

MAGNA EXPO MUEBLERA INDUSTRIAL

Leading Trade Fair for Wood Processing,
Woodworking and Furniture Manufacturing

January 16 - 18, 2019
Centro Citibanamex, Mexico City, Mexico

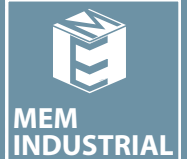
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2019

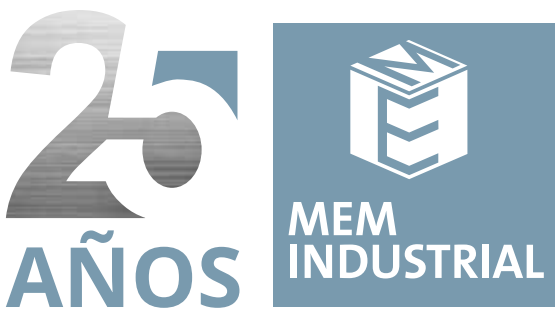


Deutsche Messe

Making more out of wood



Welcome to the most important trade fair for the woodworking and wood processing industry in Mexico.



Dear industry professionals:

In 2018 **MAGNA Expo Mueblera Industrial** consolidated itself as the leading national event for suppliers in the wood processing and furniture manufacturing industry, with the participation of the sector's most important manufacturers, leading technology and brands worldwide. Through a coordinated effort of the international network of **Deutsche Messe** and **LIGNA** the world's largest woodworking exhibition **Magna Expo Mueblera Industrial** has been able to integrate a broader and more representative offer with the participation of companies from 11 countries, including international pavilions from China, Germany, and Sweden for the very first time.

In addition, we have enhanced the content of the event by integrating a series of presentations by top-notch speakers, addressing topics that are relevant to the sector and very attractive to professional buyers. Our digital and traditional media communication strategies incorporate the exhibitors into the message, creating synergies that contribute to the success of the **Magna Expo Mueblera Industrial** community. Our ongoing digital campaigns obtain thousands of hits in channels dedicated to a professional audience in the sector.

For the 25th edition of this event in January 2019, **Deutsche Messe** will intensify its marketing and content development efforts to attract specialized audiences and expand the **Magna Expo Mueblera Industrial** offer in order to provide the sector with a specialized, extensive and inclusive trading platform that meets the expectations of the participants and offers them a clear return on their investment through the generation of new business leads and opportunities.

We look forward to seeing you at **Magna Expo Mueblera Industrial 2019**, the most important trade event for woodworking and wood processing industry suppliers, to be held at Centro Citibanamex in Mexico City.



Bernd Rohde
Managing Director
Hannover Fairs México

Eugenio Carrillo
Project Director
Magna Expo Mueblera



Why Magna Expo Mueblera Industrial 2019?

INCREASE YOUR SALES



Generate new sales prospects in the most important event of its kind



Gain access to new **national** and **international buyers** through **Deutsche Messe's global network**



Meet face to face with actual decision makers



Build and strengthen your business relationships with current and future customers

BOOST YOUR MARKETING STRATEGY



Promote your brands and products to a professional, focused, and select audience



Train your clients in use and application of **new products and technologies**



Be a part of the ideal platform for new product launches and technical demonstrations



