

Press release +++ Messe Frankfurt Argentina

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Messe Frankfurt Argentina Closed 2025 with a Record Number of Visitors

Buenos Aires, January 2026 – Various sectors and industries rely on trade fairs as a tool for business growth and consolidation. In 2025, more than 100,000 visitors from around the world attended the exhibitions organized by Messe Frankfurt Argentina in the country. These numbers surpass historical records, including those prior to the pandemic. Networking, the creation of strategic partnerships and the generation of business opportunities remain at the core of an industry whose essence is to drive economic activity.

Throughout 2025, business events covered a wide range of industries. According to the latest annual report by Messe Frankfurt Argentina, 108,103 visitors attended the exhibitions and congresses held in Buenos Aires, representing markets such as mining, finance, textiles, energy and lighting, oil & gas, and the hardware sector. At the same time, the events served as a platform for more than 1,300 exhibitors to showcase and position their products and solutions.

In the last two years, the Argentine subsidiary of the German company brought together more than 214,000 visitors, including 35,000 international attendees. During that same period, over 2,400 exhibitors participated in its events. According to Fernando Gorbarán, the company's CEO in Argentina, this is one of the reasons why the trade fair industry is essential for revitalizing the national economy: "The economic phenomenon generated by an event goes far beyond the exhibition halls. The tourism derived from our activity not only boosts business opportunities but also activates multiple related sectors that support the operation of these events."

One of the most significant effects of this industry is the so-called MICE tourism, which refers to visitors who travel to a country to attend trade fairs, congresses and exhibitions—spending more money than traditional tourists. According to the Argentine Association of Organizers and Suppliers of Exhibitions, Congresses, Events and Convention Bureaus (AOCA), this segment represents around 25% of the international tourism arriving in Argentina and generated 3.45 trillion pesos in 2024.

This revenue extends beyond the boundaries of the events themselves, impacting—directly or indirectly—sectors such as gastronomy, hospitality and transportation. For example, according to a recent study published jointly by Messe Frankfurt and Prognos, the company generates 3.7 billion euros in annual socioeconomic impact in Germany alone, contributing to the creation of nearly 30,000 jobs.

One of the main objectives of the trade fair industry is to create environments that foster commercial and technical exchange. Exhibitions serve as economic catalysts,

bringing together all actors along the value chain of each represented sector. In this regard, Gorbarán adds:

“Our role is straightforward: we connect people with markets, supply with demand. This year, all our exhibitions grew compared to previous editions, reflecting the importance that various industries place on trade fairs and congresses. We succeed when our events become gateways to new business opportunities, new ideas and access to international markets.”

Global Figures

Over the course of the year, the German company and its subsidiaries organized **346 events worldwide**, with approximately **95,500 exhibiting companies** and **4.9 million visitors** (300,000 more than the previous year). “Once again, the 2025 cycle demonstrates that our international events act as economic drivers and catalysts for multiple industries. In times of ongoing geopolitical and economic crises, strengthening resilience and market presence is essential,” stated Detlef Braun, member of the Executive Board of Messe Frankfurt.

Looking ahead to 2026, the company maintains a positive outlook, anticipating growth in both the number of events and Group revenue. The calendar already includes around 350 fairs worldwide, featuring its most emblematic brands.

With more than 800 years of history, Messe Frankfurt is one of the world’s oldest trade fair institutions. Throughout its long trajectory, the industry has transformed and adapted to new trends—such as sustainability and digitalization—yet experts agree that its core remains unchanged:

“The trade fair industry continues to evolve while maintaining its central function: serving as a growth platform for the world’s productive sectors,” concludes Gorbarán.

Press Information and Photo Material: <https://ar.messefrankfurt.com/buenos-aires/es/prensa.html>

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About Messe Frankfurt Argentina

Messe Frankfurt Argentina is the local subsidiary of Messe Frankfurt GmbH, the world's leading organizer of professional trade fairs. Its events aim to promote real business encounters that stimulate regional markets, strengthen domestic activity and encourage technological development across industries. Its current portfolio includes: Automechanika Buenos Aires, BIEL Light + Building Buenos Aires, Emitex, Simatex, Confemaq, ExpoFerretera, Hotelga, Intersec Buenos Aires, Salón Moto, Tecno Fidta and Arminera, among others. It also organizes numerous congresses and special events for third parties such as Argentina Oil & Gas Expo Buenos Aires, Argentina Oil & Gas Expo Patagonia and ExpoEFI.

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