

Press release

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## Messe Frankfurt Argentina moves to new offices

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### **The leading organizer of professional exhibitions has moved to new offices, providing its teams with a collaborative workspace**

In this new context where adapting and innovating is crucial, Messe Frankfurt Argentina moves to a new venue that fosters collaboration among all areas of the company. The fundamental goal remains unchanged: to achieve the highest quality standards for its events, and translate such performance into success for clients, partners and, indeed, the firm itself.

The new location provides common areas, various meeting rooms, a dining room and management offices that allow working in an integrated manner. In times when teamwork is essential, and in an industry where face-to-face meetings are the basis of good business, the company seeks to strengthen its teams' interactions and achieve the optimal balance between being present at the office and remote work through the new digital platforms.

"We are giving a sign of confidence because we are convinced that the world, and our country in particular, needs us to meet again and generate business," said Fernando Gorbarán, President and CEO of Messe Frankfurt Argentina. "Throughout history, exhibitions have shown that they are central to an industry's core business, and vital for professional updating. We keep evolving, so that our clients always find in us the best all the sector can offer."

During the move, items no longer needed in the new offices—and that would have been otherwise discarded and thrown away—were donated to the QUERECICLO Foundation to be either recycled, or repaired and provided to those who may need them.

These are times to shed old beliefs, to embrace these great changes and adapt, to understand that we can always keep improving. In the coming months we'll witness the rebirth of our industry, and we hope that, together, we will once again make a difference," Mr. Gorbarán said.

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[www.argentina.messefrankfurt.com](http://www.argentina.messefrankfurt.com)

**Press information and photographic material:**

<https://ar.messefrankfurt.com/buenos-aires/en/press/press-material.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. The Messe Frankfurt Group employs around 2,500\* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250\* million in 2020 after having recorded sales of €738 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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](http://www.messefrankfurt.com)

\* preliminary figures 2020

**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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