

Press +++ Biel Light + Building 2025
22 to October 25, 2025



BIEL Light + Building Buenos Aires 2025 joins ExpoFerretera for the first time and achieves a historic edition with more than 28,000 professional visitors

Buenos Aires, October 2025.- The Biennial International Trade Fair of the Electric, Electronic and Lighting Industry closed its doors after four days full of innovation and *networking*. As it was held for the first time simultaneously with ExpoFerretera 2025, both exhibitions attracted more than 28,000 professional visitors. This synergy allowed multiplying business and providing an amplified exhibitor catalog, with more activities and demonstrations.

For four days, entrepreneurs and professionals met at **BIEL Light + Building Buenos Aires 2025** to showcase and learn about the latest technological developments in electric power, electronics and lighting. **More than 230 brands** were part of the event that was consolidated, once again, as the most important exhibition of the sector in the region. In addition, as it took place simultaneously with ExpoFerretera 2025, the visiting public was able to enjoy a wider range of products and solutions and exhibitors, in turn, access new customers and marketing channels.

The President of the Argentine Chamber of Electronic, Electromechanical and Lighting Companies (CADIEEL), José Tamborenea, said: *"We had a successful exhibition, we have received a lot of public and we are very happy. We would like to thank all the exhibitors who continue to trust us, who find in this event the way to disseminate their products and innovations. We hope that they have had fruitful business and that it will be the best for their companies."*

The President of Messe Frankfurt Argentina, Fernando Gorbarán, said: *"We culminated a successful exhibition in different aspects, both for the quantity and quality of the visitors, as well as for the proposals brought by the exhibitors. Undoubtedly, the synergy that was generated between BIEL Light + Building Buenos Aires and ExpoFerretera enhanced both events. We are very grateful to all those who passed through La Rural and participated in two events full of business, contacts and professional updating,"* concluded the leader of the organizing company.

Activities designed for all professionals

Within the framework of the **CADIEEL Training**, specialists from different areas offered conferences aimed at professional updating. With productivity, safety and energy efficiency as transversal axes, the space brought together architects, installers, electricians, engineers and developers, among other professionals.

In addition, representatives of the Chamber made the presentation of the Guide for the Acquisition of LED Luminaires in Argentine Municipalities, where they explained why it is necessary to have a reference framework to develop investment in public lighting.

As in every edition, the **Exhibitors' Conferences** took place with live lectures, presentations and product demonstrations. The topics covered the **latest trends in the sector**: from **automation, home automation and new technologies** applied to luminaires and electric facilities, to the analysis of **current regulations**.

In parallel, during the four days of the Biennial, the **Week of the Electrical Installer** was held, organized by the Argentine Association of Residential, Industrial and Commercial Electrical Installers (AAIERIC), with a space designed to combine practical learning experiences with professional skills. In the **"Electrical Technical Challenge – AEA 90364 Compliance and Training"**, through various interactive stations, participants tested their knowledge and skills through technical games, assembly exercises and verification tests.

The youngest also had an important place: **more than 1,200 students visited the exhibition**. In addition, nine technical schools in the city participated in the initiative **"Future professionals in BIEL Light + Building Buenos Aires"**, organized by Messe Frankfurt Argentina, the Directorate of Technical Education of the Ministry of Education of the City of Buenos Aires and CADIEEL. They were received by the President of CADIEEL, José Tamborenea; and Guillermo Freund and Irini Wentinck, members of the Board of Directors of CADIEEL, who gave a talk that motivated and guided them to continue their professional path in the industry.

Areas to learn about products first-hand

The **LumiAr** space offered a comprehensive vision of the talent that characterizes Argentine entrepreneurs. Curated by Marcela Fibbiani of **90+10**, nine Argentine companies dedicated to lighting design showed their products and creations in a special space. These brands also shared the differential of their products at the conference **"Designing and manufacturing light in Argentina"**.

Likewise, and under the slogan "Get enlightened and build", the **Demonstrations Area** brought innovation and advice to visitors together with the specialists of each brand. In this space, companies presented their equipment and solutions, held live demonstrations and gave personalized recommendations.

Bridge to new international markets

The **Matchmaking Program** was a strategic space to promote foreign trade in the sector. Organized by **Messe Frankfurt Argentina** together with the **Argentine Agency for Investment and International Trade**, it brought together buyers from Bolivia, Chile, Paraguay, Colombia and the United States. The meeting allowed numerous companies not only to generate new commercial links, but also to make sales during the exhibition itself, boosting the growth and exports of the national industry.

The event in the words of the exhibitors

Probattery - Silvina Gimenez, Communication Area:

"There are many visitors to the exhibition, we are linked to other industries and we seek to have a more direct and personalized contact with those who come to our stand. The sector is huge and we want to make our products known, we have been in the market for many years and this is a giant opportunity to show our entire proposal in solar energy, panels, among other products".

WTK Wentinkck - IrInI Paola Wentinck, Managing Partner of the company:
"We are very happy to meet again with customers, suppliers, colleagues. We believe that the experience is valuable, as well as to meet once again."

SICA - Demian Wengrower, Company Director:
"We have been involved in BIEL Light + Building for more than 30 years. It is very nice to see the participation of customers from all over the country, and it is a very good time to meet again and meet the new generations of customers after what happened with the pandemic."

Marlew - Matias Ezequiel Mazzucchi, Head of Corporate Image and Marketing:
"We have been participating in the exhibition for many years, it is very important in the sector to be able to show the potential that companies have in the country. We wanted to be in contact with people in the field again, to publicize the innovation in the products and to be able to show our new plant."

Nikel Lighting – María Paz Mateo, Project Area:
"The exhibition allows us to get to know customers from the interior and to be able to generate new links, in addition to being able to advise them personally."

With the organization of **CADIEEL** and **Messe Frankfurt Argentina**, BIEL Light + Building Buenos Aires will return in 2027 to La Rural Trade Center for another edition full of business and innovation.

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Information about CADIEEL

CADIEEL is a non-profit civil society that represents more than 2,200 industries belonging to various sectors at the national level, which generate employment for more than 60,300 highly qualified workers in the technical and professional fields. Headquartered in the City of Buenos Aires, it has 220 associated companies that actively participate in the four sectors it groups: Low voltage, which includes manufacturers of electrical materials; Energy, brings together companies dedicated to the manufacture of products for the generation, transmission and distribution of electricity; Lighting, specialized in the development of lighting products and equipment; and Electronics, covers the electronics industry installed in the country. This sectoral approach allows CADIEEL to promote the development, innovation and representation of these industries throughout the national territory.

<https://www.cadieel.org.ar/>

Information about Messe Frankfurt Argentina

It is the local subsidiary of Messe Frankfurt GmbH, the world's leading professional exhibition organization company. The objective of its events is to promote real business meetings that stimulate regional markets, encourage the domestic market and in turn urge the development of the technological pole in each area. Currently the portfolio of events of Messe Frankfurt Argentina includes the exhibitions: Automechanika Buenos Aires, BIEL Light + Building Buenos Aires, Emitex, Simatex, Confemaq, ExpoFerretera, Hotelga, Intersec Buenos Aires, Salón Moto, Tecno Fidta and Arminera. In addition, it holds numerous congresses and special events for third parties, such as Argentina Oil & Gas Expo Buenos Aires, Argentina Oil & Gas Expo Patagonia and ExpoEFI, among others.

More information in www.ar.messefrankfurt.com

Learn more about the Messe Frankfurt Group

www.messefrankfurt.com/background-information