

Press

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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More exhibitors and visitors: the aim of Intersec Buenos Aires 2018

The most important fair of the security and safety industry is on its fifth edition. Consolidated in the local market and with a strong international projection, its Manager tells us how they are getting ready for the new edition

With the expectation of exceeding the 2016 figures, the organizers of Intersec Buenos Aires project with great optimism. The 5th International Trade Fair for Commercial and Information Security, Fire Protection, and Safety will take place on August 29-31 in La Rural Trade Center and it expects to receive 160 national and international exhibitors in an area of 17,000 sqm.

"This increase is a sign of a market that is on the rise and that seeks to generate more business and business opportunities", says Ezequiel Gorbarán, Manager of Intersec Buenos Aires. "Since last year, we have seen an increase in the space demand, thus we decided to add a new pavilion to the exhibition", he says.

"We also see that companies are getting ready with important launchings, technologies and news. Intersec Buenos Aires generates

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a great business movement and, for this reason, companies choose it as a platform", states Gorbarán.

Besides the new exhibitors that will participate in the fair, there are also the ones that will take part of it again. This commercial decision is explained mainly by the satisfaction level shown by the companies at the end of each edition: in 2016, for example, 98% said they were satisfied with the aims achieved and 94% were pleased with the quality and quantity of visitors.

In this expansion framework, it is expected that the same happens with the level of visitors. "Thus, we are working a lot in the promotion of the event, both in the interior of the country and abroad. We are also summoning on a cross-cutting basis other industries in which we have a strong presence as event organizers, such as oil, mining, food, transportation and textile industries, among others, all the sectors that demand security items and systems", states the executive. In the last edition, 98% of the people who visit the fair said they were pleased with the products and services shown.

On its part, the Argentine Chamber of Safety (CAS) and the Argentine Chamber of Electronic Security (CASEL) are working in the academic proposal of Intersec Buenos Aires. It will have seminars, lectures, product demos and practical experiences, aimed at a wide and diverse audience and according to the professional updating demands of the market.

Intersec Buenos Aires 2018, the International Trade Fair for Commercial and Information Security, Fire Protection and Safety, will take place on **August 29 - 31** at **La Rural Trade Center**, 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 2,500* employees at some 30 locations, the company generates annual sales of around €661* 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).

*preliminary numbers 2017

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