



FITMA

FERIA INTERNACIONAL DE TECNOLOGÍA Y MANUFACTURA

The International Expo of Technology and Manufacturing for Latin America

Centro Citibanamex | Mexico City, Mexico

JUNE 22-24, 2021

FITMA-LA.COM



The Future is Now.

CONTRACT YOUR BOOTH TODAY!



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INTRODUCING FITMA

Feria Internacional de Tecnología y Manufactura **(FITMA)** is the International Expo of Technology and Manufacturing for Latin America. Premiering at Centro Citibanamex in Mexico City, Mexico, June 22-24, 2021. The biennial **FITMA** will showcase the ongoing activity and investment taking place in Latin American industrial manufacturing by connecting leading contract manufacturers, global OEMs and equipment technology and service suppliers through three days of high-level exhibitions, technical education and networking experiences.

PRESENTED BY



OUR MISSION

The global manufacturing market needs an international event in Latin America. With a recent history of and long-term forecast for growth, Mexico is the ideal host for this event. **FITMA**'s mission is to produce a world-class event that connects the global manufacturing supply chain with the rapidly expanding Latin American industrial market.

THE FITMA DIFFERENCE

The **FITMA** foundation is much stronger than just an event. While 2021 will mark the debut of *Feria Internacional de Tecnología y Manufactura*, the event will be supported by more than 90 years of global manufacturing marketing, research, editorial and event experience. Presented by *Modern Machine Shop Mexico* and parent company, Gardner Business Media, your **FITMA** investment includes the expertise and experience of these industry-leading brands.

PARTNER ASSOCIATIONS

National



International





FITMA

WHO EXHIBITS?

FITMA exhibitors will include global builders, manufacturers, suppliers and distributors of:

- Machine Tools
- Forming and Fabricating Equipment
- Cutting Tools
- Workholding & Handling
- Machine Components & Accessories
- Additive Manufacturing Equipment
- Inspection and Measurement Equipment
- CNC, CAD/CAM and Manufacturing Software
- Finishing and Coating Equipment
- Robots and Automation

WHO YOU'LL MEET

The FITMA target audience includes active buyers and influencers of the global manufacturing supply chain.

These job titles include:

- C-Level Executives
- Shop Owners
- Process/Production Engineers
- Design Engineers
- Procurement Managers
- Floor Managers
- Machinists
- QC Managers

WHY EXHIBIT?

With an expanding population, growing middle class and rising technical workforce, Latin America is positioned for current and future growth. Anchored by continued investment in Latin America, FITMA represents an early opportunity for OEMs and industrial manufacturing suppliers to connect.

The need for technology, equipment and services will be the catalyst for future manufacturing progress.



FITMA EXHIBITOR BENEFITS



BRAND RECOGNITION

Introduce, establish and grow your brand through alignment in all FITMA marketing and educational materials



LEAD GENERATION

Produce qualified, active leads onsite. Grow your targeted prospect list. Network with both new and existing clients



BUSINESS DEVELOPMENT

Expand your global market share by developing your business in one of the world's fastest growing manufacturing regions



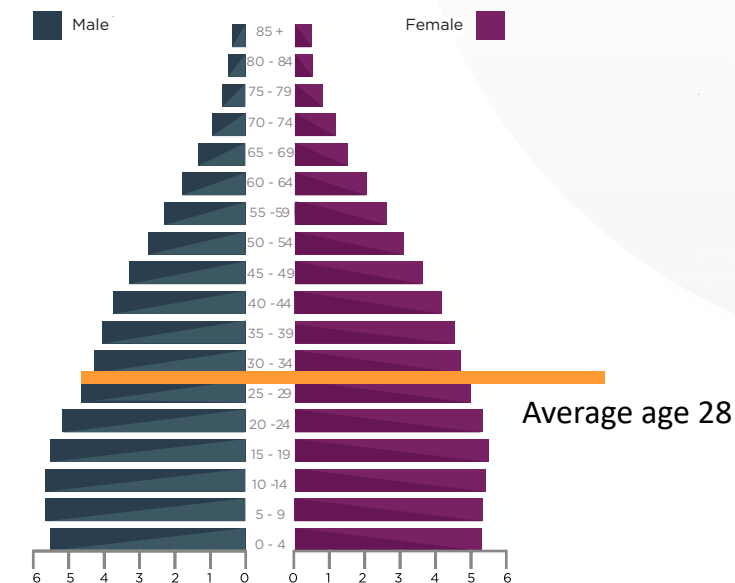
THOUGHT LEADERSHIP

Position your company as a leader in providing knowledge, services and solutions to this fast growing industry

