

Press release

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## Arminera expands its networks and renews its website

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**The exhibition that gathers the main national and international decision makers of the mining industry fits in with the digital age by renewing its website and opening its new Instagram and LinkedIn accounts, in order to be connected 24/7 with exhibitors and visitors.**

To the Facebook and Twitter social platforms, Arminera adds its Instagram ([/arminerabuenaosaires](#)) and [LinkedIn](#) accounts. Both were created with the aim of generating new contacts with companies and professionals of the industry, strengthening existing relations and sharing news and information. Followers may access several types of multimedia content, interviews, photos, videos, and receive a customized, concrete and immediate treatment.

The International Trade Fair for the Mining Industry also renews its website, focused on the needs of each of the exhibition players with accurate and easy to access information. It has a more modern and attractive design that, through images and videos, allows us to enter the Arminera world.

### **New tools for exhibitors**

With the advance of digitalization, trade fairs are constantly reinventing themselves and offer more attractive and appealing proposals.

In this sense, Arminera offers its exhibitors different digital tools for them to maximize their presence in the fair: from customized materials to a special landing page that, among other things, it allows us to know those who register in the event and access the site, to send mailing to their contacts and to create animated banners for the web.

### **To schedule**

Arminera will be carried out on May 7-9, 2019 in Costa Salguero Center of Buenos Aires. It will cover an area of 12,000 sqm in which approximately 250 exhibitors will exhibit their advances in products and services to 7,500 industry professionals and professionals from different countries.

The event is organized by the Argentine Chamber of Mining Companies (CAEM) and Messe Frankfurt Argentina.

Indexport Messe Frankfurt  
Luis María Campos Av. 1061 - P 5°  
C1426BOI, Buenos Aires  
Argentina

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.arminera.com.ar](http://www.arminera.com.ar)

**Press information and photographic material:**

<https://arminera.ar.messefrankfurt.com/buenosaires/en/prensa.html>

**Links to websites:**

[www.facebook.com/Arminera](http://www.facebook.com/Arminera) | [www.twitter.com/ArmineraExpo](https://www.twitter.com/ArmineraExpo) |

[www.instagram.com/arminerabuenosaires](https://www.instagram.com/arminerabuenosaires) |

[www.linkedin.com/showcase/arminera](https://www.linkedin.com/showcase/arminera)

**Background information on Argentine Chamber of Mining Companies (CAEM)**

The Argentine Chamber of Mining Companies (CAEM) was founded in 1991 as a result of the joint decision of the most important companies already present in the market, and with the purpose of strengthening and streamlining the potential of the mining industry. CAEM represents its members before the country's authorities and abroad, as well as before individuals and private companies, promotes congresses, conferences, seminars, exhibitions, events and publications and encourages the exchange with public institutions and private organizations connected to mining activities, locally and abroad.

The Argentine Chamber of Mining Companies (CAEM) gathers all of the mining activities. It represents - in every production stage – those companies dedicated to metalliferous and non-metalliferous mining and construction materials. It also gathers the Exploration Chambers, the provincial Chambers of the industry and suppliers: from machinery manufacturers to consumer goods and services companies, as well as technical, legal and financial advisors..

**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 €715\* 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)

\*preliminary figures 2018

**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, Moto Show, Intersec Buenos Aires, Simatex, Tecno Fidta. In addition to numerous congresses and special events for third

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party, such as Argentina Oil & Gas Expo Buenos Aires, Argentina Oil and Gas Expo Patagonia, Arminera and Electronics Home, among others.

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