Integrate your company into our innovative **digital advertising campaign**

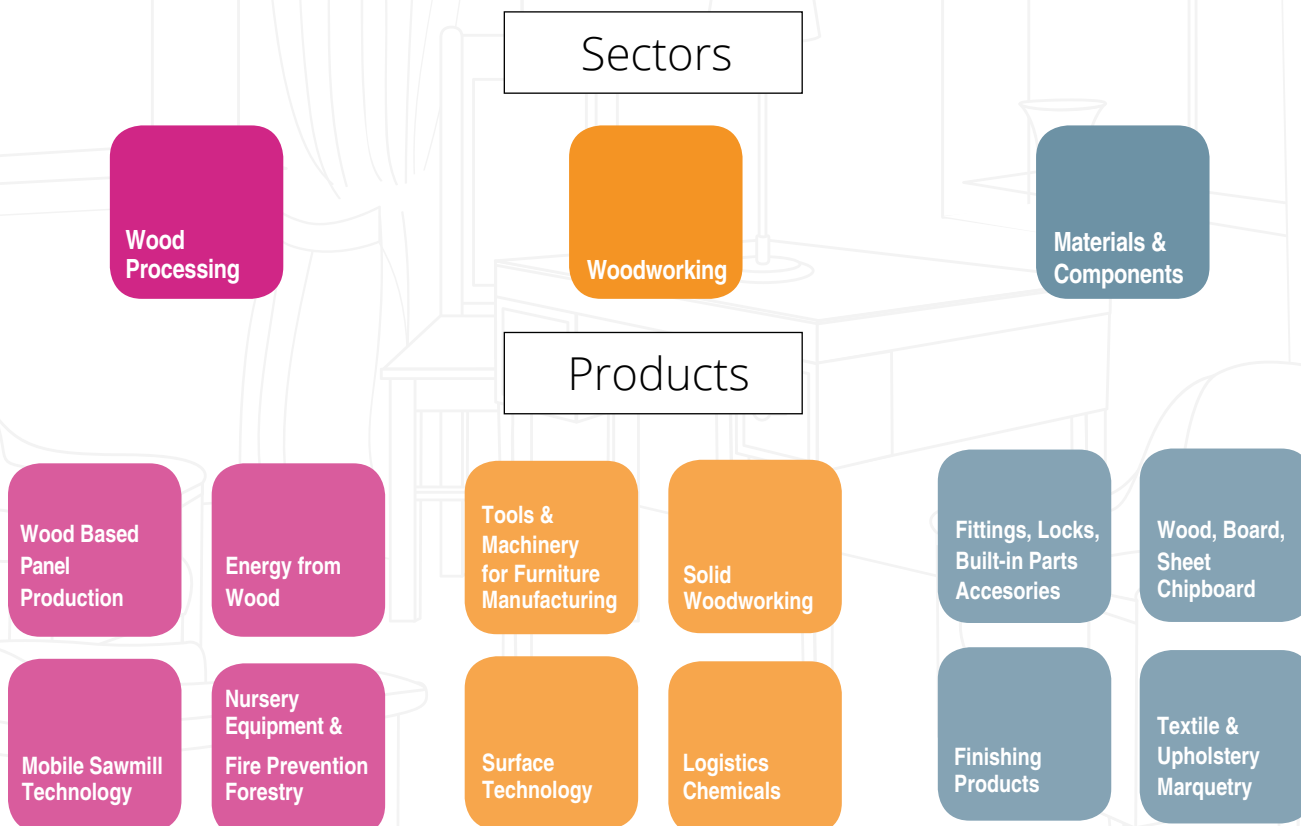


Obtain international press coverage through the **LIGNA** media and press plan

A wide and representative offer

In 2019, Magna Expo Mueblera Industrial will showcase the different products and services within the productive chain of the forestry, woodworking, and furniture industries in a clear and organized manner, bringing together a well-defined audience of specialized buyers for each segment.

During this event, participating companies will meet decision-making professionals with product-specific interests and willingness to make purchases and close deals in the short term.



A growing market...

"The clear allocation of exhibits among the two flagship shows, Magna Expo Mueblera Industrial and Magna Expo Mobiliario e Interiores, made it easy for the exhibiting companies to find the right place for their showcases and for visitors to navigate straight to the exhibits that were most relevant to them. I am confident that this highly professional international trade show and its supporting program of seminars on topical issues, such as the latest technology trends, will help bolster Mexico City's standing as a trade fair location well beyond Mexico's borders."

Jürgen Köppel, President of the European Federation of Woodworking Machinery Manufacturers (EUMABOIS) and CEO of LEITZ

"Lots of new developments... the event has been very positive. In fact, we've seen a much higher influx of customers compared to the same event last year."

Marco Pedronici, CEO, SCM Group México

"It was a good Expo, we've had the opportunity to present a very attractive stand. We've met with new customers who visited us, and I believe that we've had great results."

Israel Días, Director, CALEGRIS IMPORTEC/BIESSE

... needs a specialized platform.

The leading event of the industry, located within the largest buying market in the region

Extensive promotional plan for the acquisition of trade buyers

Presence of relevant international buyers

Comprehensive educational program, including conferences, workshops and seminars

Part of Deutsche Messe Woodworking international portfolio

A creative cooperation generates synergies

Magna Expo Mueblera Industrial is co-located to **Magna Expo Mobiliario e Interiores** and **Magna Expo Mobiliario de Oficina** at Centro Citibanamex January 16-18, 2019. This form of organization presents three leading exhibitions of complementary sectors. Benefit from the synergies of this strong union.





Raw Space (minimum 54 sqm)	MXN
Includes:	\$1,550/m² + VAT
Exhibit space (without carpet)	
Electric power supply (110V)	
Exhibitor badges	
Exhibitor Directory listing	

Basic Package (minimum 18 sqm)	MXN
Includes:	\$2,000/m² + VAT
Carpeted area	
Hardwall booth construction	
Lettering	
Electric power supply (110V)	
Exhibitor badges	
Exhibitor Directory listing	

Premium Package (minimum 18 sqm)	MXN
Includes:	\$2,700/m² + VAT
Carpeted area	
Hardwall booth construction	
Signboard and lettering	
Electric power supply (110V)	
Lighting (slimline)	
Bar counter w/ bar stool	
Round table w/ 3 chairs	
Exhibitor badges	
Exhibitor Directory listing	

**Space is sold in 9 sqm increments only.
Please contact us for specific offers.**

Also, take advantage of our sponsorship opportunities and digital marketing campaign.



Deutsche Messe

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For contact details on our sales partners, please visit:
www.messe.de/salespartner_gb

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