

Press release

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## The return to presence at Intersec Buenos Aires 2022 was a success

[www.argentina.messefrankfurt.com](http://www.argentina.messefrankfurt.com)  
[www.intersecbuenosaires.com.ar](http://www.intersecbuenosaires.com.ar)  
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**The International Trade Fair for Commercial and Informaton Security, Fire Protection and Safety once again brought together all the integral security players of the country. With the presence of 15,547 professional visitors and more than 170 exhibitors, Intersec Buenos Aires proved once again to be the leading exhibition in the sector.**

With great expectations to return to face-to-face meetings and meet again with colleagues from the sector, Intersec Buenos Aires 2022 was full of business, innovation, trends and professional updating. With more than 13,000 sqm occupied, both inside and outside the premises, the exhibition, organized by the Argentine Chamber of Electronic Security (CASEL), the Argentine Chamber of Safety (CAS) and Messe Frankfurt Argentina, became a real celebration for the security industry.

In this regard, el Project Manager of Messe Frankfurt Argentina, Ezequiel Gorbarán, stated: "A new edition of Intersec Buenos Aires comes to an end and we are more than pleased to see the result of so much work and commitment from the exhibiting companies: a wide variety of academic activities, an extensive demo area, business meetings, and the generation of new contacts. It is a great joy to have been able to share these three days with all the visitors and exhibitors. We look forward to seeing you at the next edition in 2024."

Intersec Buenos Aires is the ideal space to generate contacts that enhance the industry and this edition was no exception. The President of the Argentine Chamber of Electronic Security, Enrique Greenberg, highlighted: "We have received pleasant feedback from different member companies of the chamber that are present here, who are grateful for this space in which they have managed to close contracts and open new channels of dialogue with potential customers. The exhibition had various spaces for exchange and academic activities that fostered a pleasant atmosphere, for the reunion of the industry. We are very grateful to everyone who has been part of this event, both with exhibitors and with visitors."

On his part, the President of the Argentine Chamber of Safety, Daniel Ferrer, said: "From tha Argentine Chamber of Safety, we celebrate the

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success of this great edition of Intersec that consolidated the commitment of the business professionals of the sector and made it possible to meet again with the main players and industry leaders. An unforgettable edition, due to the presentation of so many news by the exhibitors, and to the visit of professional audience. A great drive to start outlining and working on a next edition, always superior.”

The organizing chambers of the exhibition developed an extensive program of workshops and conferences in which security specialists presented their knowledge and experiences. Meanwhile, the exhibitors held conferences in which they brought their novelties closer to the audience.

The exhibition also featured various academic activities, including the 4th National Ergonomics Congress, which was carried out by the Argentine Ergonomics Association (ADEA). The latest trends in this discipline and the topics of interest to the security sector were discussed.

The outdoor area of the trade center had a great participation of the visiting audience. In this space, the Federal Council of Volunteer Firefighters and exhibiting companies made live demos with different vehicle rescue drills, search exercises, fire simulators, canine brigade work, and practices on self-protection measures, among other actions carried out outdoors.

Businesses also had a prominent place in the 11th International Matchmaking Program of Electronic Security Products and Services, Industrial and Personal Protection, which was carried out by Messe Frankfurt Argentina jointly with the Argentine International Investment and Trade Agency. 80 meetings were held, where potential foreign buyers contacted Argentine producers of the security industry, which are in a position to export.

### **The experience of exhibitors**

The participating companies were able to take advantage of this edition to generate contacts and strengthen themselves with other companies in the sector. In this sense, the Sales Manager of Maincal SA, Pablo Rivabella, stated: “After a few years, we are at Intersec presenting two of our most innovative and disruptive lines in the market. Many people are visiting us, we hope that all visitors can get to know more and more about all the news that are at the fair and in our booth.”

MSA Product Manager, Florencia Sánchez, commented: “The truth is that the experience at Intesec Buenos Aires is very interesting and productive. Many people pass by who are focused on security, that’s what we like most.”

On his part, Big Dipper’s New Business Development Manager, Gastón

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Seguridad, Protección contra Incendios,  
Seguridad Electrónica, Industrial y  
Personal  
La Rural Predio Ferial  
Buenos Aires, 24 - 26 Agosto, 2022

Lavallen, pointed out: “We always participate in Intersec Buenos Aires, which gives us incredible exposure. Beyond our work, we have grown because of the exposure that fairs like this one give us. We invite everyone to participate not only as exhibitors but also as visitors.”

