

# POST-EVENT REPORT 2023

The event that brings together the entire motorcycle industry and its fans



CAFAM

SALÓN MOTO

24 – 27.05.2023  
LA RURAL TRADE CENTER

## Exhibitors



**+200**

national and international  
brands.



**99%**

satisfied with the achievement of  
the participation goals.



**97%**

satisfied with the number  
of new contacts.

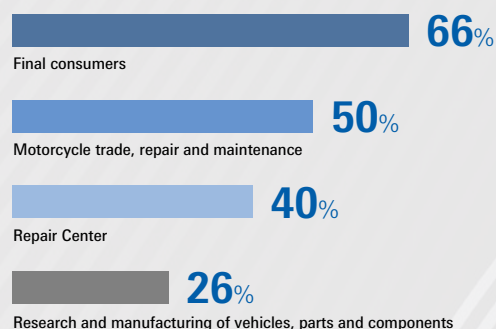


**100%**

satisfecho con el target  
group alcanzado.

### Exhibitors:

visitor target group



Several possible answers. Exhibitors survey result.

## GENERAL INFORMATION

The second edition of Salón Moto was a success regarding summoning. With the record attendance of more than 80,000 visitors and the presence of more than 200 brands, throughout four days, important launches, multiple conferences and different entertainment activities were carried out. Thus, the event is consolidated as the most anticipated meeting of the industry and its followers.

Date: **May 24 - 27, 2023**

Trade Center: **La Rural Trade Center, Buenos Aires**

Organizer: **Messe Frankfurt Argentina** together with the **Argentine Chamber of Motorcycle Manufacturers (CAFAM)**

Area: **20,000 sqm**

Exhibitors: more than **200 national and international brands**

Visitors: more than **80,000**

### Exhibitors:

Participation goals in the fair



# Highlights of 2023

## SUPER ENDURO

The best of off road enduro was presented for three days on the center court of the trade center. Within the framework of a spectacular show, 12 pilots performed incredible maneuvers and skills in a pure adrenaline circuit.

## TALKS AND MEETINGS

In the open auditorium there were conferences by brands and talks by renowned figures and references in motorcycling. Motocross Secrets, Moto GP, Women on Motorcycles, Travel Stories and Road Safety, were some of the topics covered.



## GAMES AND ACTIVITIES

Special guests, simulators, trivia, t-shirt printing and raffles were some of the proposals that visitors were able to enjoy at the booths, while appreciating new models of motorcycles, equipment and accessories.

## SPECIAL GUEST

The opening ceremony was attended by the Minister of Economy of the Nation, Sergio Massa, the Secretary of Industry and Productive Development of the Nation, José Ignacio de Mendiguren and the Secretary of Commerce of the Nation, Matías Tombolini. In this context, Sergio Massa made an important announcement for the sector: the extension for 5 years of the regime that encourages the integration of local motorbike parts for assembly.

## ARGENTINE MARKET

**40.655**  
patented units in May 2023

**98%**  
of the patented  
motorcycles are national

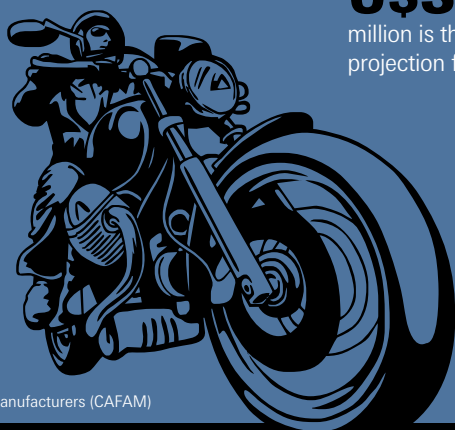
**3.000**  
direct jobs

**209.708**  
patented units from  
January to May 2023

**4,44%**  
year-on-year increase

**500**  
units is the projected  
annual sales level

**U\$S 100**  
million is the investment  
projection for five years



Source: Argentine Chamber of Motorcycle Manufacturers (CAFAM)

## Don't miss the next edition!

For details and information regarding your participation as an exhibitor or sponsor, please go to [www.salonmoto.com.ar](http://www.salonmoto.com.ar) or contact our Sales Team at [salonmoto@argentina.messefrankfurt.com](mailto:salonmoto@argentina.messefrankfurt.com)

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