

Press Release

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CAFAM and Messe Frankfurt confirm Salón Moto 2022

The event will take place from October 27 to 30, 2022 at La Rural Trade Center.

The next edition of this international event, which fans of two wheels eagerly await, is already confirmed. Salón Moto, the only exhibition that brings together the entire motorcycle industry, will reopen its doors in 2022. Organized by the Chamber of Motorcycle Manufacturers (CAFAM) and Messe Frankfurt Argentina, it will be the second edition of the sector's most important international meeting.

The event will feature the main players of the motorcycle industry, who for four days will present their novelties and prototypes, and announce their product launches and tests.

National and international companies have already confirmed their participation and, in addition to motorcycle manufacturers, companies from related fields – such as equipment suppliers, vendors of accessories and motorcycle parts, and clothing, among others – will also be present.

The first edition of Salón Moto in Buenos Aires was a success, with more than 60,000 visitors from various countries. 80 exhibitors and 120 brands showcased their products in an area of 20,000 sqm of exhibition space.

"We are very excited to once again organize this event together with Messe Frankfurt," said Mr. Lino Stefanuto, President of CAFAM. "Here

we can show the value that our industry generates through commitment and drive, and also showcase its future potential. It will be a key venue to continue strengthening ties with our users, and for the entire value chain to develop new business opportunities”.

“After two years of not being able to meet face-to-face," said Fernando Gorbarán, President and CEO of Messe Frankfurt Argentina, "we are convinced that an event such as Salón Moto will be the ideal place to reunite companies with their fans and clients. All the trade fairs that we can now finally carry out have a festive atmosphere as their common denominator. Nothing replaces meeting face-to-face, and I also believe that, for this particular industry, meeting is part of its DNA. From Messe Frankfurt Argentina we are happy to confirm the realization of Salón Moto”.

For more information: www.salonmoto.com.ar

Press kit and photographic material:

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

Social Media:

www.facebook.com/salonmotoar | www.instagram.com/salonmotoar | www.twitter.com/salonmotoar

About CAFAM

The Chamber of Motorcycle Manufacturers (CAFAM) was created in 2013 as a result of the union of all existing motorcycle terminals in the Argentine Republic. Since its foundation, it has worked together with its member companies in order to protect and foster the domestic motorcycle industry, promoting the best conditions for the development of industrial activities and the market, encouraging innovation and modernization at the national level, and advocating the sector's growth with an entrepreneurial spirit.

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. 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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