

Press

October, 2017

Press Release

Intersec Buenos Aires 2018
International Trade Fair for Commercial and Information
Security, Fire Protection and Safety
La Rural Trade Center, Buenos Aires, Argentina
August 29 - 31, 2018

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Messe Frankfurt Argentina
Press and Communication Manager
Natalia Porta

Intersec Buenos Aires launches its new edition

Floor space will be allocated next Wednesday, October 10th, for all companies that want to secure their place in 2018 at preferential rates

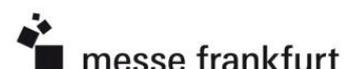
With little less than a year before its next edition, the most important event for the Fire, Security & Safety industry in South America begins welcoming exhibitors. Intersec Buenos Aires offers a unique three-day window that brings together all the market's supply and demand.

On October 10th, floor spaces will be awarded at La Rural Trade Center, formally launching the exhibition's commercialization. Those who participate can obtain important benefits, such as financing and promotional rates in the value per m2.

It is worth noting that 150 exhibitors and 13,193 entrepreneurs and professionals from the sector visited the previous edition. Attendance for 2018 is expected to increase, and for that reason the organizers have decided to add a new pavilion to the trade fair.

"We are receiving a lot of inquiries, and notice a great deal of interest from the market," says Ezequiel Gorbarán, the exhibition's Project Manager. "We see an active market, constantly growing. This edition, the objective is to increase the floor space while maintaining the service quality that makes us stand out as organizers."

Indexpert Messe Frankfurt S.A.
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According to Mr. Gorbarán, a strong promotional campaign is being carried out abroad by visiting other international exhibitions, and through Messe Frankfurt's global network of security-related events.

Intersec Buenos Aires is jointly organized by the Argentine Chamber of Electronic Security (CASEL), the Argentine Chamber of Safety (CAS) and Messe Frankfurt Argentina. During three days, companies present the most recent developments in products and services related to electronic security; physical safety; IT security; GPS; road safety; cards; home automation; fire detection; building management systems; firefighting; industrial safety and personal protection; occupational health and safety; environmental protection and passive safety.

Those interested in attending the allocation of spaces should contact the Organizing Committee at intersec@argentina.messefrankfurt.com or by phone at (11) 4514 1400.

Intersec Buenos Aires 2018, the International Trade Fair for Commercial and Information Security, Fire Protection and Safety, will be held from **August 29th to 31st, 2018** at **La Rural Trade Center** in Buenos Aires, Argentina.

Further information: www.intersecbuenosaires.com.ar

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With nine events, Messe Frankfurt is one of the world's leading organisers of fairs and congresses for the expanding international field of civil security. These platforms provide optimum opportunities for gaining a foothold in dynamic growth markets all over the world. Presently Messe Frankfurt organises events in Europe, Asia, the Middle East and South America. Further information at www.safety-security.messefrankfurt.com

Event exclusively planned for businessman, users and professionals of the sector. People under 16 years even attending with an adult will not be admitted.

Background information on CASEL

CASEL, Cámara Argentina de Seguridad Electrónica (i.e.: the Argentinean Chamber of Electronic Security), is the chamber of the security product manufacturers, importers, assemblers and service providers.

For more information, please visit our website at: www.casel.org.ar

Background information on CAS

CAS, Cámara Argentina de Seguridad, (i.e.: the Argentinean Safety Chamber) is a nonprofit focused on promoting the partnering spirit among business people engaged in manufacturing and marketing items or providing services associated to life and goods protection.

For more information, please visit our website at: www.cas-seguridad.org.ar

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,300 employees at some 30 locations, the company generates annual sales of around €647 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters 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 | www.congressfrankfurt.de | www.festhalle.de

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, Confemaq, Emitex, ExpoCehap, ExpoFerretera, ExpoMant, Intersec Buenos Aires, Simatex, Tecno Fidta. In addition to numerous congresses and special events for third party, such as Argentina Oil & Gas Expo, Arminera and Feria COAS de las Naciones, among others.

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