

Busworld Latin America has officially launched

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The event took place on September 28 at La Rural Trade Center with the participation of the Executive Director of the National Commission for Transport Regulation, Mr. José Ramón Arteaga, alongside representatives of Busworld International, I2 Productora (El Expreso TV) and Messe Frankfurt Argentina. National associations, company owners and journalists were also present.

Today, Tuesday September 28, Busworld Latin America—the only B2B exhibition for the land passenger transportation industry in the South American continent—was officially launched at La Rural Trade Center, with the participation of government officials, national associations, entrepreneurs, and specialized journalists.

As organizers of the exhibition, representatives of I2 Productora (El Expreso TV) and Messe Frankfurt Argentina were in charge of the inauguration. During the event, government officials thanked the attendees for their presence and mentioned the main novelties to be presented from September 21 to 23, 2022, when Busworld Latin America will arrive for the first time in Argentina to bring together the industry's whole productive chain.

“We are happy to be here today,” said Mr. Fernando Gorbarán, CEO and President of Messe Frankfurt Argentina, “presenting Busworld Latin America, which will be an unprecedented meeting in Argentina. Companies from big global brands to local startups will participate. It will undoubtedly be an ideal occasion to get in touch with colleagues and share the latest trends. As organizers, we think of this exhibition as a business center and a venue that fosters dialogue, exchange, and professional updating. We invite you to be part of this great gathering.”

“Busworld never ceases to amaze me,” said Mr. Daniel Orciani, Director of I2 Productora. “You think you know everything, but when you get to the exhibition you see things that change your mind because transportation is a long-term business. We usually neglect and postpone development in Argentina, due to the circumstances that befall us. But when you participate in this exhibition, you see trends that really matter, and which show the way forward. That's why it is crucial that suppliers and manufacturers in Argentina show what they do. Ours is a well-developed industry, and the exhibition is an excellent opportunity to show all that we know how to do. As I

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mentioned before, each Busworld surprises me, and I definitely hope to be even more surprised in the Buenos Aires event.”

Representatives of the Belgian firm Busworld International participated remotely. “The DNA of the Busworld community is very simple and straightforward,” said Mr. Vincent Dewaele, CEO of Busworld International. “We don’t only focus on buses, suppliers and manufacturers; we want to bring together the whole bus and coach community at a global level. We focus on people because buses transport them, and we believe they are the key to solving mobility problems around the world. Please join the Busworld movement.”

“Latin America has become the second largest market in the world for land transportation,” said Mr. Jan de Man, Content Director for the Busworld Foundation, as he discussed Latin America’s role within the industry. “You represent 17% of the global market. Between fifty-three and fifty-four thousand buses are sold in Latin America per year, and to continue growing at this rate, we must talk with all decision makers.” Mr. de Man invited attendees to participate in the seminars and knowledge exchange initiatives to be held in Buenos Aires in September 2022.

As a sign of support for the industry, and to welcome the sector’s foremost event to Argentina, the closing words for the inauguration were by Mr. José Ramón Arteaga, Executive Director of the National Commission for Transport Regulation. “Let’s welcome this gathering next year, in which we will exchange experiences, learn, share and continue training. We are witnessing an economic recovery, and we will do so with the greatest of sanitary and institutional responsibilities. I want to thank everyone for the opportunity to be together today. Next year at this meeting, we will have the opportunity to share experiences with other countries, and with national and international operators and manufacturers, with whom we will keep accepting the challenge of guaranteeing efficient and quality transportation for all Argentines.”

Also participating in the event were Mr. Roberto Fernández, President of the Civil Association for the Training of Passenger Motor Transport Workers; Mr. Roberto Pachamé, President of the Association of Motor Transport Engineers and Technicians; Mr. Gaspar Díaz Oliva, President of the Argentine Chamber of Passenger Motor Transport; Mr. José Troilo, President of the Business Chamber of Passenger Motor Transport; Mr. Luis Rodríguez, President of the Urban Transport Business Chamber of Buenos Aires; and Mr. Raúl Amil, President of IRAM and the Association of Argentine Components Manufacturers. In addition, Ms. Lucía Capelli, Undersecretary of the Undersecretariat of Mobility Planning of the City of Buenos Aires; Ms. Clara Sanguinetti, General Director of the Undersecretariat of Mobility Planning of the City of Buenos Aires; Mr. Hugo Luis, Vice President of the Long Distance

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Business Chamber; Mr. Kurt Dowd, Vice President of the Argentine Association of Motor Transport Company Owners; Ms. Laura Teruel, Secretary of the Argentine Chamber of Tourism; Mr. Sergio Damián Gargano, Director of the General Directorate of Institutional Relations of the National Ministry of Transport; and Ms. Florencia Esperón, Director of Gender and Diversity Policies of the National Ministry of Transport.

Busworld Latin America is the only B2B exhibition for the Latin American bus and coach industry. Visitors from all over the region will experience a true celebration. Bus operators, body manufacturers, and suppliers of components, spare parts, accessories and software will be present, alongside engineers, R&D personnel, operator federations, automotive federations, educational institutions, academics, civil servants, mobility experts, amateurs and all those linked to the bus industry.

i2 Productora SRL (El Expreso TV) commercializes Busworld Latin America. Registration is now open for exhibitors. For more information, contact comercial@busworldlatinamerica.com.ar

Busworld Latin America will be held from September 21 to 23, 2022 at the La Rural Trade Center in Buenos Aires, Argentina.

Further information:

www.busworldlatinamerica.org

Press information and photographic material:

<https://www.busworldlatinamerica.org/es/prensa>

Social Media:

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Background information on Busworld

Since 1971 Busworld organizes events for the bus and coach industry around the world. From live exhibitions and conferences to online events where we bring bus people together to network, do business, exchange knowledge, and not to forget: have fun. At Busworld business and pleasure go hand in hand.

It's the platform where the latest innovations and trends in the world of bus and coach are being revealed, displayed and discussed from leading global brands to local start-ups.

Due to its long history track, Busworld is positioned as the largest and most famous exhibition organizer for bus and coach in the world. It's the place to be to meet with industry decision makers, such as bus and coach operators (private and public), vehicle manufacturers, component, accessory and software suppliers.

For more information, please visit our website at: www.busworldlatinamerica.org

Background information on Messe Frankfurt

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Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250* million in 2020 after having recorded sales of €738 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business ExpoFerretera International Hardware, Plumbing Parts, Paint and Construction Materials Trade Fair Costa Salguero Center Buenos Aires, December 1 – 4, 2021 Page 3 fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. 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. We are expanding our digital expertise with new business models. 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

* preliminary figures 2020

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, Busworld Latin America, 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