From Kamet Calzados de Seguridad, Andrés Melillo, said: “Intersec Buenos Aires is the most important Fire, Safety & Security fair in the region. We hope to meet again in the next edition.”

Meanwhile, from Melisan, Tamara and Máximo, indicated: “We are pleased and grateful to be at Intersec Buenos Aires for another year, sharing our full range of fire protection solutions. In this edition, we present our engineering, maintenance, fire extinguishers and machine units.”

The next edition of Intersec Buenos Aires will take place in August, 2024 at La Rural Trade Center.

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

Exclusive event for professionals and business professionals of the sector. With invitation: free of charge. To register, you must submit your ID. Children under 16 years old will not be allowed even if accompanied by an adult.

**More information:**

[www.intersecbuenosaires.com.ar](http://www.intersecbuenosaires.com.ar)

**Press information and photographic material:**

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

**Social networks:**

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

**Safety, Security & Fire**

Safety, Security & Fire are increasingly important basic needs and represent a growing world market. With eleven exhibitions, congresses and events around the world, Messe Frankfurt brings together the global supply and demand with products, applications and connected services that focus on commercial security and the protection of buildings, spaces and people. The Safety, Security & Fire group of companies offer access to the dynamic markets of the Arabian Peninsula, Asia, Europe and South America. More information in [www.safety-security.messefrankfurt.com](http://www.safety-security.messefrankfurt.com)

**Additional information about CASEL**

CASEL, the Argentine Chamber of Electronic Security, is an entity that brings together manufacturers, importers, integrators and service companies in the electronic security sector.

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You will find more information at: [www.casel.org.ar](http://www.casel.org.ar)

#### **Additional information about CAS**

CAS, the Argentine Chamber of Safety, is a non-profit entity whose aim is to promote the spirit of association among business professionals dedicated to the manufacture, marketing or provision of services related to the elements intended for the protection of lives and property.

You will find more information at: [www.cas-seguridad.org.ar](http://www.cas-seguridad.org.ar)

#### **Additional information about Messe Frankfurt**

Messe Frankfurt is the world's largest organizer of exhibitions, congresses and events with its own venue. The Messe Frankfurt group of companies has around 2,500\* employees in 30 subsidiaries. In 2020, the company generated a turnover of around 250\* million euros after ending the 2019 financial year with a turnover of 738 million euros. Even in the difficult times of the coronavirus pandemic, Messe Frankfurt maintains its international connection with its fields of activity. Thanks to its close links with different sectors, it effectively and efficiently represents the business interests of its customers within the framework of «Fairs & Events», «Locations» and «Services» business areas. One of the main differentiating features of Messe Frankfurt is the global marketing network that spans all regions of the world. A complete offer of services —both face-to-face and online— guarantees high quality and constant flexibility in the services of planning, organizing and carrying out the events of its customers around the world. In addition, it is expanding its digital experience with new business models. The range of services includes from the rental of the venue, the assembly of the exhibition, and marketing services to the hiring of personnel and the gastronomy service. The company headquarters are located in Frankfurt am Main. The partners are the city of Frankfurt, with 60 percent, and the state of Hesse, with 40 percent.

More information at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\*preliminary figures 2020

#### **Additional information about Messe Frankfurt Argentina**

It is the subsidiary of the world's leading organization of professional exhibitions. The aim of the exhibitions is to promote real business meetings that stimulate regional markets, encourage internal market and, in turn, encourage the development of the technological pole in each area. Currently, the event portfolio of Messe Frankfurt Argentina includes the following exhibitions: Automechanika Buenos Aires, BIEL Light + Building Buenos Aires, Confemaq, Emitex, ExpoCehap, ExpoFerretera, ExpoMant, Intersec Buenos Aires, Salón Moto, Simatex, Tecno Fidta. Besides, it holds numerous congresses and special events for third parties, such as Argentina Oil & Gas Expo Buenos Aires, Argentina Oil & Gas Expo Patagonia and Arminera, among others.

You will find more information in [www.argentina.messefrankfurt.com](http://www.argentina.messefrankfurt.com)

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