



**EXPO<sup>TM</sup>**  
**MANUFACTURA**

**FEB. 5-7, 2019**  
**CINTERMEX**  
MONTERREY, N.L., MEXICO

**CONNECTING TECHNOLOGICAL  
SOLUTIONS TO ADVANCED  
MANUFACTURING**



Ensure competitiveness in the following highly dynamic global industries:

- Automotive / Auto parts
- Aerospace / Aeronautics
- Energy
- Medical devices
- Home appliances
- Electronics
- Plastics
- Metalmechanics



**WWW.EXPOMANUFACTURA.COM.MX**

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**MANUFACTURA**



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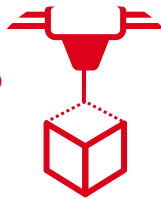
# CONNECTING TECHNOLOGICAL SOLUTIONS FOR ADVANCED MANUFACTURING

**Industry 4.0** represents the fourth industrial revolution in manufacturing and industry, creating the convergence of two worlds that have been disconnected so far: Information Technology (IT) and Operational Technology (OT).

This trend is growing rapidly as online technology develops new innovations, connecting designers with operators, operators with devices, devices with machines, etc., leading to the ultimate goal of an entirely connected factory. The needs of customers will be better served thanks to the flexibility of production and the optimization of resources, through the implementation of **Industry 4.0** throughout the entire production cycle, from “art to part”.

## THE FOUNDATIONS OF THIS CONCEPT INCLUDE:

- **Big Data and Artificial Intelligence (AI)**
- **IIoT (Industrial Internet of Things)**
- **Virtual or Augmented Reality**
- **Simulation or Personalization**
- **Collaborative robotics, physical and sensory cybernetic systems**
- **Additive manufacturing and 3D printing**
- **Cybermarkets**



DOES YOUR COMPANY PROVIDE SOLUTIONS FOR THE MANUFACTURING INDUSTRY?



**EXPO MANUFACTURA™**, running now for more than **23** editions, is the ideal space companies, and both national and international organizations to offer the latest in technology, solutions, and machinery products for the industries which are transforming and moving the country forward. This event is the greatest promoter of Mexico's manufacturing industry with a focus on the **4.0 era**.

## PARTICIPATE IN EXPO MANUFACTURA™ TO ENJOY THE FOLLOWING BENEFITS:

- You will have the chance to generate business with potential buyers from Mexico and Latin America.
- You will have direct contact with more than 13,000 professionals in search of solutions for their businesses.
- You will find great networking opportunities with many sectors.

**RESERVE  
YOUR SPACE  
TODAY!**

Our goal is to reach and fulfill the requirements, solutions, and demands of Mexican industrialists, which is why **EXPO MANUFACTURA™** has become the leading platform in the region, bringing together decision makers of dynamic global industries such as:



- AUTOMOTIVE / AUTO PARTS
- AEROSPACE / AERONAUTICS
- ENERGY
- MEDICAL DEVICES
- APPLIANCES
- ELECTRONICS
- PLASTICS
- METALMECHANICS



## OFFER YOUR SOLUTIONS IN PROCESSES SUCH AS:

- Automation
  - CAD / CAM
  - CNC
  - Quality Control
  - Cutting
  - Water-jet cutting
  - Laser cutting
  - Plasma cutting
  - Manufacturing
  - Milling
  - Clamping tools
  - Lasers
  - Machinery
- Mouldings
  - Steelwork
  - Measurement systems
  - Welding
  - Turning
  - Micro machining
  - Additive processes
  - Energy saving
  - Micro / nano technology
- ...among others.



## INTERNATIONAL CONFERENCE PROGRAM

Training is a fundamental part of **EXPO MANUFACTURA™**, and in the International Conference Program industry experts share challenges, trends, and improvements in practice within the manufacturing environment. The event boasts an Advisory Council and the support of organizations such as **A3** (Association for Advanced Automation), **AMT** (Association for Manufacturing Technology), **ATMS** (Association for Technology, Manufacturing and Solutions), the University of Tecnológico de Monterrey, and the Autonomous University of Nuevo León, among others, to enrich this international program.

Visiting decision-makers have the option of being trained through our **International Conference Program** by experts in the industry, who will share challenges, trends, and improvements in practice within the manufacturing environment.

