

BIEL **light+building** **BUENOS AIRES**


electronia
Trade Fair for the Electronic
Industry

Biennial International Trade Fair of the Electric,
Electronic and Lighting Industry.
15th Exhibition and Technical Congress.

13 – 16.9.2017

La Rural Trade Center

- > Power Generation, Transmission and Distribution
- > Building Installation
- > Lighting
- > Electronia: communications, industry, automation, software, parts and components


CADIEEL
CÁMARA ARGENTINA DE INDUSTRIAS ELECTRÓNICAS,
ELECTROMECÁNICAS Y LUMINOTÉCNICAS

 **messe frankfurt**

BIEL Light + Building Buenos Aires, energy on the move


A successful commercial platform for a consolidated market


The Biennial International Trade Fair of the Electric, Electronic and Lighting Industry is the sector's foremost international event in Latin America. It presents the newest trends in products and services related to power generation, transmission and distribution; building installations; lighting and electronics: communications, industry, automation, software, parts and components.

Jointly organized by **Messe Frankfurt Argentina** and the **Argentine Chamber of Electronic, Electromechanical and Lighting Companies**, BIEL Light + Building has been the leading trade show in the industrial segment of architecture and technology for more than 40 years.

**One place.
Four days exclusively for
business.**

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Argentina is Latin America's most developed country in the electric, electronic and lighting fields, which are among the main drivers of technological progress and provide about **38,400 highly qualified jobs** across **3,200 companies**

Argentine products have high added value, meet international quality standards and are **exported to 60 countries** in **5 continents** with Latin America, the Caribbean, the Middle East, Germany, United States, India, Italy, Malaysia and South Africa as the main destinations.

Source: CADIEEL

Laguna 100  
(acero inoxidable)
con plaqueta resinada de LEDs RGB



Ten good reasons to exhibit at the 15th biennial

- Contact over **33,000 executives and professionals** from international companies.
- Observe the competition: over **300 foreign exhibitors** will attend the trade show.
- Position your corporate image.
- Extend your professional network.
- Foster strategic alliances.
- Strengthen customer relationships.
- Study and prepare purchase decisions.
- Present your latest products and services, highlighting your competitive advantages.
- Get a global market perspective.
- Increase your technical expertise.



An overview of the entire industry

Automation

In home facilities, buildings and industries.

Electronia

Devices, materials, components, equipment and supplies for electronic plates mounting, software, hardware, communications and services for the electronic industry.

Electric Power

Generation, transmission and distribution.

Sustainable Energy

Biofuels, biomass, wind energy, solar energy, geothermal, hydraulic and wave power energy, among others.

Lighting

In public spaces, technology, design, equipment and components.

Facilities

Systems and components for electric and communication installations in homes, buildings and industries.

And a lot more

Materials, components, equipment and services.

Like in the past three editions, the **Trade Fair for the Electronic Industry** is carried out alongside BIEL Light + Building Buenos Aires: a space devoted exclusively to this strategic market segment, essential for the economies of developing countries and a key link in Argentina's productive chain.

Companies from this sector will exhibit electronic products and services for the automotive, medical, telecom and safety industries, among others.

Energy efficiency

In addition, the biennial will focus on a topic highly relevant to the future of societies: the efficient use of energy. At present, it is crucial to find new ways to optimize energy consumption since increased efficiency is key to a renewable energy supply that ultimately benefits people, the environment and companies.

While innovation and technology are essential, the concept also needs to take root in society. Debating the ends and the means for achieving rational consumption is a way to give the initial kick for making the topic well-known and introduce it in the current political agenda.

The fifteenth edition will be the appropriate venue for deliberation.



A trade fair connected to the world...

...and focused on professional development

The **6th International Matchmaking Program of Electrical Engineering, Electronics and Lighting Industry Buyers** will receive leading international executives from the electric, electronic and lighting industries seeking to export.

These business meetings promote international projection by allowing local companies to present products and services to potential foreign buyers, widening their distribution network and contacting new representatives.

Results from the 5th Matchmaking Program

Jointly organized by Messe Frankfurt Argentina, CADIEEL and ProArgentina depending on the Foreign Trade Secretariat of the Ministry of Economy and Public Finance.

223 meetings

37 Argentine firms

9 foreign companies

From Bolivia, Brazil, Chile, Costa Rica, Ecuador, United Arab Emirates, Guatemala, Nicaragua and Trinidad and Tobago.



