



Newsletter – ExpoFerretera 2023
Buenos Aires, November 29 to December 2, 2023

ExpoFerretera 2023, the largest gathering of the hardware sector in South America, has come to an end

Buenos Aires, December 2023.- After four days where the aisles were filled with visitors, the International Hardware, Plumbing Parts, Paint and Construction Material Trade Fair closed its doors, greatly exceeding the expectations of the sector. With 182 exhibitors present, four pavilions inside and the Patio Ferretero outside, companies had the opportunity to show their new products to more than 13,000 professionals, business professionals and hobbyists who visited the 6,200 sqm of the exhibition.

ExpoFerretera 2023 is the gathering par excellence of the sector, where the main leaders of the market for the manufacture and import of construction products and machinery for home and industrial use meet. In this edition, Messe Frankfurt Argentina and the Argentine Chamber of Hardware Stores and Related Products celebrated 20 years of joint work, betting on the development of the sector and the national industry.

In this sense, Messe Frankfurt Argentina's Project Manager, Ezequiel Gorbarán, stated: "Each edition of ExpoFerretera that we carry out together with CAFARA is a new opportunity to bet on the development of a thriving industry whose growth engine is constant training and innovation. ExpoFerretera 2023 is the ladder for business since it once again allowed us to visualize the comprehensive panorama of the market, providing updated information and being an ideal space to enter into lasting business connections."

"For his part, the president of the Argentine Chamber of Hardware Stores and Related Products (CAFARA), Sergio Angiulli, stated: "ExpoFerretera is the only exhibition in South America that represents the excellence of the hardware value chain. I would like to thank all the exhibitors, the Messe Frankfurt Argentina team, the CAFARA team, the press and the visitors, because together we once again had an excellent exhibition. In this edition, the bar has been set very high for ExpoFerretera 2025 to once again be the great gathering of this industry."

An agenda full of activities

In addition to connecting with suppliers and colleagues, visitors enjoyed a wide variety of activities. Among them, the CAFARA Series of Talks and the Exhibitors' Talks, which aimed to provide visitors with the opportunity to train and update professionally, offering them tools and solutions to attract new markets.

Among the attractions of the gathering, the Patio Ferretero stood out for its live demos. In this outdoor sector, visitors were in contact with the latest trends in tools and their applications for carrying out repairs, modifications and other productions. Among the brands present, the following stood out: Daewo Maker's tools, Duroll, Einhell, Gamma Herramientas, Hamilton, Huqsvarna, Lusqtoff Argentina, Metabo, Mota, Nebraska, Niwa, and Paint Roller.

For its part, the Living Ferretero, organized by El Ferretero Magazine, was specifically designed so that small and medium-sized companies can exhibit their monoproductions, this being the center of attention during each day, with interactive spaces.

ExpoFerretera in first person

“We are very happy; our participation in ExpoFerretera 2023 has been a success. We have received many customers, with many people at the exhibition every day. The expectations were very high and they have been exceeded.”
Gamma Marketing Manager, Verónica Taboada

“We are present again at ExpoFerretera, an excellent networking space to continue strengthening ties with hardware customers and the presence of the brand towards the end consumer.”
Hamilton Professional Brand Marketing Manager, Demián Escuti

“ExpoFerretera gave us the opportunity to generate new contacts, customers and suppliers visited us, as well as potential customers. From the first day, people came to the booth all the time.”
President of Merclin, Ariel Maya

“We saw many visitors at the exhibition, many from the interior which caught our attention particularly from Córdoba and the north, who visited our booth. We are very happy to have participated once again in ExpoFerretera.”
CEO of Grupo Rumbo, Hernán Rumbo

“We have spent about four busy days, with customers from all over the country. This allowed us to strengthen relationships, meet new people, and develop new customers and contacts. It has been a positive experience for us.”
Trabex Commercial Manager, Fernando Arnedo

“This year we celebrate 45 years in the country. We are very happy to be here, at ExpoFerretera 2023.”
Ariel Starosielski from Startex.

“We are once again at ExpoFerretera; we have already participated in other editions with very good results. The Exhibition allows us to become increasingly better known, gain market share and reach the interior of the country.”
Guillermo Lemoine of Prospray SRL

Press information and photographic material:

<https://expoferretera.ar.messefrankfurt.com/buenosaires/es.html>

Social networks:

<https://www.facebook.com/expoferreteraar>

www.twitter.com/expoferreteraar

www.instagram.com/expoferreteraar

<https://expoferretera.ar.messefrankfurt.com/buenosaires/es.html>



Contact:

Ignacio Pérez

Press and Communication Analyst

Phone: +54 11 7078 4844

ignacio.perez@argentina.messefrankfurt.com

Messe Frankfurt Argentina

Mariscal Antonio José de Sucre 1530

1428 Ciudad Autónoma de Buenos Aires

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

Information about Messe Frankfurt

www.messefrankfurt.com/background-information

Sustainability at Messe Frankfurt

www.messefrankfurt.com/sustainability-information