronic, Electromechanical and Lighting Industries (CADIEEL) organized "Future Professionals at BIEL Light + Building Buenos Aires".

The activity was attended by more than 200 students from 11 secondary technical schools specializing in electricity, electromechanics and electronics, who attended the talk, "Present and Future of the Electrical Industry", and then took a guided tour of the booths.

### Matchmaking Program

With the purpose of giving boost and opening new business opportunities for Argentine manufacturers, the 8th International Matchmaking Program of the Electrical, Electronic and Lighting Industry took place during BIEL Light + Building Buenos Aires.

More than 110 meetings were held between exhibitors and international buyers from Brazil, Paraguay, Ecuador, Colombia, and Peru. The activity was organized by the International Trade and Investment Agency and Messe Frankfurt Argentina.

The exhibition is an enriching experience that allows both professional training and business generation. This is how the exhibitors experienced it:

Ferrolux

Juan Carlos Ercoli; "We are very happy to participate in this exhibition, as always. It is the best place for us to present our products. I think it is a

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great opportunity to show them and be in contact with all of them".

#### Leuk Iluminación

Rodrigo Ponce de León: "We are always proud to participate in Biel Light + Building Buenos Aires. On this occasion we present great news, national products designed and assembled in the country".

#### 180° Iluminación

Darío: "We love participating in Biel Light + Building Buenos Aires because it is the moment in which we meet customers and friends. We are happy to meet people interested in the sector, who care about the avant-garde and trends, which is what defines and excites us every day. Thank you for giving us the opportunity to meet again, especially after such a long pandemic".

#### Ernesto Mayer SA

Alejandro Diego Mayer: "This is the fifth edition in which we have participated and we always love to meet well-known people from the industry to strengthen ties and meet potential customers".

#### Markas Iluminación

Ezequiel Pérez Albini: "This time we presented our integrated LED products and news. We want our customers to come and meet us".

#### Tacoma Argentina

Marcelo Kahns: "BIEL Light + Building Buenos Aires is a very important exhibition for us and a summoning for our customers. It is time to exchange ideas, share a moment, present new products and talk about the direction of the products and where we are going".

#### WTK

Octavia Wentinck: "We are very happy to be back at BIEL Light + Building Buenos Aires. On this occasion, we present an interactive booth".

The face-to-face meeting ended but BIEL Light + Building Buenos Aires continues virtually through the interactive catalog of Exhibitors & Products that will remain active and will be updated to keep the entire industry connected.

The next event will take place in 2025.

Exclusive event for professionals and business professionals of the sector. With invitation: free of charge.  
To register, you must submit your ID. Children under 16 years old will not be allowed even when accompanied by an adult.

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**More information:**

[www.biel.com.ar](http://www.biel.com.ar)

**Press information and photographic material:**

<https://biel-light-building.ar.messefrankfurt.com/buenosaires/es/prensa/material-prensa.html>

**Social networks:**

[Facebook](#) | [Twitter](#) | [Instagram](#) | [LinkedIn](#)

**Additional information about CADIEEL**

CADIEEL, the Argentine Chamber of Electronic, Electromechanical and Lighting Industries represents and advocates the interests of 2,200 industries from different areas, which employ more than 60,300 highly qualified technical-professional workers and export to more than 60 countries on five continents.

Headquartered in the city of Buenos Aires, it has 210 associates, who actively participate in the four sectors it brings together (Low Voltage, Energy, Lighting and Electronics) actively working towards national technological progress, developing and promoting the creation of alternatives that allow industries to exploit their potential, improving their levels of competitiveness in the local and international market.

You will find more information in: [www.cadieel.org.ar](http://www.cadieel.org.ar)

**Additional information about Messe Frankfurt****Additional information about sustainability at Messe Frankfurt**

The Messe Frankfurt business group is one of the world's largest organizers of fairs, congresses and events with its own venue. Around 2,200\* employees at the Frankfurt am Main headquarters and 28 subsidiaries are involved in organizing events all over the world. In the 2022 financial year, the group's turnover was around 450\* million euros. We effectively support the commercial interest of our customers within the framework of our «Fairs & Events», «Locations» and «Services» business segments. A crucial strength of Messe Frankfurt is its strong global distribution network, serving some 180 countries in all regions of the world. Our comprehensive offering of services –both face-to-face and online- consistently guarantees customers around the world high quality and flexibility in planning, organizing, and running their events. Thanks to our digital experience, we develop new business models. The range of services goes from the rental of venues to the hiring of personnel and catering, through the design and assembly of booths and marketing services.

Sustainability is a central pillar of our corporate strategy. Thus, we operate in a balance between ecological and economic action, social responsibility and diversity.

More information at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability).

The company is headquartered in Frankfurt am Main. The partners are the city of Frankfurt, with 60 percent, and the state of Hesse, with 40 percent.

More information at:

[www.messefrankfurt.com](http://www.messefrankfurt.com)

\*preliminary figures 2022

**Additional information about Messe Frankfurt Argentina**

It is the subsidiary of the world's leading organization of professional exhibitions. The aim of

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the exhibitions is to promote real business meetings that stimulate regional markets, encourage internal market and, in turn, encourage the development of the technological pole in each area. Currently, the event portfolio of Messe Frankfurt Argentina includes the following exhibitions: Automechanika Buenos Aires, BIEL Light + Building Buenos Aires, Confemaq, Emitex, ExpoFerretera, Intersec Buenos Aires, Salón Moto, Simatex, Tecno Fidta. Besides, it holds numerous congresses and special events for third parties, such as Argentina Oil & Gas Expo Buenos Aires, Argentina Oil & Gas Expo Patagonia and Arminera, among others. You will find more information in [www.argentina.messefrankfurt.com](http://www.argentina.messefrankfurt.com)