

Press release

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BIEL Light + Building Buenos Aires expands its networks and renews its website

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The exhibition, that will be carried out on September 11-14 in La Rural Trade Center has new accounts in Instagram and LinkedIn and also renews its website, in order to be more connected with exhibitors and visitors.

To the Facebook and Twitter platforms, the Biennial International Trade Fair of the Electric, Electronic and Lighting Industry adds its Instagram and LinkedIn accounts. Both were created with the aim of generating new contacts with companies and professionals of the industry, strengthening existing relationships and sharing news and information. Followers may access several types of multimedia content, interviews, photos, videos, and receive a customized, concrete and immediate treatment.

BIEL Light + Building Buenos Aires joins the digital era and it also re-launches its website, with a more modern, attractive and user-friendly design. The platform is focused on the needs of each of the exhibition players, with accurate and easy to access information. It contains the latest news on the event, interesting data, images and all the useful information both for those who want to visit the exhibition and for the companies that wish to exhibit.

New digital tools for exhibitors

With the advance of digitalization, trade fairs are constantly reinventing themselves with more attractive and appealing proposals. In this sense, the organizers of the Biennial –Messe Frankfurt Argentina and the Argentine Chamber of Electronic, Electromechanical and Lighting Industries (CADIEEL) - set out new marketing strategies and offer their exhibitors customized promotional digital material to maximize their presence in the fair. This includes the use of a landing page- it allows us to know those who register in the event and access the site-, to send mailing to their contacts and to create animated banners for the web, among other benefits.

BIEL Light + Building Buenos Aires 2019 will be carried out on September 11-14 in La Rural Trade Center. Those who are interested in booking a booth may contact the commercial team by email at biel@argentina.messefrankfurt.com or by phone at 4514 1400.

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

*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.

For more information, please visit our website at www.argentina.messefrankfurt.com

BIEL Light + Building Buenos Aires
16° Biennial International Trade Fair of
the Electric, Electronic and Lighting
Industry
La Rural Trade Center
Buenos Aires, September 11 - 14, 2019