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Press release

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About 50 German manufacturers will attend to the German Pavilion "German High Tech in Metal Working" at EXPOMAQ trade fair, in Mexico

The Federal Ministry for Economic Affairs and Energy, the Association of the German Trade Fair Industry and the German Machine Tool Builders' Association will show the potential of German industry in Latin America.

Dusseldorf, November 2015 – In 2016 the third edition of EXPOMAQ, the most important trade fair in machinery, will be held in Leon (Mexico). A country that aims to become the manufacturing center of North America. In this edition that will take place from 12 to 15 April, Germany will be the guest country and will have a special presentation in the German Pavilion called "German High Tech in Metal Working". About 50 German manufacturers will attend to show the full potential of German industry in the Latin American market.

Hannover Fairs International GmbH, a subsidiary of Deutsche Messe, has been chosen by the Federal Ministry for Economic Affairs and Energy (BMWi) to organize this showcase. An exhibition which will have the cooperation of the Association of the German Trade Fair Industry (AUMA) and the presence of the German Machine Tool Builders' Association (VDW) and its associated companies.

The machine tool, unprecedented development in Mexico

The growth of the machine tools in Mexico is unstoppable, especially in the aeronautical and automotive industries. The forecasts are very encouraging. It is estimated that in 2020, Mexico will produce five million cars what is causing an increase of imports from other countries. Global manufacturers are aware of them, especially the German manufacturers. Therefore they wish to participate at the fair EXPOMAQ with their own German pavilion. The products "made in Germany" are appreciated by Mexican customers.

In this important event over 300 exhibitors representing more than 800 international brands will attend. 80% of visitors are interested in machine tools or similar and almost 85% are decision-makers and/or buyers.

Deutsche Messe

With revenue of 312 million euros (2013), Deutsche Messe AG ranks among the world's ten largest trade fair companies and operates the world's largest exhibition center. In 2013, Deutsche Messe planned and staged 119 trade fairs and congresses around the world – events which hosted a total of 41,000 exhibitors and some four million visitors. The company's event portfolio includes such world-leading trade fairs as CeBIT (IT and telecommunications), HANNOVER MESSE (industrial technology), BIOTECHNICA (biotechnology), CeMAT (intralogistics), didacta (education), DOMOTEX (floor coverings), INTERSCHUTZ (fire protection and rescue services) and LIGNA (wood processing and forestry). With over 1,000 employees and a network of 66 representatives, subsidiaries and branch offices, Deutsche Messe is present in more than 100 countries worldwide.

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