

Press release

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CEO of Messe Frankfurt Argentina distinguished as influential Latin American leader

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The President of the Argentine subsidiary of Messe Frankfurt GmbH was selected among the 15 most influential leaders of the meetings industry in Latin America, in light of his professionalism, track record and contribution to the activity's global position.

Mr. Fernando Gorbarán, President and CEO of Messe Frankfurt Argentina, was recognized by [Latinoamérica Meetings](#) Magazine for his professionalism, influence, and trajectory in the Latin American meetings industry.

"I'm honored by the trust that our colleagues in the region put in my work," Mr. Gorbarán said. "At the same time, it is a huge responsibility to represent the wishes, interests and needs of such a broad industry, which encompasses so many diverse realities." He stressed that "our sector is not strengthened by the success of a particular activity alone, but rather through a collective construction due to all that tourism contributes to jobs creation, economic development and social inclusion."

Bringing to bear more than 20 years of experience in the sector, Mr. Gorbarán actively participates in different organizations and institutions related to the tourism and meetings industry. Since 2003 he has led the Argentine subsidiary of Messe Frankfurt GmbH, and since 2010 he is its Regional Director for South America.

He has recently been re-elected as President of the Argentine Association of Organizers and Suppliers of Exhibitions and Congresses (AOCA), serves as Vice-Chair of the UFI Latam Chapter, and has been board member of the Argentina's National Institute for Tourism Promotion (INPROTUR) representing the Argentine Chamber of Tourism.

In addition, Mr. Gorbarán has received numerous accolades during his career, such as the "Premio Bitácora 2015"—in recognition to his outstanding contribution to the development of the meetings industry in Argentina, and its international positioning—and the "Premio Latino 2010", among others.

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For next year, the leader of Messe Frankfurt Argentina predicts that the Latin American events industry will be back on its feet and play a pivotal role in the upcoming economic recovery, while demanding from the public sector the support and visibility it rightfully deserves.

Further information:

www.argentina.messefrankfurt.com

Press information and photographic material:

<https://ar.messefrankfurt.com/buenos-aires/en/press.html>

Links to websites:

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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 2,600* employees at 30 locations, the company generates annual sales of around €733* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. 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

* preliminary figures 2019

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, Salón Moto, 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 and Arminera, among others.

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