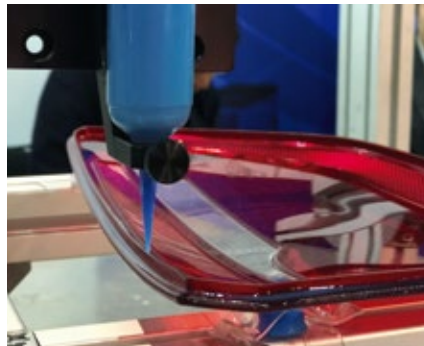
With the support of:



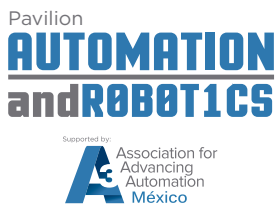
# PAVILIONS AND SPECIALIZED AREAS



The **ETMS Pavilion** is entirely dedicated to the machine tool and related sectors focused wholly on the development, growth and strengthening of the manufacturing sector.



Supported by **PLASTIMAGEN MEXICO®**, this pavilion seeks to expand the benefits of plastic in the country's northern states and to establish its position as a specialized business forum wherein innovation and plastic manufacturing technologies converge.



Due to the growing demand for automation in today's robotics technology, especially in the automotive industry, this pavilion will boast a greater presence than in previous editions, occupying more space and exhibiting a greater number of participating companies presenting solutions and innovations to optimize processes.



**ADDITIVE MANUFACTURING** is also present in the event as it highlights the broad spectrum of applications of the technique, offering a myriad of industrial advantages for the manufacturing sector.



As Mexico is one of the leading countries in the manufacturing and assembly of medical devices worldwide, this specialized area has become one of the event's main areas.



# 23 YEARS

## AS MEXICO'S MOST IMPORTANT MANUFACTURING EVENT

LEARN ABOUT THE LATEST TRENDS AND GLOBAL SOLUTIONS THAT WILL SHAPE THE  
PROFILE OF THE NATIONAL AND INTERNATIONAL COMPANIES IN THE INDUSTRY .



### ATTENDEE PROFILE :

- Presidents
- CEOs
- Production managers
- Area directors
- Engineering managers
- Managers / Department Heads / Supervisors
- Plant engineers
- IT managers
- Production / Operation managers
- Sales managers
- Independent professionals
- Commercial / Purchasing / Acquisitions professionals

Our attendees have significant influence on the decision-making process about product purchasing or closing deals within the exhibition.

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## MEET THESE PROFESSIONALS AND GENERATE BUSINESS!





# 2018 RESULTS

## 12,844

ATTENDEES  
FROM **19 COUNTRIES**  
INCLUDING:

Germany, Brazil, Canada, Chile, China, Colombia, Costa Rica, South Korea, Ecuador, El Salvador, Spain, the United States of America, France, Guatemala, Hong Kong, Japan, Panama, Peru, and Venezuela.

Attendees also represented the **32 states** of the Mexican Republic, principally from Mexico City, Coahuila, the State of Mexico, Guanajuato, Jalisco, Queretaro, Nuevo Leon, Puebla, San Luis Potosi, and Tamaulipas.

## 336 EXHIBITING

companies representing  
more than **600 brands**



International exhibitors came from countries such as:

Germany, Canada, China, Spain, United States, France, Honduras, Portugal, the United Kingdom, Potosi, and Ukraine.



## 695

ATTENDEES

to the Conference Program, Keynote  
Presentations and Commercial Presentations.

### DEMOGRAPHIC DATA OF THE ATTENDEES:

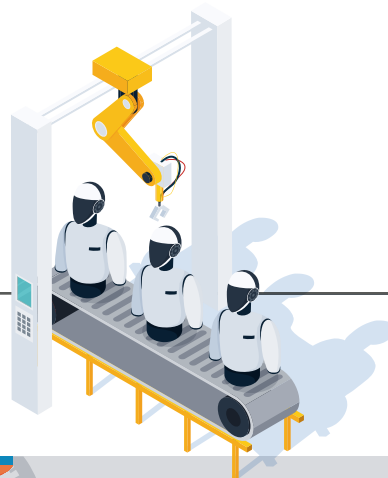
#### Industry of origin:

