

Press Release

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Busworld Latin America to be held for the first time in Argentina

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Organized by Busworld and Messe Frankfurt Argentina, the exhibition for the bus and coach industry will be held from September 21 to 23, 2022 at La Rural Trade Center in Buenos Aires.

Busworld is the world's leading organizer of exhibitions, conferences and online events for the bus and coach industry. A venue where the entire production chain, from global brands to local start-ups, gathers for networking, doing business, sharing knowledge and learning.

Present in 8 cities, Busworld provides companies with expansion opportunities in Grapevine (Tx), Jakarta, Istanbul, Bengaluru, Buenos Aires, Moscow, Nur-Sultan and Brussels. The trade show is especially relevant in Latin America where, due to the lack of an extensive railroad network, buses and long distance coaches are extremely popular.

The sector deserves its own event and Busworld Latin America has already confirmed where the next stop will be: Argentina. It is the only B2B exhibition for the Latin American bus and coach industry, and all participants will experience a vibrant celebration—the ideal occasion to get in touch with colleagues and discuss the latest news and trends with visitors from across the continent.

“This trade show has great potential in our eyes,” said Mr. Vincent Dewaele, CEO of Busworld International BV. “We believe Argentina is the perfect location for a Busworld show and, joining forces with Messe Frankfurt, we are ready to make it a great success. We invite all bus and coach stakeholders to join us in September 2022 to learn, meet and do business.”

“We are very happy with the arrival of Busworld Latin America to Argentina,” said Mr. Fernando Gorbarán, President and CEO of Messe Frankfurt Argentina. “Our subsidiaries have organized Busworld in both Russia and India, and we are excited to join and be part of the

Messe Frankfurt Argentina
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industry's most important event in the region. In addition to employing thousands of people, buses and coaches symbolize meeting face-to-face, allowing us to close the distance after such a difficult year."

Participants in the exhibition include bus and coach operators (both public and private), vehicle manufacturers, component, accessory and software suppliers, engineers, R&D personnel, researchers, operator federations, automotive federations, educational institutions, academics, civil servants, mobility experts, fans of these vehicles and all those linked to the bus industry.

Busworld Latin America will be marketed by i2 Productora SRL (El Expreso TV). "The exhibition is a highly anticipated event throughout Latin America," said industry expert and Expreso TV Director, Mr. Daniel Orciani. "It will showcase the development and importance of passenger transportation in the region, and Argentina in particular."

Registration for exhibitors is now open. Those wishing to reserve their place and join the great reunion of the bus industry may contact: comercial@busworldlatinamerica.com.ar

Busworld Latin America will be held from September 21 to 23, 2022 at the La Rural Trade Center in Buenos Aires, Argentina.

Further information:

www.busworldlatinamerica.org

Press information and photographic material:

<https://www.busworldlatinamerica.org/es/prensa>

Links to websites:

[Facebook](#) | [Instagram](#) | [Twitter](#) | [LinkedIn](#)

About Busworld

Since 1971 Busworld organizes events for the bus and coach industry around the world.

From live exhibitions and conferences to online events where we bring bus people together to network, do business, exchange knowledge, and have fun. At Busworld business and pleasure go hand in hand.

It is the platform where the latest innovations and trends in the world of bus and coach are being revealed, displayed and discussed, from leading global brands to local start-ups.

Its extensive track record positions Busworld as the world's largest and most famous exhibition organizer for buses and coaches—the place where to meet with industry decision makers, such as bus and coach operators (private and public), vehicle manufacturers, component, accessory and software suppliers.

Busworld Latin America Buenos Aires
Bus and coach industry exhibition
La Rural Trade Center
Buenos Aires, September 21 – 23, 2022

More information at: www.busworldlatinamerica.org

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

*preliminary figures 2020.

Background information on Messe Frankfurt Argentina

Messe Frankfurt Argentina is the affiliate of the worldwide trade fair organization leader.

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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.

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