

EUROPE

GERMANY, AUSTRIA & SWITZERLAND

TRADE Q-TRADE FAIRS & EVENTS
Ms. Elizabeth Niehaus
Bruchstrasse 47
D-40235 DÜSSELDORF
Tel: +49 211 6980749
Fax: +49 211 6980750
info@trade-q.com
www.trade-q.com

BENELUX

FAIR FORMAT
Ms. Cora Burger
Paramonboweg 44
NL-7333 PB APELDOORN
Tel: +31 55 533 04 00 /
Fax: +31 55 533 03 60 /
c.burger@fairformat.nl
www.fairformat.nl

SPAIN

ZONA CENTRO
Mr. Francisco Javier González
C/ Córdoba, 32-1°C,
28770 Colmenar Viejo (Madrid)
Tel: +34 91 845 95 89
Fax: +34 91 848 64 63
figonzalez@bec.eu

SPAIN

ZONA CATALUÑA Y LEVANTE
Mr. Francisco Oliva de Mesa
Daos i Velarde, 22-26, 3°-3°
08980 Sant Felu de Llobregat
(Barcelona)
Tel: +34 93 666 25 52
Fax: +34 93 685 00 88
foliva@bec.eu

ZONA ATLÁNTICA GALICIA/PORTUGAL

Mr. Roberto Gómez Lorenzo
C/ Simón Bolívar, 3-9° G
36203 VIGO
Tel: 986 36 76 54
Fax: 986 36 76 54
rflorenzo@bec.eu

AFRICA

FRANCE

ACE EXPORT
Mr. Erik Catala
11 rue Alexandre Cabanel
F-75015 PARIS
Tel: +33 147832762
Fax: +33 140619535
contact@ace-export.com
www.ace-export.com

MOROCCO

AREA CONSULTANTS MAROC

Mr. Roland Hervas
Lot 6 Residence EL ANDALOUS - 118 Bd Mohamed V
MA-90000 TANGER
Tel: +33 212 5 39 94 45 66
+212 5 39 94 45 66
+212 5 39 94 45 66 /
Marketing_area@menara.ma

ASIA

INDIA

COMNET EXHIBITIONS PVT. LTD
Ms. Anita Behl
217-B (2nd floor) Okhla Industrial Estate, Phase III,
IN-110020 NEW DELHI
Tel: +91 1142795000 / +91 114279 5055
Fax: +91 11 42795098 / +91 11 4279 5099
hemasaxena@eigroup.in
www.comnetexhibitions.com

TAIWAN

CENS (CHINA ECONOMIC NEWS SERVICE)
Ms. Maria Cheng
2nd Fl., No. 369 Ta Tung Road, Sec. 1
TW-22161 TAIPEI HSIEN
Tel: +886 2 8692 5588 ext. 2002
Fax: +886 2 8643 3936
mariacheng@cens.com
www.cens.com

SPRI

FOREIGN NETWORK
COLLABORATING OFFICES

ARGENTINA
BRAZIL
CHILE
MEXICO
POLAND
CZECH REPUBLIC / SLOVAKIA
RUSSIA
USA

CONTACT US:
Isabel Garro, SPRI
igarro@spri.es
Tel: +34 944037080

PAKISTAN

UNICORN INTERNATIONAL
Mr. Salman Jamil
(S.P.O. Box 970 - Lahore 54000)
23-B/3, Gulberg III
PK-54660 LAHORE
Tel: +92 427122784
Fax: +92 427359254
unicorn@fairs.vlcc.org.pk



BALANCE OF FERROFORMA 2011

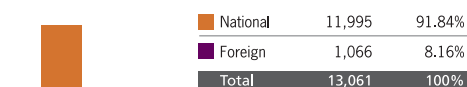
GENERAL STATISTICS

EXHIBITORS



MAIN ORIGIN OF FOREIGN EXHIBITORS: Argentina, Austria, Belgium, Canada, Czech Republic, Denmark, Dominican Republic, Finland, France, Germany, Hong Kong, India, Italy, Japan, Portugal, Sweden, Taiwan, United Kingdom and the USA.

PROFESSIONAL VISITORS



MAIN ORIGIN OF FOREIGN VISITORS: Algeria, Argentina, Colombia, France, Germany, Netherlands, Italy, Morocco, Mexico, Portugal, Turkey, Sweden, United Kingdom.

