

Press Release

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**Busworld Latin America starts the year with
great news**

Camila Loch
Tel +54 2324 558730
cloch@mauroyassociados.com.ar
www.argentina.messefrankfurt.com
Press and Communication Manager,
Natalia Porta

The exhibition for the bus and coach industry will be held from June 14 to 16, 2023 at the La Rural Trade Center, Buenos Aires.

Busworld Latin America will be held for the first time in Buenos Aires, launching with an edition offering great opportunities for the exchange of ideas and with the participation of such leaders of the bus and coach industry as **Axion, Over Bus, YPF, Goodyear e IVECO.**

This first Buenos Aires edition, organized by Busworld and Messe Frankfurt Argentina, and marketed by i2 Productora SRL (El Expreso TV) will become a milestone among the sector's exhibitions: a venue for making contacts, doing business and exchanging ideas, and where the entire production chain will meet, from big global brands to local startups. For three days, the event will bring together the main players of the bus and coach industry.

“Busworld is the ideal venue to generate new business opportunities, and share knowledge and experiences,” said Mr. Fabián Natalini, Project Manager of Messe Frankfurt Argentina. “We are excited to be part of the foremost event for the bus industry in the region, which

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for the first time will take place in Argentina. We invite all companies in this sector to join and be part of this great meeting.”

The exhibition will showcase the latest regional developments in mobility and transportation, with special emphasis on sustainability, such as buses powered by electricity, gas, or biofuels.

“Busworld is a highly anticipated event throughout Latin America and we are ready to make it a success in its new home,” said Mr. Vincent Dewaele, CEO of Busworld International. “It will show the development and importance of buses and coaches in the region in general, and in Argentina in particular. Over the next few months we will hold a series of webinars in the participating countries, to explore our industry's topics in detail and promote the event.”

Bus operators, body manufacturers, and suppliers of parts, components, accessories and software will participate in the exhibition, along with engineers, R&D personnel, operator federations, automotive federations, educational institutions, academics, civil servants, mobility experts, fans and all those linked to the bus industry.

Registration for exhibitors is now open. Those who would like to reserve their place and join the great

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reunion of the bus and coach industry can contact:

comercial@busworldlatinamerica.com.ar

Busworld Latin America will take place from June 14 to 16, 2023 at the La Rural Trade Center, Buenos Aires City, Argentina.

More Info:

www.busworldlatinamerica.org

Press kit and visual material:

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

Social Media:

[Facebook](#) | [Instagram](#) | [Twitter](#) | [LinkedIn](#)

Additional information about Busworld

Since 1971 Busworld has organized events for the passenger road transport industry around the world. From exhibitions and conferences to online events where it brings together people from the industry to network, do business, exchange knowledge and also have fun. At Busworld, business and pleasure go hand in hand.

It is the platform where the latest innovations and trends in the world of urban and highway buses are revealed, displayed and discussed, from the big global brands to local start-ups. His extensive career positions Busworld as the world's leading organizer of exhibitions for urban and highway buses. It is the ideal place to meet with decision makers in this industry: urban and highway bus operators (both private and public), vehicle manufacturers, suppliers of components, accessories and software.

More information at: www.busworldlatinamerica.org

Background information: Sustainable Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: www.messefrankfurt.com/sustainability

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).

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* Preliminary figures for 2022

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, ExpoFerretera, 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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