Academic activities

International Technical Congress for the Electric, Electronic and Lighting Industry

A space for learning and sharing knowledge between industry, academia and research centers contributing to the best uses of energy and lighting, with the participation of distinguished national and foreign speakers, as well as a prestigious Technical Committee conformed by representatives of the main entities in the sector.

Exhibitors' conferences

A cycle of lectures on professional development, technical presentations and demos on the use of software, equipment and electronic devices.

5th National Meeting of Distributors with Suppliers of Electric Materials

Organized by the Argentine Chamber of Electric Material Distributors (CADIME), this meeting is exclusively for dealers from all over the country and focuses on the supply chain of materials and spare parts for the electric, electronic and lighting industry.



Excellent results in 2015

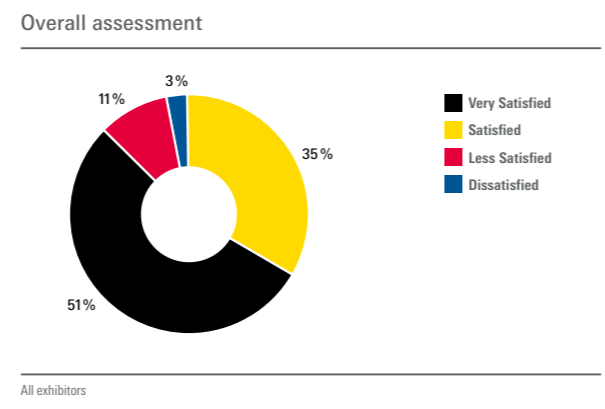
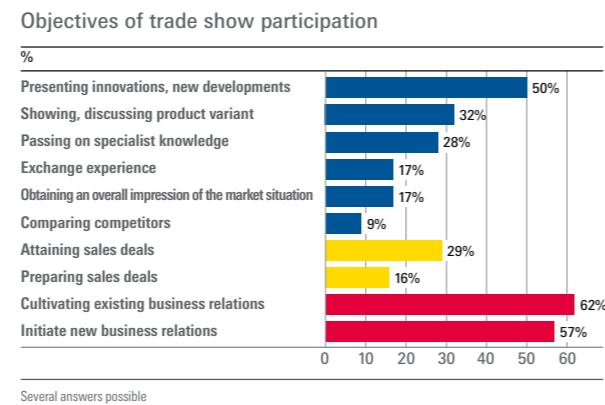
In BIEL Light + Building Buenos Aires exhibitors and visitors find a unique and dynamic space for developing strategic alliances and making new contacts.

232 exhibiting companies
From Germany, Argentina, Belgium, Brazil, Canada, China, Colombia, South Korea, United States, Hong Kong, Mexico, Czech Republic and Taiwan.

The main goals were to initiate and consolidate business relations and to present new products, technologies and services.

86% were satisfied in their general evaluation of the event

93% plan to participate in 2017



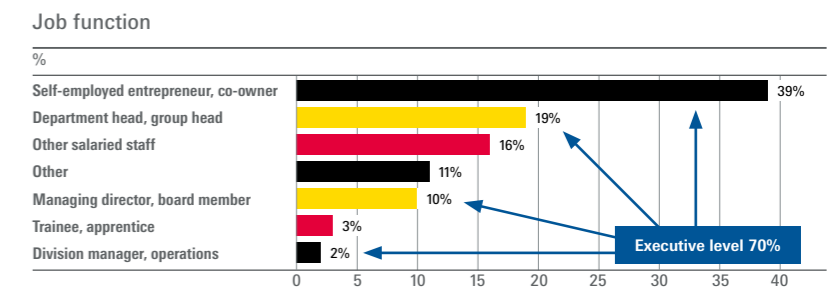
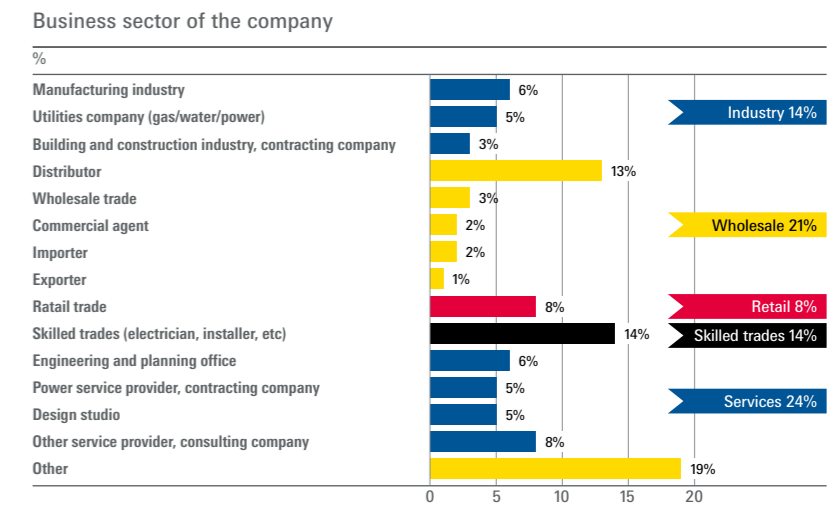
27,504 visitors from **35 countries**
Germany, Argentina, Bangladesh, Bolivia, Brazil, Canada, Chile, China, Colombia, South Korea, Ecuador, United States, England, Spain, Finland, France, Ghana, Guatemala, Hong Kong, Israel, Italy, Mexico, Nigeria, Pakistan, Panama, Paraguay, Peru, Czech Republic, Russia, Senegal, Switzerland, Taiwan, Turkey, Uruguay and Venezuela.

