

Press release

September, 2018

## "An exhibition that crowned a whole year of work and the effort"

**This is how Intersec Buenos Aires 2018 was unanimously highlighted by the authorities and business professionals who took part in the integral security event that brought together 185 exhibitors and 13.774 visitors – for three days.**

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To generate new business opportunities, strengthen commercial ties and promote the updating of academic knowledge: these are the objectives Intersec Buenos Aires strives to achieve every two years. The International Trade Fair for Commercial and Information Security, Fire Protection and Safety is organized by Messe Frankfurt Argentina in conjunction with the Argentine Chamber of Safety (CAS) and the Argentine Chamber of Electronic Security (CASEL).

The last edition took place from 29 to 31 August at La Rural Trade Center, where 185 exhibitors (2016: 150) from Argentina, Brazil, Chile, China, Colombia, South Korea, Spain, United States, Hong Kong and Paraguay received 13.774 national and foreign visitors. If compared with last edition, there was a growth of 23% in the number of exhibitors and 4% regarding to those attending the event.

"What you see in the exhibition is worth a year of our associates' work, production as well as development. We have the habit of coming to work every day, no matter what happens; we belong to the group of Argentines who want to do things right, and next year we think we are going to do exactly the same," said Mr. Alberto Ruibal, President of CAS, during the opening ceremony, in reference to the complex macroeconomic context that the country is going through these days.

On his part Eng. Enrique Greenberg, President of CASEL, said: "This event undoubtedly sets trends in the Electronic Security market, which fortunately shows clear growth nowadays."

Mr. Fernando Gorbarán, President and CEO of Messe Frankfurt Argentina, highlighted and thanked "the more than 45 entities from all Latin America that have worked to present what we are seeing today, a great trade fair of integral security. A venue to foster businesses and contacts, providing access to training and new technologies."

Indexport Messe Frankfurt  
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One of such venues was the 10th International Matchmaking Program of Products and Services of Electronic and Industrial Security and Personal Protection, organized entirely by Messe Frankfurt Argentina. There were 90 meetings between 4 foreign buyers from Chile, Uruguay and Paraguay and 29 Argentine SMEs seeking to place their products in foreign markets.

### **A venue for professional training and networking**

One of the trade fair's strong points was the wide variety of activities carried out in parallel, aimed at diverse audiences and sectors.

For example, CAS and CASEL presented an extensive program of workshops on integral security, with specialists on current topics. The exhibitors, on their part, gave 65 technical conferences and demonstrations of their products (2016: 19 conferences).

The National Firefighters Council of Argentina organized its International Meeting and the "7th Skills Challenge", while the Organization of American Firefighters developed the international "Copa OBA" competition. These events brought together 475 firefighters from all over the continent in a 3200 sqm outdoors area.

One of this year's novelties was the Demonstration Area, a space of 600 sqm in which professionals from Fire and Civil Defense presented live various activities such as: a vehicle rescue clinic, drills for handling hazardous materials, a mobile fire simulator and CPR training. Civil Defense delivered more than 400 certificates to visitors who approached to learn cardiopulmonary resuscitation techniques.

### **Words from the exhibitors**

The companies were satisfied with the level of attendance and the potential of the established contacts.

#### **Pablo De Pascale - General Manager DE PASCALE PROTECCIÓN INDUSTRIAL**

"The advantage of participating in Intersec Buenos Aires is that, in a short amount of time, one can contact many clients, both current and potential, and get ready to receive them. Students of specific professions have also approached us; they may not be our customers today but could be so in the future. And they help us to add technology and value to our products. This is a place to meet. It's like planting seeds to generate a brand, a continuity, a product ... you need to be here."

#### **Gustavo Agüero - Commercial Manager DELTA PLUS**

"This edition of Intersec has been really important, mainly because it has brought together the majority of the end users of our products. The quality of visitors has been very high, and we are very satisfied. In my opinion, this is one of the best editions we've had in recent years. We are going to close a very good exhibition and we have great expectations

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for future ones."

**Matías Bonaudi - Regional Sales Manager  
SIMPLEX**

"This is the first time we take part in Intersec Buenos Aires and we are very happy. It has been an interesting participation for us, in order to be able to increase our brand's presence in Argentina. We've had a lot of contact with end customers, with integrators and installers, who at the end of the day are the public that will use our product. We would be interested in participating in the next edition."

**Sergio Mazzoni - Sales Director for Latin America  
HID GLOBAL**

"We have participated in Intersec since its inception. We come back every year and we hope to continue to do so in the future. We need to have brand presence in the market, a market that has been growing in recent years. Intersec Buenos Aires is a reference for the Southern Cone and is relevant to the rest of the region: we are seeing more and more visitors from northern countries. We need to be present at these types of events to promote our new solutions and technologies."

Intersec Buenos Aires' next edition will take place from August 26 to 28 2020 at La Rural Trade Center.

The exhibition is only for businessmen and professionals of the sector. With an invitation: free of charge. People under 16 years will not be admitted, even if attending with an adult.

**Further information:**

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

**Press information and photographic material:**

<https://ar.messefrankfurt.com/buenosaires/es/prensa/tecnologiaproduccion/intersec-ba/foto-video-prensa.html>

**Links to websites:**

[www.facebook.com/IntersecBuenosAires](http://www.facebook.com/IntersecBuenosAires) | [www.twitter.com/Intersec\\_BA](http://www.twitter.com/Intersec_BA)

**Safety, Security & Fire**

Safety and security are increasingly important basic needs and, therefore, stand for a growing global market. With twelve trade fairs, congresses and forums around the world, Messe Frankfurt brings together demand and supply worldwide with progressive, connected products, applications and services focusing on commercial security and the protection of buildings, spaces and people. The Safety, Security & Fire business cluster offers access to the dynamic markets of the Arabian Peninsula, Asia, Europe and South America. Further information on: [www.safety-security.messefrankfurt.com](http://www.safety-security.messefrankfurt.com)

**Background information on CASEL**

CASEL, Cámara Argentina de Seguridad Electrónica (i.e.: the Argentinean Chamber of

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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](http://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](http://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 2,400 employees at 30 locations, the company generates annual sales of around €669 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](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://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 Buenos Aires, Confemaq, Emitex, ExpoCehap, ExpoFerretera, ExpoMant, International Motorcycle Show of Argentina, 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, Arminera and Electronics Home, among others.

For more information, please visit our website at [www.argentina.messefrankfurt.com](http://www.argentina.messefrankfurt.com)

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