

No. 14 / Cologne, 15.07.2024

## Koelnmesse expands its substantial global scope in the hardware trading sector to Colombia

**New joint venture with proven and established partners Corferias and Concept2b paves the way for expansion of EISENWARENMESSE to Latin America and the Caribbean.**

**The established event “El Gran Salón Ferretero” brings together suppliers, distributors, and retailers to present an outstanding selection of products, technologies, and services.**

**Latest addition of successful Cologne trade fair format in Colombia ensures dynamic growth for Koelnmesse and its partners as well as new business opportunities for hardware vendors.**

Bogotá, July 2024. With a strategic movement that enriches the panorama of industrial trade fairs in Latin America, Koelnmesse, in collaboration with Corferias and Concept2b, is now part of “El Gran Salón Ferretero”, the most expected event in the hardware sector, which took place in Corferias, Bogotá on 12-13 July 2024. The event was held for the first time under this new alliance, and welcomed more than 230 exhibitors and around 9,000 visitors.

### **EISENWARENMESSE: A Strategic Boost for the International Projection of “El Gran Salón Ferretero”**

This new chapter for the hardware industry in the region reinforces Koelnmesse's leadership in the organization of international trade fairs. "I am delighted to invest the expertise we have acquired with our successful Cologne model EISENWARENMESSE in this promising joint venture in Colombia," explains Gerald Böse, CEO of Koelnmesse. "This will enable us to support our customers in the Latin American market and create synergies between our events in Cologne and abroad. An absolute win-win situation for everyone involved." Some of the EISENWARENMESSE customers have already expressed their interest in the market. In addition to EISENWARENMESSE since 1971 and Asia-Pacific Sourcing since 2005 in Cologne, as well as China International Hardware Show in Shanghai, Koelnmesse is now expanding its presence to the Americas. In 2023, International Hardware Fair Italy, in Bergamo, and International Hardware Fair India, New Delhi, also debuted as two satellite events. "The new joint venture is the sixth hardware event in our portfolio and an important milestone in our internationalisation strategy," summarises Böse.

Andrés López, CEO of Corferias, adds: "We are delighted, to further strengthen the

Your contact:

Dr. Jasmin Fischer

Tel.

+49 221 821-2494

e-mail

jasmin.fischer@

koelnmesse.de

Koelnmesse GmbH

Messeplatz 1

50679 Köln

P.O. Box 21 07 60

50532 Köln

Germany

Tel. +49 221 821-0

Fax +49 221 821-2574

www.koelnmesse.com

Executive Board:

Gerald Böse (President and Chief

Executive Officer)

Oliver Frese

Chairwoman of the Supervisory Board:

Mayor of the City of Cologne

Henriette Reker

Headquarters and place of

jurisdiction:

Cologne

District Court Cologne, HRB 952

already established event by Concept2B together with Koelnmesse. Our many years of intensive cooperation with Koelnmesse serve as the foundation for our common vision of consolidating the trade fair in the Colombian market and taking its internationality to a new level."

Page

2/4

Dario Bastidas, co-founding partner of Concept2b, adds: "We are an innovative company, specialized in B2B marketing dedicated exclusively to the hardware and construction sector, with more than 12 years of experience in the market, in which we have created a unique portfolio based on 360 strategies for each company, which allows us to be an important ally in the area of marketing, innovation and effective creativity in countries such as Colombia, Ecuador and Peru".

The participation of the EISENWARENMESSE - International Hardware Fair Cologne, managed by Koelnmesse, acts as a driver for "El Gran Salón Ferretero". The collaboration with the leading trade fair in Cologne will help position the event on the global scene, facilitating the acquisition of partners, exhibitors, and international businesses. In addition, "El Gran Salón Ferretero" perfectly complements the EISENWARENMESSE brand in terms of content and geography. EISENWARENMESSE will bring its vast network and experience to expand the reach of "El Gran Salón Ferretero", marking a turning point in its history. The goal is clear: to turn the event into an indispensable reference within the hardware industry, creating a point of convergence for innovation, commerce, and trends in Latin America and the Caribbean.

### **Strong partnerships will lead to joint success**

"El Gran Salón Ferretero" will benefit from the combined international Koelnmesse industry know-how and regional expertise. It will be the fourth event concept jointly organised and implemented by Koelnmesse and Corferias. The aim of Corferias is to connect Colombia with the business world. Concept2b as another strong partner has great experience in creating marketing strategies and effective events for the Colombian hardware industry.

### **Colombia and the region as strategic players in the market**

Colombia stands out on the world stage as one of the 30 most attractive countries for foreign investment and is among the five largest economies in Latin America. In this position, it can offer privileged access to the Latin American and Caribbean markets. The country benefits from a complex port system that optimizes connectivity and access to a variety of operators and services. This environment is ideal for "El Gran Salón Ferretero" to capitalize on these geographical and economic advantages, serving as a vital meeting point for the sector.