Visitors' profile
Architects; decorators; electrical and electronic engineers; integrators; lighting consultants; suppliers and distributors of electrical materials; electricians; technicians and professionals from the construction, procurement, real estate and engineering industries.

67% have decisive or advisory influence on their firm's purchasing decisions

96% were satisfied in their overall assessment of the event

96% plan to visit the next edition



Light + Building

one of the foremost brands of
Messe Frankfurt GmbH



The biennial belongs to the Light + Building family, the leading exhibition in the architecture and technology sector. There are currently 14 fairs carried out in different cities around the world, fostering trade and access to new markets by presenting a wide range of products and services for the lighting, electric and home & building automation industries.

Shanghai International Lighting Fair
Shanghai New International Expo Centre
31.8 – 2.9.16

Shanghai Intelligent Building Technology
Shanghai New International Expo Centre
31.8 – 2.9.16

Shanghai Smart Home Technology
Shanghai New International Expo Centre
31.8 – 2.9.16

Light India
Messe Frankfurt Trade Fairs India
5 – 7.10.16

Electrical Building Technology India
Messe Frankfurt Trade Fairs India
5 – 7.10.16

Light Middle East
Messe Frankfurt Middle East GmbH
31.10 – 2.11.16

Interlight Moscow
Expocentre Fairgrounds, Rusia
8 – 11.11.16

LED Expo New Delhi
Messe Frankfurt Trade Fairs India
2 – 4.12.16

LED Expo Mumbai
Bombay Exhibition Centre
5.17

Guangzhou International Lighting Exhibition
China Import and Export Fair Pazhou Complex
9 – 12.6.17

Guangzhou Electrical Building Technology
China Import and Export Fair Pazhou Complex
9 – 12.6.17

Parking China
National Exhibition and Convention Center
5 – 7.9.17

Light + Building
Messe Frankfurt Exhibition GmbH,
Alemania
18 – 23.3.18

IEE Expo Mumbai
Bombay Convention and Exhibition Centre
28.2 – 2.3.18

Endorsements from those who bring the event alive



“This year the exhibition surprised me, it was very nice and the audience was huge. (...) We will surely participate in 2017. This is the second edition in which we take part, we were very pleasantly surprised; we will participate again and suggest others to be here to.”

Paola Weber
Institutional Relations | **MOTORES CZERWENY**

“We’ve been participating at BIEL Light + Building Buenos Aires since 2007. We noticed a lot of interest from the public. From day one, the number of people was huge in our stand. I did not imagine there would be this much public this year.”

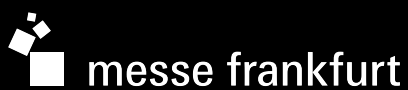
Carlos Pera
Socio Gerente | **SMT SOLUTIONS**

“This year we’ve found a very nice BIEL Light + Building Buenos Aires. A lot of visitors and a lot of interest from the public. We will surely be present in 2017 because it is a goal that we share with our customers. It’s a huge opportunity to be in La Rural; it is reassuring for our customers to see us here.”

Juan Carlos Ercoli
Owner | **FERROLUX**

“We saw a good trade fair this year, with visitors mostly interested in new products. We’ll certainly participate in the next edition of BIEL Light + Building Buenos Aires.”