LATIN AMERICA BY THE NUMBERS

LATIN AMERICA - FUTURE MIDDLE CLASS

Demographics in Favor to Consumption



Mexico Domestic Consumption to grow over the next 25 years

CONNECT WITH LATAM'S ENGINEERS OF THE FUTURE

The 2017 Lima Accord provided a clear avenue to academic accreditation across Latin America and the Caribbean. The primary purpose this accord has leverage an improvement of undergraduate engineering education. Because of the Lima Accord, 48 programs in Latin America have been certified by ICACIT, expanding the reach of the accords to more than 13,000 engineering-program graduates.

\$5.32 Trillion
GDP 2018 (USD)

\$147 Billion
Foreign Direct Investment to South and Central America in 2018

\$4 Billion
Total Machine Tool Consumption in Top 5 Latin American Countries

639 Million
Population

13 Thousand
Additional Latin-America Engineering-Program Graduates in 2017



THE MEXICAN MANUFACTURING MARKET

- 1 Machine Tool Market**
Mexico is the 8th largest consumer of machine tools
- 2 Economy**
Mexico is the 12th largest economy in the world (Goldman Sachs claims Mexico will be the 5th largest by 2050)
- 3 Politics**
Mexico has *the most* Free Trade Agreements of any other country in the world, offering OEMs the capability to produce in one territory, while easily supplying to many
- 4 Skilled Labor**
90,000 engineers graduating per year
- 5 Geography**
Centrally located between North America, Central and South America with 2 oceans on either side
- 6 OEM Infrastructure**
In recent years, nearly every major OEM in Automotive, Aerospace, Medical + Appliance has invested in Latin American operations

— THE SUPPLY CHAIN EVENT LEADING THE MANUFACTURING INDUSTRY.

WHAT IS MSC EXPO?

Manufacturing Supply Chain Expo (MSC Expo) is a premier event where established and emerging captive manufacturers and OEMs come to network and do business to support the growing demand caused by FDI, USMCA, and expected **Supply Chain** movements in the growing Latin American markets. Additional to this, they will learn about the latest technology trends during the International Conference Program.

A GREAT OPPORTUNITY FOR MEXICO AND LATIN AMERICA

The **manufacturing market in Latin America** will grow to more than 600 billion dollars for the year 2022 (550 billion in 2019)

Source: AMT, THE ASSOCIATION FOR
MANUFACTURING TECHNOLOGY

Mexico is the first option for automotive production and assembly in Latin America. It is the leading car exporter to the United States and fourth in the world.

Source: NEWS EAST WEST

The new rules of origin of the USMDA could favor the growth of the industry for Mexico, with the RVC (Regional Value Content) rule for light and heavy vehicles that will go from containing 62.5% to 75% of RVC in a maximum period of 3 years.

Source: AMT, THE ASSOCIATION FOR
MANUFACTURING TECHNOLOGY

MANUFACTURING COMPANIES AND TIER SUPPLIERS TOGETHER IN ONE PLACE!



- **Manufacturing Shops with Contracts**
- **Tiers / Suppliers**
 - o Looking to earn contracts or support existing contracts.
 - o Looking to differentiate and brand themselves in a growing market.

Targeted sectors:



**CREATING NEW
OPPORTUNITIES!**



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YOUR PACKAGE INCLUDES	PREMIUM PACKAGE	RAW SPACE
Exhibit Space	X	X
Inclusion in Exhibitor Directory	X	X
24-Hr. Security	X	X
Aisle Cleaning	X	X
Drayage for 18' sq/m or more		X
Back and Lateral White Walls	X	
Carpets in Halls and Booth	X	
1 Table / Table Cloth	X	
2 Chairs	X	
1 Waste Basket	X	
1 110V AC Outlet	X	
Booth Lighting	X	
INVESTMENT (PER SQUARE METER)		
STANDARD RATE	\$420 USD	\$380 USD
PARTNER ASSOCIATION RATE	\$355 USD	\$325 USD



Reserve your space today for The International Expo of Technology and Manufacturing for Latin America

PARTNER ASSOCIATIONS



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FOR MORE INFORMATION OR TO RESERVE YOUR SPACE, CONTACT:

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Review available booth space here:
gbm.media/fitma21