According to [Statista](#), the Colombian tool and hardware store market projects revenues that will reach euro 12.66 billion in 2024, with an annual growth rate of 2.68% until 2028. This sustained growth shows a clear trend: the growing interest of Colombian consumers in home improvement and building projects, which in turn drives demand for construction tools and materials. "El Gran Salón Ferretero" responds to trends, offering a platform for suppliers, distributors, and retailers to

explore new opportunities, discover innovations, and expand their commercial networks.

Page

3/4

Against this backdrop, “El Gran Salón Ferretero” aims to be the leading trade fair in the Latin American and Caribbean region, offering the perfect space for suppliers, distributors, hardware merchants, contractors, and other professionals in the sector to connect and collaborate.

“El Gran Salón Ferretero” goes beyond being a commercial platform to become a space for interaction, learning, and significant business for the hardware community in Latin America. At this event, participants will find a setting with opportunities and spaces dedicated to negotiation as well as areas for training and recognition.

In its ongoing journey of growth and expansion, El Gran Salón Ferretero will extend to three days in its next edition, to be held from November 6 to 8, 2025. This edition aims to create more opportunities for exhibitors and visitors, offering innovations and trends that will continue to pave the way for the hardware sector in Latin America and the Caribbean.

#### **About the organizers:**

##### **Koelnmesse:**

**Koelnmesse - industry trade fairs for the hardware sector:** As a top international trade fair organiser, Koelnmesse is the global market leader in organising events for the hardware/ironware segment. It hosts the leading international event EISENWARENMESSE - International Hardware Fair Cologne at its trade fair grounds in Cologne, where Asia-Pacific Sourcing also showcases products, innovations and trends for homes and gardens from the Far East. In addition to the events at its Cologne headquarters, Koelnmesse is expanding its portfolio internationally in key markets: The China International Hardware Show in Shanghai, the International Hardware Fair Italy in Bergamo and the International Hardware Fair India in New Delhi are bespoke events and leading trade fairs for the respective regions with international participation. They form the foundation for sustainable, international business for their participants and bring together supply and demand within the sector with a carefully targeted approach.

##### **The next events:**

- China International Hardware Show - Leading Trade Fair for Tools, DIY and Building Hardware, Fasteners, Security Systems, Locks and Fittings, Shanghai 21-23 Oct. 2024
- International Hardware Fair India - powered by EISENWARENMESSE, New Delhi 06-08 Dec. 2024
- Asia-Pacific Sourcing - Tools and Products for Home and Garden from Far East, Cologne 11-13 March 2025
- International Hardware Fair Italy - powered by EISENWARENMESSE, Bergamo 08-09 May 2025
- El Gran Salón Ferretero, Bogotá 06 - 08 November 2025

**Corferias:** The International Business and Exhibition Center of Bogotá, Corferias, with 70 years of experience, strengthens the ties of cooperation between Colombia and the international community. Through the organization of fairs, exhibitions, events and conventions, qualified contacts between visitors and exhibitors are promoted, both in physical spaces and on digital platforms, operating under international standards.

**Concept2b:** With more than a decade of experience, concept2b has distinguished itself as an agency specialized in B2B marketing, with four specific business lines. Since 2019, they have successfully developed El Gran Salón Ferretero, establishing an effective media and events strategy for the Colombian hardware industry. This has allowed supplier brands in the sector to establish connections with distributors, hardware store owners, sellers, contractors and entrepreneurs.

**Note for press offices:**

- Photos of “El Gran Salón Ferretero” are available in our online database at <https://gransalonferretero.com/es/kit-prensa>
- “El Gran Salón Ferretero” on LinkedIn: <https://www.linkedin.com/in/gran-salón-ferretero-y-constructor-2263b61b5/>
- “El Gran Salón Ferretero” on Instagram: <https://www.instagram.com/gransalonferreteroconstructor/>
- “El Gran Salón Ferretero” on Facebook: <https://www.facebook.com/Gran-Sal%C3%B3n-Ferretero-y-Constructor-452290278919105>

If you use this document for publications, please send us a copy.

Impressions from El Gran Salón Ferretero can be found [here](#).

**About Koelnmesse:**

Koelnmesse employs around 1,000 people. The city-centre trade fair at the heart of Europe occupies the third largest trade fair grounds in Germany and, spanning almost 400,000 square metres of hall and outdoor space, it numbers among the top ten worldwide. Each year, Koelnmesse organises and manages around 80 trade fairs, guest events and corporate events in Cologne and in the most important markets around the world. Its portfolio attracts over 54,000 exhibiting companies from 122 countries and approximately three million visitors from more than 200 nations. Until 2040, Koelnmesse is investing more than one billion euro in the development of the trade fair grounds into the most extensive investment programme in its history, to allow it to cover all event formats in the future. Koelnmesse is celebrating its 100th anniversary in 2024. 100 years in which Koelnmesse has brought people and markets together worldwide. 100 years in which it has reinvented itself time and again with a visionary passion for the future: [Koelnmesse History](#) | [Koelnmesse](#)

**Photo material for media representatives:**

[Image database](#) | [Koelnmesse](#)

**Follow our English social media channel:**

<https://www.linkedin.com/company/koelnmesse-gmbh>