

MAGNA EXPO MUEBLERA INDUSTRIAL

Post-Show Report MEM 2019

Leading Trade Fair for Wood Processing,
Woodworking and Furniture Manufacturing

January 16 - 18, 2019

Centro Citibanamex, Mexico City, Mexico

www.MEMIndustrial.mx

2019



Deutsche Messe

Making more out of wood



MEM Industrial 2019

The Leading Trade Fair for Wood Processing,
Woodworking and Furniture Manufacturing

Industry's One-Stop-Shop in the Heart of Mexico

10,000 m²
(107,640 sq.ft.) gross
exhibition space

4,800 visitors on
3 days from
18 countries

Top-level Conference Program
with the participation of **18**
national & international experts

146 exhibitors
from **9** countries
presenting more
than **230** brands

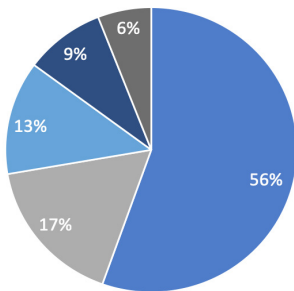
5 country
pavilions & special
displays

The 25th edition of MEM Industrial trade show underscored its reputation as a business platform that delivers for international exhibitors and visitors alike. The successful partnership with AMPIMM, the Mexican Association of Wood Industry Suppliers, has given the show a new face and effectively transformed it into a one-stop shop turning MEM Industrial into Mexico's leading showcase for the woodworking industry. As Christian Pfeiffer, Deutsche Messe's Global Director of LIGNA & Woodworking Events, pointed out: "This year's show put the spotlight on machines and accessories and featured a high-caliber conference program." In fact, over 140 companies representing more than 230 brands from Mexico and around the world exhibited their latest products and solutions on over 10,000 square meters (107,640 sq.ft.). MEM Industrial offers a comprehensive overview of innovations and cutting-edge technology in wood processing and woodworking machinery as well as a wide variety of tools and equipment for custom and mass production, fittings, accessories, materials and panel product and sawmill technology.

Featured exhibitors and brands of MEM19: Altendorf, Asia Robotica, Avella Forestal, Awuko, Big on Dry, Calegris / Biesse, CE-HISA, CYMISA, DISMA, Eisenkraft, FELDER, HERMES, HOMAG GROUP / STILES MACHINERY, INHERMA, Industrias Filo, Industrias Guillas, Jowat, Kaeser Compresores, KWF, LEITZ, LEUCO, MADMAC, MAHEXA / WOODMIZER, MAPSES, MYPSA, OIMSA, OMAR, OPLEX, PATHROS, POWDERTRONIC, Renner Wood Coatings, Sangutti, Schmalz, SCM, SENCO, SERRA, SIDECO, Silverline, Skanor, TigerStop, TIGRA, Trimaq, VENJAKOB, Weinig / Holzher

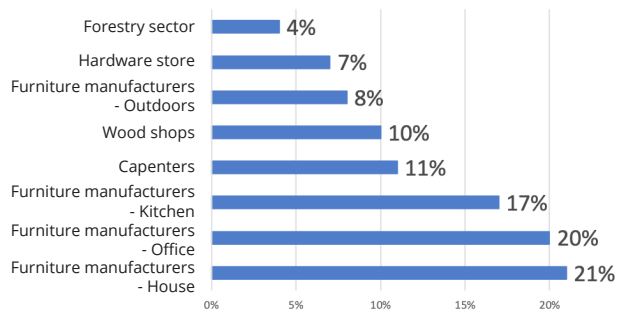
EXHIBITORS' SURVEY HIGHLIGHTS

Did you reach your show objectives?

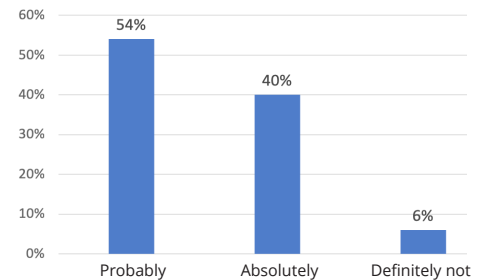


Satisfied (56%)
 Very satisfied (17%)
 Extremely satisfied (13%)
 Not satisfied at all (9%)
 Not satisfied (6%)

What is your target market?



Will you participate in MEM2020?



Probably (54%)
 Absolutely (40%)
 Definitely not (6%)

EXHIBITORS' FEEDBACK



"The merger of MEM Industrial and AMPIMM means there's now only one trade show of this type in Mexico, which is much better for the local market. This year's MEM Industrial exceeded our expectations. The quality of the trade visitors was outstanding. As a provider of woodworking machinery, the show is perfect for us because it attracts all the right target customers."

