

# Press

## Press Release

Messe Frankfurt Argentina

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### **The Chamber of Motorcycle Manufacturers and Messe Frankfurt Argentina sign a strategic cooperation agreement to organize the 1st Salón Moto.**

#### **The event that brings together the motorcycle industry and its passionate fans will take place in October 2018 in La Rural Trade Center**

A strategic cooperation agreement was signed last Thursday between CAFAM -the Chamber of Motorcycle Manufacturers- and Messe Frankfurt Argentina -one of the country's leading companies in the organization of exhibitions, congresses and events- to hold the 1st Salón Moto.

The exhibition is scheduled to take place from October 25th to 28th, 2018 at La Rural Trade Center in Buenos Aires.

The Show is born in a context of growth of the motorcycle industry. Argentina is the third largest market in South America, after Brazil and Colombia. According to data from CAFAM, 564,218 units were patented from January to October 2017, an increase of 46% compared with the same period of 2016. Taking into account the motorcycle whole value chain, the sector provides more than 5,000 jobs locally.

"It is a great satisfaction for all the manufacturers that are part of CAFAM that we can announce the realization of the first Salón Moto," said Mr. Lino Stefanuto, President of CAFAM. "This will undoubtedly help strengthen our sector and the bike industry which, with effort and confidence, has achieved a significant recovery in sales since mid-2016. The motorcycle market is growing in volume, variety of brands

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and models, and proposals for all kinds of tastes and needs; this meeting will be a great opportunity to strengthen ties with customers and increase business opportunities throughout the value chain."

Mr. Detlef Braun, Member of the Executive Board of Messe Frankfurt GmbH, said: "We are very happy to add this event to our portfolio of exhibitions related to mobility and logistics. It will be in line with Motobike Istanbul and the classic Motor Show that takes place in our Frankfurt venue. From our headquarters we will work side by side with Argentina to make this a leading, international-level event."

For his part Mr. Fernando Gorbarán, President and CEO of Messe Frankfurt Argentina, said: "It is a great challenge for us. For some time we have been working closely with CAFAM in the realization of this project and we are convinced that it is the right moment for its launch. As organizers we also have a great deal of experience in the automotive industry, as we know several of the key players in the market."

The 1st Salón Moto will be a can't-miss event for professionals and bike lovers. There will be prototype releases, presentations of new models, shows and numerous surprises for the visiting public.

Further information: [www.argentina.messefrankfurt.com](http://www.argentina.messefrankfurt.com)

Twitter: @MesseArgentina

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### **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 2,300 employees at some 30 locations, the company generates annual sales of around €647 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, Confemaq, Emitex, ExpoCehap, ExpoFerretera, ExpoMant, Intersec Buenos

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Aires, Simatex, Tecno Fidta. In addition to numerous congresses and special events for third party, such as Argentina Oil & Gas Expo, Arminera and Feria COAS de las Naciones, among others.

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