

Press release

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BIEL Light + Building Buenos Aires celebrates a new edition

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The exhibition of the electric, electronic and lighting industry receives the maximum exponents of the sector and exhibits all the avant-garde technologies on September 11-14 in La Rural Trade Center.

During the 16th edition of BIEL Light + Building Buenos Aires, the professionals and business professionals of the sector will find a space for analysis and dialogue about the current situation of the industry.

The exhibition has the participation of more than 200 brands from 11 countries: Germany, Argentina, Brazil, China, United States, France, Hong Kong, India, Latvia, Czech Republic, and Taiwan and its visitors can take part in several academic activities and product demos.

Messe Frankfurt Argentina's President and CEO, Fernando Gorbarán, welcome everybody to the exhibition and said: "In these years we have undergone different times, some more complex than others. For this reason, we would like to specially thank each of the exhibitors for working for the good of this industry and for trusting that BIEL Light + Building goes on being the platform par excellence of the sector."

On his part, the President of CADIEEL, Jorge Luis Cavanna, stated: "in the Chamber we deem necessary to go on trusting on the development of the national industry, as the economy engine and to be increasingly innovative, creative and productive. Our sector is made up by 2,000 companies and more than 60,000 workers that believe that exchange, connection and business generation spaces like BIEL are key to fulfill the dream of a booming Argentina."

In the opening ceremony it was also present the Minister of Production of Buenos Aires Province, Javier Tizado, who said: "The new production and development processes force us to work in an integrated way for the improvement of industry and to generate job opportunities in keeping with XXI century. The history of this chamber marks the result of this integrated work and it is also the experience of union. Because it was founded 15 years ago by joining the efforts of CADIE electronic professionals and CADIEM electromechanical professionals, and then CATYA joined to make up this example of innovative industry."

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On the other hand, in the business meetings carried out in BIEL Light + Building Buenos Aires buyers from Bolivia, Colombia, Ecuador, Nicaragua, and Paraguay celebrate meetings with Argentine manufactures that exhibit, and show their exportable offer. The activity is organized by Agency of International Investments and Trade and Messe Frankfurt Argentina.

This year, one of the main subjects is to know and discuss, during #BIELAcademy conferences, where XXI century energy markets are headed for. Presentations have as theme axes the future of energy, lighting trends, safety and electric installations and the premier of a new segment: elevators & escalators.

BIEL Light + Building Buenos Aires is carried out on September 11-14, 2019 in La Rural Trade Center and it is organized by the Argentine Chamber of Electronic, Electromechanical and Lighting Companies (CADIEEL) and Messe Frankfurt Argentina.

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-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 €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

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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.

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

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