

Press release – Intersec Buenos Aires
Buenos Aires, September 4-6, 2024



Record number of visitors at Intersec Buenos Aires 2024

Buenos Aires, September 2024. – **With the participation of more than 16,000 professional visitors, it proved once again why it is the leading exhibition in the sector.**

After three successful days and having exceeded all expectations, the International Trade Fair for Commercial and Information Security, Fire Protection and Safety closed its doors. More than 120 exhibitors, representing over 180 brands, showcased the latest innovations and trends in security. In addition, the event featured a full agenda of academic activities and conferences that raised the sector's professionalization potential.

The President of Messe Frankfurt Argentina, Fernando Gorbarán, said: *“We are very pleased and excited by the number and quality of visitors we had. Once again, we had several activities, live outdoor demonstrations and a pavilion with the latest news and technological innovation. Once again, we are also very grateful to the exhibitors for bringing a proposal that has been surpassed in each edition. They highlight the potential of the industry in the entire Fire, Security & Safety sector.”*

The President of the Argentine Chamber of Safety (CAS), Daniel Ferrer: *“Once again, the National Industry shows its values and convictions. Throughout the three days of Intersec Buenos Aires we were able to see products that compete worldwide for their quality. We are very pleased with the result, it shows the way to continue working and surpass ourselves in the next edition.”*

Meanwhile, the President of the Argentine Chamber of Electronic Security (CASEL), Sebastián Casón, mentioned: *“The exhibition has exceeded all expectations. It has proven to be the key event for the electronic security industry in Argentina. During these three days, we have driven innovation and development, reaffirming our commitment to the growth and professionalization of the sector. From CASEL, we will continue to promote these spaces to build together a more secure and technological future.”*

Full agenda of academic activities

On the first day, **Nerdearla**, the annual Latin American conference on Computer Science and “Science and Technology”, offered a series of talks focused on security. Mauro Eldritch and Julio Ernesto Lopez were in charge of the talks, which addressed several topics: Defcon Learnings 2024 and trends in cybersecurity, vulnerability and innovative solutions to these problems. In addition, they talked about real risks in virtual environments, analyzed cyber attacks focused on minors, as well as preventive and educational measures in this regard.

In parallel, during the three days, the **IV Conference on Occupational and Environmental Hygiene**, organized by the Association of Hygienists of the Argentine Republic (AHRA), was held. There, top national and international speakers showed new trends and shared their experiences with other professionals, institutions and companies in the sector. And the **VI National Ergonomics Congress**, where the Argentine Ergonomics Association offered a wide program in charge of specialists. On the other hand, during the exhibition, the classic **exhibitors' lectures** were held with a vast agenda of presentations of new products and demonstrations of use.

Another novelty of this edition was the first **JHO certification exam in Argentina**, an initiative promoted by Ibero-American non-profit occupational hygienists whose purpose is to obtain and maintain an Occupational Hygiene Competence Certification scheme recognized by the International Occupational Hygiene Association (IOHA).

At the same time, within the framework of the exhibition, the first **CASEL Awards** ceremony was held, with the purpose of highlighting the excellence, innovation and contribution of the associates to electronic safety in the country. Showing an unquestionable commitment to the growth and professionalization of the sector, the winners in their categories were:

- Business Career: Enrique Greenberg, from Logotec.
- International Projection: Bernardo Martínez, from Deitres y CITY MESH.
- Creativity and Innovation: Sebastián Mirich, from Mirich Seguridad Electrónica.
- Sustainable Development: Marcelo Freschi, from Grupo Sise.
- Business Woman: Virginia Derrico, from Softguard Tech de Argentina.
- Young Businessman: Juan Manuel Rodríguez, from IoT Cloud.

The Demo Area caught everyone's attention

In the outdoor space, robotics, technology and innovation were present with live actions and displays of cutting-edge equipment that are revolutionizing the security industry worldwide. The aim was to highlight the importance of collaboration between different entities to improve emergency response capabilities, based on drills such as Sustainable Extinction in Structural Fires; Chemical Spill Drill; Lithium Battery Fire Fighting; Vehicle Rescue Clinic; Fire Escape Simulator.