Juan Carlos Doys
Boards Sales Manager in Buenos Aires | **WEG**




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Luis María Campos 1061 Piso 5°
C1426BOI – Ciudad de Buenos Aires
Argentina
Tel.: +54 11 4514 1400
Fax: +54 11 4514 1404
biel@argentina.messefrankfurt.com
www.biel.com.ar
www.light-building.messefrankfurt.com

Follow us:

 /BIEL.LightBuilding.BuenosAires

 @BIELBuenosAires



**Argentine Chamber of Electronic,
Electromechanical and Lighting Companies**

Córdoba 950 Piso 4°
C1054AAV - Ciudad de Buenos Aires
Argentina
Tel.: +54 11 4322 0651 y rotativas
Fax: +54 11 4322 0651 int. 227
camara@cadieel.org.ar
www.cadieel.org.ar

BIEL light+building

BUENOS AIRES

Renewable energy



A commitment with the future



Renewable energy is the most important sphere of the energy sector. Some of the renewable sources and technologies have a significant capacity to reduce emissions of greenhouse gases (GHGs) by providing clean energy. They also promote the use of decentralized sources as wind power, hydro and tidal power, solar energy, geothermal energy and biomass.

These renewable sources are immune to the volatility of fossil fuel markets while stimulating employment, technological development and economic growth.

Bright possibilities for a safe and diversified energy matrix



During October 2014, the United Nations (UN) launched the **"Decade of Sustainable Energy for All (2014-2024)"** to promote energy efficiency and the use of renewable energy sources worldwide. This initiative has three objectives:

- ensure universal access to modern energy services,
- double the worldwide rate of improvement in energy efficiency and
- double the share of renewable energy in the global energy supply.

Currently, Argentina has excellent natural and technical conditions to join this initiative and to expand the generation of wind power and hydropower, as well as a great potential to develop second and third generation biofuel, solar energy, tidal and geothermal power, and producing energy from biogas and biomass. The legislative momentum, modern regulations and new investments will help meet the growing domestic demand for renewable energy, turning the country into a regional leader in this sector.

ARGENTINA new regional leader

In early 2016, the National Ministry of Energy and Mining issued regulation on the **Renewable Energy Law (Law 27.191)** by which, starting December 2017, all industries with an average power consumption of more than 300 kW during the calendar year will have to purchase or generate 8% of their energy from renewable sources, and the ratio will be increased annually to reach 20% by 2025. The new regulation also declared of national interest the generation of power from renewable sources, the research for technological development and the manufacture of equipment for this purpose.

Long term focus

The strong and active commitment to implement new energy-efficient models will bring favorable changes in the following aspects:

Sustainable development and environment

- Replacement of fossil fuels, significantly reducing environmental impact.
- Climate change prevention.
- Reduction of greenhouse gas emission.

Economy and employment

- Reduced energy dependence from foreign countries by using local energy sources.
- Direct and indirect creation of highly qualified jobs (“green jobs”).
- Growth of companies dedicated to providing environmental services.
- Investments in development, technology and innovation.



BIEL Light + Building Buenos Aires a mirror of global trends



The value chain in the renewable energy sector consists of four main elements: the manufacture and distribution of equipment; project development; construction & installation and operation & maintenance.

For that reason, **BIEL Light + Building Buenos Aires** is a professional platform for manufacturers and distributors focused in the production and marketing of equipment for providing sustainable energy.

It is a gathering for professionals, aimed at generating business and with the participation of:

- technical consultants in renewable energy,
- erection and maintenance companies,
- universities and research centers,
- officials in charge of public administration,
- energy and environmental efficiency experts.

The 2017 edition will set trends in the promotion of technologies based on geo-biology, bio-construction, renewable energy and environmental management, due to their social and economic benefits for the domestic market and international trade.





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Luis María Campos 1061 Piso 5°
C1426BOI – Ciudad de Buenos Aires
Argentina

Tel.: +54 11 4514 1400

Fax: +54 11 4514 1404

biel@argentina.messefrankfurt.com

www.biel.com.ar

www.light-building.messefrankfurt.com

**Cámara Argentina de Industrias Electrónicas,
Electromecánicas y Luminotécnicas**

Córdoba 950 Piso 4°
C1054AAV - Ciudad de Buenos Aires
Argentina

Tel.: +54 11 4322 0651 y rotativas

Fax: +54 11 4322 0651 int. 227

camara@cadieel.org.ar

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