

Press release

September, 2019

The latest edition of BIEL Light + Building Buenos Aires has successfully concluded

The 16th Biennial International Trade Fair of the Electric, Electronic and Lighting Industry welcomed 25.326 business professionals, who arrived in search of new technologies and academic updating.

BIEL Light + Building Buenos Aires is the stage where the sector's main players generate contacts and do business, as well as a venue for dialogue and debate about current industry events and trends.

From September 11 to 14 at La Rural Trade Center, 25,326 visitors from 23 countries (Argentina, Germany, Bolivia, Brazil, Chile, China, Colombia, South Korea, Ecuador, Spain, United States, Finland, France, Italy, Mexico, Nicaragua, Paraguay, Peru, Poland, Switzerland, Taiwan, Uruguay and Venezuela) discovered the latest technologies and developments presented by 195 exhibitors from 12 countries: Germany, Argentina, Brazil, China, United States, France, Hong Kong, India, Latvia, Mexico, Czech Republic and Taiwan. Visiting professionals also had the opportunity to participate in various academic activities and product demonstrations.

The public and private sectors, together at the inauguration Mr. Fernando Gorbarán, President and CEO of Messe Frankfurt Argentina, was in charge of welcoming visitors to the exhibition. "We've had to endure many ups and downs during these years," Mr. Gorbarán said, "and struggle through some complex moments. This is why we want to emphatically thank each of the exhibitors for their continuing contribution to this industry, and for their commitment to making BIEL Light + Building Buenos Aires the sector's platform par excellence."

Mr. Jorge Luis Cavanna, President of the Argentine Chamber of Electronic, Electromechanical and Lighting Companies (CADIEEL), said: "We believe we must all commit to developing the domestic industry as an increasingly innovative, creative and productive economic engine. Our sector is composed by 2,200 companies and more than 60,000 workers who believe that venues such as this exhibition—places for

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exchanging, connecting and doing business—are key to the dream of a thriving Argentina."

The Secretary of Renewable Resources and Electricity Market, Mr. Juan Garade, was also present at the opening ceremony. Mr. Garade highlighted the renewable energy projects currently under execution in Argentina, and their importance for economic growth and job creation. For his part, the Minister of Production of the Province of Buenos Aires, Mr. Javier Tizado, said: "The new productive and development processes require us to work in an integrated manner, in order to improve the industry and generate employment opportunities suitable to the 21st century."

Training and professional conferences

Numerous academic activities were carried out in parallel to the exhibition, aiming at disseminating the most recent advances in the industry and research centers.

During the BIEL Academy conferences, one of the main topics was the direction where the 21st-century energy markets are heading. The presentations focused on the future of energy, trends in lighting, safety and electrical installations, and the première of a new segment: elevators & escalators.

The Argentine Electrotechnical Association (AEA) held talks focusing on the regulation of energy efficiency, and on the impact of the Internet of Things technologies applied to efficiency and distributed solar generation. The Institute of Electric Power of the National University of San Juan and the National Scientific and Technical Research Council (CONICET) reported on the progress of the "Caucete Intelligent Network" project. The Association of Electric Power Distributors (AADERA) discussed the future of electricity distribution and smart grids, with specific application cases in the Santa Fe province. The Argentine Lighting Association (AADL) held two conferences: on lighting design and its interaction with people, and on lighting centered on the human being ("Human Centric Lighting").

The Biennial also featured an international visit by architect Paulina Villalobos, who presented "Night Cero – The future of urban lighting," an initiative to share knowledge about the quality of night skies and how to take the first steps towards protecting the value of the night's natural darkness, incorporating the design of urban lightning as part of the solution.

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There were also more than 18 exhibitors' conferences in which new products and services were presented.

International Matchmaking Program

With the purpose of providing momentum and new business opportunities for Argentine manufacturers, the 7th International Matchmaking Program of Electrical Engineering, Electronics and Lighting Industry Buyers was held during BIEL Light + Building Buenos Aires. Seven buyers from Bolivia, Colombia, Ecuador, Nicaragua and Paraguay held 234 meetings with 39 Argentine manufacturing exhibitors. The activity was organised by the Argentine Investment and Trade Promotion Agency and Messe Frankfurt Argentina.

Exhibitor's Statements

Raquel Mazer Presoto – International Relations

ABINEE (Brazilian Association of the Electrical and Electronic Industry)

“We decided to participate in this exhibition—together with 8 other Brazilian companies—because Argentina is our natural market, and this is the best opportunity for us. We've received visitors who were very interested in our products and I am sure that good contacts and business will follow from here. I am sure that we will participate in the next BIEL Light + Building Buenos Aires.”

Marcelo Kahns – Partner and Sales Manager

AKAI ENERGY

“This is the third time we've participated in BIEL Light + Building Buenos Aires. The first time that we came here was a pivotal, before-and-after moment for us. This year was as good as that first experience, the results were very positive. We've had good results from day one, so our idea is to be present in each edition.”

Francisco Casella – Marketing Manager

SCAME

“We've participated in BIEL Light + Building Buenos Aires since the year '99. It is a very important event as we take the opportunity to invite regional customers and let them know what's new. Also to be in touch with customers from other provinces and generate new business. The results from this edition are very good, our booth was always full of people. This year, the senior managers from our parent company in Italy came to the exhibition and they were very satisfied, so we will surely participate in the next edition.”

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José Gentile – Director

JELUZ

“Returning to BIEL—after being absent for two editions—was very important for us, because it’s a venue that allows us to showcase our products and get in touch with customers. These days have been a resounding success: customers from all over the country have approached us, so we’ve met our goal and we will undoubtedly participate in the next edition.”

Alexander Bauer - Regional Director

WISKA HOPPMAN

“This is the first time we’ve participated in BIEL Light + Building Buenos Aires and for us it was very important, because we are planning to expand to Latin America, and we are searching for a Partner in Argentina. We have talked with customers who can really appreciate our product’s quality. Our expectations have been absolutely covered, and we will undoubtedly show up again in the next edition.”

Tatiana Neves – Sales Manager

STECK

“We are very happy with the exhibition. We’ve had many visits from clients from all over the country and even from other countries such as Paraguay, Uruguay and Chile. I was surprised, the exhibition was very busy, I really liked it. We’ve made contacts and new business opportunities. This has been one of the best editions we have participated in. We will surely participate again.”

The next edition of BIEL Light + Building Buenos Aires will take place from September 8 to 11, 2021 at La Rural Trade Center, Buenos Aires.

The exhibition is exclusively 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

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Background information on CADIEEL

CADIEEL, the Argentine Chamber of Electric, Electromechanical and Lighting Companies represents and advocates the interests of 2,200 industries from different sectors, that employ more than 60,300 highly-qualified technical-professional workers and export to more than 60 countries in the five continents.

Based in the city of Buenos Aires, the chamber has 210 members, who take active part in the four sectors that gathers (Low Voltage, Energy, Lighting and Electronics) and work hardly to achieve national technological progress, developing and favoring the creation of alternatives that allow industries to exploit their potential, improving their competitiveness levels in the local and international market.

For more information: 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.

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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