Manufacturing	32.48%	Electronics	4.38%
Metalworking	25.30%	Food and beverages	4.33%
Automotive / Autoparts	24.99%	Chemistry	4.26%
Metallurgy	9.88%	Aeronautics	3.86%
Electrical engineering	9.17%	Mining / Cement	3.69%
Plastics	8.33%	Petroleum / Petrochemical /	
Maquiladoras	8.29%	Parachemicals	3.36%
Electric Appliances	7.90%	Bottling	3.11%
Construction	6.74%	Telecommunications	2.72%
Aerospace	6%	Paper and Cellulose	2.56%
Industrial print	5.86%	Medical Devices	2.54%
ICT Information and		Parachemicals	2.24%
Communication Technologies	5.16%	Textiles	1.88%
		Financial	1.85%
		Other industries	11.66%



### NUMBER OF EMPLOYEES IN THE COMPANY:

1-19	32.12%
+ 200	26.58%
20 - 49	17.41%
100 - 200	11.97%
50 - 99	11.92%



### POSITION WITHIN THE ORGANIZATION:

Manager / Chief  
Coordinator / Supervisor  
CEO / President / Owner  
Assistant / Executive / Analyst  
Researcher / Student  
Consultant / Adviser  
Director  
Independent professional  
Others

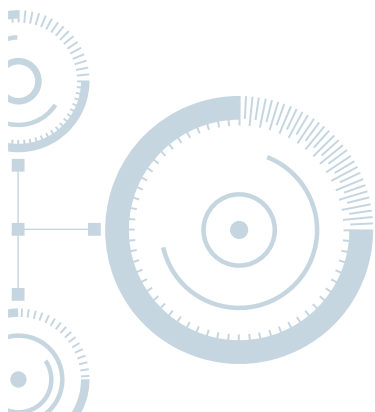
24.42%
19.07%
16.53%
9.73%
7.73%
6.18%
5 %
2.59%
8.77%



### POWER OF DECISION MAKING

Significant influence  
Final decision maker  
Initial recommendation  
Research of new products  
NA

25.76%
24.55%
14.84%
15.45%
19.40%



### 5 MAIN AREAS OF INTEREST

Automation and Robotics  
Machining equipment  
CAD / CAM CNC Software  
Cutting and forming tools  
Industrial electrical

27.71%
15.24%
12.86%
11.245%
10.96%

Mexico is the **15th** largest economy in the world.  
**95%** of its Gross Domestic Product (GDP) comes  
from manufacturing exports, and **27%** from the  
export of **advanced manufacturing goods**.

**GAIN MAXIMUM EXPOSURE  
FOR YOUR SOLUTIONS AND  
INNOVATIONS!**

**FOR MORE INFORMATION AND STAND SALES:**

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# SPACE OPTIONS

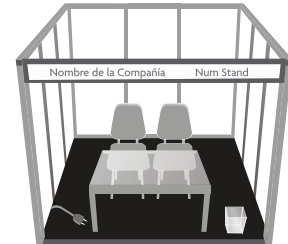


## FULL PACKAGE:

Available from 9m<sup>2</sup>, at an investment of  
USD \$4,185.00 plus 16% Administrative Fee.

Includes:

- Exhibit space
- Sidewalls
- Carpet
- Facia with name and booth number
- Stand lighting
- One table
- Two chairs
- Trash bin
- 110-volt electric socket
- Diploma
- Exhibitor services



## RAW SPACE:

Available from 18m<sup>2</sup> (with expansions at 9m<sup>2</sup> increments), at an investment  
of USD \$395 per square meter plus 16% Administrative Fee.

Includes:

- Exhibit space
  - Diploma
  - Exhibitor services
- (Does not include electricity or carpet)



### Special activities for exhibitors:

In order to offer an improved networking experience, **EXPO MANUFACTURA™ 2019** presents a number of activities for our exhibitors:

- **Manufacturer of the Year**
- **VIP Tour**
- **EXPO MANUFACTURA™ Business Center**
- **CAINTRA Business Center, Nuevo León**
- **VIP Luncheon "One Hundred Leaders in Manufacturing"**
- **Exhibitors' Cocktail**
- **International Conference Program**

A VARIETY OF SPONSORSHIP OPTIONS ALLOW YOU TO MAXIMIZE THE  
PARTICIPATION OF YOUR BRAND.

**EXPO MANUFACTURA™ 2019 offers a variety of means  
to promote your company before, during, and after the event.**

**MOBILE APP**

**BRAND  
PRESENCE**

**EXHIBITORS  
DIRECTORY**

\* For further information, ask your executive.

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