In addition, different organizations were present, such as the Argentine Federal Police, which showed different specialties such as the search for living people and the tracking of hydrocarbons, along with evaluations of explosives detectors; and the Argentine Army presented an innovative application of robotic technology; the work units of the Naval Prefecture provided a demo of their equipment and operational capabilities.

Meanwhile, the **Exhibition of historical fire engines** allowed the visitors to see the combined transport of sleeves or "gallo", from 1870, devoted to many of the station posts that operated in the Sectional Police Stations of the time; the Coronel Calaza steam pump unit, acquired in 1900, driven by two draught horses, its steam pump was revolutionary since it provided greater pressure and, therefore, a longer range; also the 1934 model fire engine, one of the first with an explosion engine in which the firemen were transported to the interventions since, previously, the personnel went on one side and the pump on the other; among other models that completed the historical tour until reaching the units used nowadays.

Young people were the great protagonists

Under the program "Future Professionals at Intersec Buenos Aires", more than 130 students from 7 technical schools of electronics of the City of Buenos Aires participated in a talk given by professionals of the security and electronic security sector. They were then guided through the exhibition and visited the booths of 21 companies where they were told about the industry and the professional needs for their labor insertion. It is a great opportunity for students to get closer to the industry and learn about each stage of the value chain. The activity is organized by Messe Frankfurt Argentina, the Directorate of Technical Education of the Ministry of Education of the City of Buenos Aires, the Argentine Chamber of Safety (CAS) and the Argentine Chamber of Electronic Security (CASEL).

In addition, the meeting was attended by more than 800 students from different careers linked to hygiene and safety.

Intersec Buenos Aires in the words of the exhibitors

HikVision- José García, Director of Central and South America

"We are very happy to be here, we see that it has grown too much during the last years. The more specific spaces and the influx of new integrators and potential end customers are noticeable. We are very happy with the result, we are seeing a lot of interest in new applications and customers are increasingly closer to the brand."

Fibrasint - Claudia Ruibal, Executive Director

"In this opportunity we are at Intersec Buenos Aires celebrating 50 years in the manufacture of personal protective clothing. We have always been there since the beginning of the exhibition and we find it interesting to be in this edition, not only because we are celebrating, but also because we are showing a new line of sustainable products and everything related to low environmental impact clothing."

Demsa - Salvador Crespo, Commercial Area Manager

"We are here in Intersec Buenos Aires happy to have participated, receiving all those interested in our products. The attendance was really excellent because many people came this year, we were surprised by visits from other countries, including Asia, Arabia and neighboring countries. We were really surprised by this beautiful summoning of people very interested in our products."

Automation System - Armando Mayora, CEO of the company

"We were at Intersec Buenos Aires 2022 for the first time. We like to come because it is our market and where we operate. It has been a very interesting show, with a very large attendance and very open to different sectors, that is the most important experience we have, it gives us the possibility to think about the future and to be present again. I think people are very interested, the security issue is always a need and there are many people looking for solutions, new equipment and platform."

Bac-dall - Maria Sol Ronco, Director

"For us it is always important to be at Intersec Buenos Aires because it is the largest security fair in our industry. It is the moment to share with our customers and suppliers. Bac-dall's culture is to get close to the people."

Big Dipper y Cygnus Electronics - Gaston Lavallen, New Business Unit Manager

"Another very successful edition, we have presented new technologies. We are very grateful to the people of Messe Frankfurt Argentina and Intersec Buenos Aires for allowing us to participate and collaborate in each edition with everything that is new in electronic security within our industry and our guild."

Security Hermanos - Pablo Paganeli, Manager

"This is the first time we are at the exhibition; we wanted to participate because we consider it to be the most important security event in the country. It is very useful for us to be able to show ourselves and contact new clients and suppliers."

Organized by Messe Frankfurt Argentina together with the Argentine Chamber of Electronic Security (CASEL) and the Argentine Chamber of Safety (CAS), the next edition of Intersec Buenos Aires will take place in 2026 at La Rural Trade Center.

Press information and photographic material:

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

Social networks:

<https://www.facebook.com/IntersecBuenosAires/>

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