

Press release

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With benefits for 2018 exhibitors, Intersec Buenos Aires launches the commercialization of its new edition

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The most important exhibition of the security industry comes back in 2020 and starts its sales with promotions for all the exhibitors from the previous edition: up to November 22 they can book the same booth at a special launch price. There are also discounts for CAS and CASEL members.

Intersec Buenos Aires is getting ready for its 6th edition of La Rural Trade Center of Buenos Aires. On August 26-28 next year, the event will gather again the main players of the *Security, Safety & Fire* industry, with the aim of boosting the business and offering training and professional updating activities.

After the success of 2018 edition, the organizers seek to redouble the bet. "We are excited and committed with the positive results of the last exhibition and, therefore, we have started preparations for the next one, giving priority to those who have trusted and accompanied us previously", says Ezequiel Gorbarán, Project Manager. "Those who participated in 2018 will be able to keep the same location if they confirm their participation before November 22. Besides, we offer them a preferential and exclusive launch price, as well as discounts to CAS and CASEL members", he adds.

Intersec Buenos Aires 2018 had the presence of 185 exhibitors from 10 countries and the visit of 13,774 business professionals and professionals of the sector. The satisfaction surveys indicate that most of exhibitors took part with the idea of creating new commercial relationships (69%), strengthening existing commercial relationships (66%) and presenting innovations and new developments (58%) and that 92% succeeded in fulfilling said aims. While 95% was pleased with the visitors' *target group* achieved, and 90% of the surveyed people said to be "pleased" or "very pleased" with the event in general. Most importantly, 94% stated their intention to take part in the next edition.

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The aim of this new Intersec Buenos Aires is to incorporate more companies and innovative subjects to the academic offer that is given in parallel. "The country is undergoing complex times, but the sector has been putting up fight and in the last years it experienced a great dynamism. There is a lot of potential in the industry and Intersec Buenos Aires is a platform that seeks to drive innovation and business", explains Gorbarán.

The executive also advances that it will be carried out a strong promotion campaign abroad by visiting other international events related to the sector and of the exhibition network of *Safety, Security & Fire* that Messe Frankfurt develops globally.

The event is organized jointly by Messe Frankfurt Argentina, the Argentine Chamber of Safety (CAS), and the Argentine Chamber of Electronic Security (CASEL). During four days, it presents the latest technologies in products and services related to electronic, physical, IT, road and industrial security; domotics; fire detection and extinction; environment protection; occupational safety and health; personal protection; passive security; cards; GPS; among others.

The ones who are interested in reserving a space should contact the Organizing Committee by email at intersec@argentina.messefrankfurt.com or by phone at (11) 4514 1400.

Intersec will be carried out on August 26-28, 2020 in La Rural Trade Center of Buenos Aires.

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

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 | www.twitter.com/Intersec_BA | www.instagram.com/intersecbuenosaires

Safety, Security & Fire

Safety and security are increasingly important basic needs and, therefore, stand for a growing global market. With eleven 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 &

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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

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 30 locations, the company generates annual sales of around €718 million. We have close ties with our industry sectors and serve our customers' business interests efficiently. Our 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. Headquartered 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.

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, Salón Moto, 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 and Arminera, among others.

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

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