



# Argentina: Expo Publicitaria 2008 – International Advertising Industry, Commercial Equipment and Sales Promotion Exposition

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The 9<sup>th</sup> International Advertising Industry, Commercial Equipment and Sales Promotion Exposition will take place at the La Rural Convention Center and Fairgrounds in Buenos Aires from October 15-18, 2008. This year's slogan, "Where Brands Go Shopping", will highlight the anticipation of trends and technological support for all aspects of advertising. The show will feature the advertising community's newest products, including packaging and branding techniques, in the following areas, amongst others:

- Marketing
- Design
- Graphics
- Merchandising
- Multimedia
- Photography
- Promotion

Several leading industry organizations will participate, including the Association of Argentine Advertisers (AAAP), the Association of Argentine Magazine Editors (AAER), the Association of Argentina Public Relations Firms (APE), and the Argentine Association of Marketing (AAM).

The most recent expo, Publicitaria 2006, attracted nearly 25,000 professional visitors, of which almost 500 were international visitors. These visitors came from the U.S., Colombia, Brazil, Chile, Mexico, and Uruguay.

The advertising industry has been growing steadily since Argentina's 2002 economic crisis. According to the 2007 Official Advertising Investment Report from the AAAP, USD 2.12 billion was spent on advertising in Argentina in 2007, up from U\$S 1.78 billion in 2006.

For U.S. companies looking to expand into the Argentine market, one of the most effective ways is to do so is to attend trade shows in Argentina. Through visiting the exhibits and attending presentations, U.S. companies can learn about the latest local market developments, evaluate market potential for their products, and meet potential distributors or business partners.

Date: October 15-18, 2008  
Location: La Rural, Predio Ferial de Buenos Aires, Ciudad de Buenos Aires  
Organizer: Publicitaria  
Tel/Fax: 54-11-4514-1400 / 4863-5952, int. 28  
Exposition Contact: [info@publicitaria.com.ar](mailto:info@publicitaria.com.ar)  
Website: <http://www.publicitaria.com.ar/>  
Target Audience: Advertising firms, marketing agents, manufacturers.

U.S. companies interested in exploring opportunities in the Argentine market are encouraged to contact the U.S. Commercial Service in Buenos Aires.

## For More Information

The U.S. Commercial Service in Buenos Aires, Argentina can be contacted via e-mail at: [Liliana.Paz@mail.doc.gov](mailto:Liliana.Paz@mail.doc.gov); Phone: 54-11-5777-4561; Fax: 54-11-5777-4203 or visit our website: [www.buyusa.gov/argentina](http://www.buyusa.gov/argentina)

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