EXHIBITORS sectors according to percentage of participation



PROFESSIONAL VISITORS main sectors of interest



12 > 15 MARCH | 2013

BILBAO EXHIBITION CENTRE
Ronda de Azkue, 1
48902 Barakaldo
Tel: + 34 94 404 00 00
Fax: + 34 94 404 00 01
e-mail: ferroforma@bec.eu
www.bilbaoexhibitioncentre.com



EXPOSSIBLE!

Collaborator:



EXPOSSIBLE!

www.bilbaoexhibitioncentre.com

20th editions ferroforma supporting you

SINCE 1974 WE HAVE PROVIDED THE HARDWARE/DIY SECTOR WITH A SUCCESSFUL FORUM WHERE PROFESSIONAL EXHIBITORS AND VISITORS COULD MEET AND COULD DEVELOP TRADE RELATIONS.

THE 20th EDITION OF **FERROFORMA-BRICOFORMA** provides an unprecedented and comprehensive range on offer in fairs on a national level, covering all business opportunities and information, supplies and services needs for the hardware channel. It will be the most important fair of the year in Europe for hardware, industrial supplies and DIY; indeed, an essential appointment for professionals of the sector in 2013.



Renewed Formula + professional + International

The dates have already been set for the next edition of Ferroforma. For the first time, it will take place on working days, from Tuesday 12th to Friday 15th March 2013. This will attract a higher calibre of professionals and will boost commercial contacts thanks to professional synergies and visits of greater interest and technical content.

The next edition of Ferroforma on working days

The good international response to the previous edition, with a 10% increase in the number of visitors, has encouraged us to strengthen and boost the presence of international attendees and to be a reference point for emerging countries, especially in Latin America and the Middle East.

These strategic decisions taken by the Technical Advisory Committee, consisting of representatives of the main sector associations, cooperatives, companies and distributors, will help the 20th edition of Ferroforma-Bricoforma to strengthen its presence and its value as a national and international commercial platform.



- 1 + Working Days
- 2 + International
 - + Companies from all over the world
 - + Emerging countries
 - + Nearby countries: France and Portugal
- 3 + High level of professional visitors
- 4 + Participative

Ferroforma 2011, a solid success

Ferroforma-Bricoforma 2011 was considered a great success by exhibitors and visitors according to the surveys. This is the result of an updated formula, with an exhibition containing over 600 international firms and a highly participative programme of activities. More than 16,000 visitors from 80 countries attended the show, attracted by the opportunity to do business.

A very satisfactory level of participation, with more than 16,000 visitors from 80 countries

France, Portugal, Italy, Germany and the United Kingdom accounted for a high proportion of representatives in the fair. Professionals from countries such as Poland, Russia, Turkey, Cyprus, Morocco, Algeria, Colombia, Argentina, Mexico, Brazil, Costa Rica and Saudi Arabia, also attended the show, many of them as part of the buyers' programme. Overall, foreign visitors accounted for 10% of the people attending.

As for Spain, we would highlight the presence of more than 8,000 professionals from outside the Basque Country, particularly from Catalonia, Madrid and Valencia, followed by Cantabria, Galicia and Andalusia.

Exhibitors spoke of the large number of visitors received on their stands and, therefore, of the number of commercial contacts made during the fair. According to the data collected, most visitors were senior managers, purchasing managers and company directors.

Complementary activities included talks, round tables, and case analyses involving 732 professionals. On-site demonstrations of products and innovations were successful and facilitated contacts between exhibitors and sector professionals, and particularly with end users.

Overall, the verdict on Ferroforma-Bricoforma 2011 was very favourable. This confirms the suitability of its new approach and the firm commitment by its Advisory Technical Committee to guarantee the professionalisation and internationalisation of the event.



+ advantages

These are some of the advantages we provide for your participation in Ferroforma-Bricoforma 2013

- Financing at 0%
- Maintenance of 2011 rates
- Discount for early registration
- More surface area = more discounts
- Turnkey Stand Package
- Accommodation + Parking + Meals + Tickets package
- Own area for demonstrations and presentations
- Arrangements for tickets to sports and leisure events
- Appearance in promotional materials, catalogue and official website
- Travel discounts with RENFE and IBERIA.
- Practical product demonstrations
- Technical-commercial talks by exhibitors
- Supply & Demand encounters through the website
- Discounts on advertising in technical publications
- VIP service for your best customers
- Dossier with special sales conditions, with free promotional actions.

STOP
COPIES!

In Ferroforma-Bricoforma you can count on our commitment to intellectual and industrial property for the protection of exhibitors' rights, in the form of specific actions and the presence of specialist lawyers in this area on a informative stand.