

6-8 NOVEMBER 2025

📍 Corferias - Bogotá, Colombia

POST SHOW REPORT

EL GRAN SALÓN FERRETERO 2025

The international event bringing together the newest trends and innovations in the hardware sector.



With great satisfaction and pride, **from November 6 to 8, 2025**, we concluded the most successful edition in the history of **El Gran Salón Ferretero**, the leading meeting point for the hardware and tools sector in Latin America and the Caribbean.

Over three days, Corferias welcomed thousands of professionals, buyers, distributors, and manufacturers, along with hundreds of national and international brands, **reaffirming Colombia's potential as a strategic hub for the industry.**

We are part of:



Organizers:



2025 Results



+8.100

professional visitors from **26 countries**



+240

national and international exhibitors



36%

of international participation



+40

business meetings during the
Matchmaking Program



USD +5 mill.

in expected business opportunities

Buyers attended from:

Brazil, Colombia, Costa Rica, Ecuador, Guatemala, Panama, Peru
and Venezuela.



International Reach

El Gran Salón Ferretero 2025 continues to expand, driven by its partnership with Koelnmesse, which strengthened the presence of global brands and boosted commercial exchange.

Outstanding International Participation

Brands from 10 countries including Albania, Germany, Italy, India, the United States, and Brazil joined the event to showcase innovation, trends, and new solutions for the hardware industry.



Albania



Germany



Italy



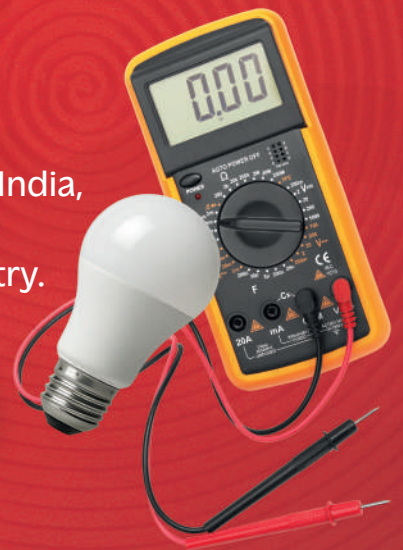
India



USA



Brazil



Exhibiting Sectors

The trade fair brought together the industry's main categories.



Electricity



Paints
& Finishes



Bathrooms, Kitchens
& Plumbing



Construction &
Masonry Supplies



Tools
& Equipment



Hardware



Products
& Services

7 sectors represented in an integrated platform designed to generate real business opportunities.

Side Events & Experiences

In 2025, we strengthened our value proposition with **live experiences and dedicated learning spaces**:



Hardware Academy

Over **500 attendees** in conferences and workshops on digitalization, customer service, sustainability, and industrial safety.



Hardware Laboratory

Live demonstrations and technical showcases.



Rueda de Negocios

An exclusive space that generated over **USD 5 million** in expected business opportunities.



Tienda Ferretera y Ferrepremios

One of the busiest circuits at the fair.



Hosts and Platinum Brands

In this edition, we welcomed leading market players, including:



entre otros.

These brands leveraged the event to:



Launch new
products



Strengthen business
relationships



Showcase innovations
and trends



Expand distribution
networks

What Our Exhibitors Say

"We are leaving with more than 200 direct contacts. The fair completely exceeded our expectations."

Workpro / Latam Trade Partners

"We achieved sales of over 140 million and generated strong commercial expectations."

Ferretería Luis Penagos

"We were able to connect with the entire sector. We see this fair as a great opportunity, and we are leaving with valuable data that we're confident will translate into strong conversion."

Calzado 70

"We came from Germany to take part in El Gran Salón Ferretero, and for us, being here is very important because in-person engagement is what truly connects our continents. Digital interaction is not the same—you need to be present. Here, we have been able to connect with distributors and importing companies in Colombia. I encourage European companies to visit this important platform."

Martina Hageböling - German Hardware Experts - Germany

"We are very pleased to be part of El Gran Salón Ferretero. We closed several agreements and are already preparing to take part in the next edition. Our brand was not widely known, but once we demonstrated the potential of our products, we clearly showed that we offer added value with a strong impact on the region."

Mariano Aldana - Mota Herramientas - Spain/Argentina



Partnerships & Internationalization

The 2025 edition welcomed Gerald Böse, **CEO of Koelnmesse**, who highlighted:

"Colombia has enormous potential to lead innovation in the hardware industry in Latin America. Each trade fair here is a step toward a more connected, modern, and global industry."

The partnership with Koelnmesse continues to position El Gran Salón Ferretero as one of the fastest-growing trade fairs in the region.



Looking Ahead

Koelnmesse, Corferias and Concept2B officially announced the **next edition**:

EL GRAN SALÓN FERRETERO 2026

5 - 7 November – Bogotá, Colombia

An edition designed to expand its regional reach, add new product categories, and continue strengthening the industry's business ecosystem.

EL GRAN,
**SALÓN
FERRETERO**
COLOMBIA

POWERED BY:



Thank You!



We would like to thank our exhibitors, visitors, media partners, and strategic allies for making this historic edition possible.

El Gran Salón Ferretero continues to strengthen its position as the leading hardware trade fair in Colombia and the region.

SEE YOU IN 2026!

More information at:

 GRANSALONFERRETERO.COM

   @gransalonferretero

Organizers:

Concept2b
Marketing que conecta

 **koelnmesse**

 **corferias**®
Generadores de
Oportunidades y Progreso