– Sergio Carrillo, Sales & Operations Manager STILES Machinery / HOMAG Group

"This year's MEM Industrial was a big success in terms of demonstrating its ability to help companies tap into the enormous potential of the Mexican and South American markets. The show is well-structured and perfectly aligned with the needs of the woodworking and timber processing industries. It has the full range of products – everything from machines, panel products and veneers to numerical control systems."

– Alejandro Tena, Pdt. AMPIMM & CEO MYPSA



"Actually, considering that we do approximately 5 Expos per year and evaluate their results shortly after, this Expo has given us the best return on investment of all the expos we have attended so far, that is also why we invest a lot. One of the great advantages, besides the steady flow of qualified buyers coming to this event, is the fact that the market here in Mexico City is huge, so basically we are very happy with this Expo and it is for this reason that we continue to bet on it."

– Esteban Ramírez, Director General Asia Robótica

"The Mexican market is very important for us. This year's MEM Industrial really stepped things up. The exhibition stands were much better, and the quality of the visitors was much higher. We were very happy with the run of the show and plan to be back again next year."

– Marc Proulx, Export Manager Altendorf

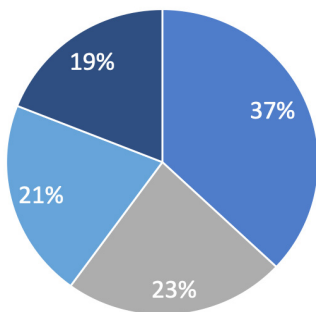


VISITORS' SURVEY HIGHLIGHTS



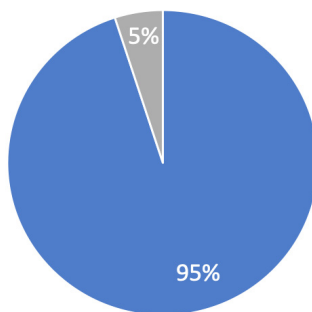
MEM Industrial's 25th edition attracted **4800 unique national and international attendees** from the private and public sector including federal government bodies, ambassadors and special trade missions from Germany and Brazil, leading research universities (IBERO, La Salle, Universidad Panamericana) and representatives from key industry associations (AMPIMM, Eumabois, VDMA) **with 98% of visitors having decision-making power** and 66% assuming full business responsibility in the organizations they represent.

What are your main objectives for visiting MEM?



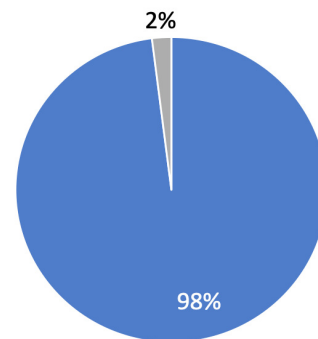
Get to know new products (37%), Gain market insights (23%), Make new or foster existing business contacts (21%), Purchase on site (19%)

Do you plan to visit MEM in its 2020 edition again?



Yes, of course (95%), No (5%)

Would you recommend MEM to your colleagues / people of the same sector?



Yes, of course (98%), No (2%)

VISITORS' FEEDBACK



"I think it is a very well-organized show and it looks like it has potential for growth and future, overall quality is very good, because I know this exhibition for a long time now and I see new exhibitors and above all different pavilions to what we have had before, the conferences have been interesting and that's why I'm here."

– Raúl Villareal, Periódico Mueble Equipo

"I came to this exhibition today because I was struck by the whole range of machinery and all types of wood displayed here. I've learned many things that I didn't know before and the truth is here I find many good business opportunities for my company and for getting to know new things, and yes, I would definitely like to come back."

– Edgardo Díaz, Grupo ROA TECMA



"Look, the difference to previous years is that I see a lot more of equipment, a lot more machinery that couldn't be seen for long, now you can explore many new interesting things. I think we are going to close the purchase of a veneer machine, both the process and the equipment are really interesting. Next year we will be back again."

– Everardo de Alba, HMQ Querétaro

CONFERENCE PROGRAM



MEM Industrial's supporting conference speakers and an impressive series of latest trends, developments and innovations in the wood and furniture industries. A total of 18 speakers from different backgrounds introduced and demonstrated live on-stage industry's latest trends and technologies. Dennis Woodworking Machinery Manufacturer's Association (VDMA) described the transition to fully integrated digital factories, world leading manufacturers (WEINIG, by subsequent talks on Industry 4.0 (ROBOTICA), solutions for Integrated impact of Digitalization across departments (imos AG). During the special panel session on day one of the show, academics and leading experts from different government bodies (COPARMEX, INECC) discussed a variety of topics, including compliance and certification for achieving sustainability along the value chain – a topic further developed by the final keynote by PwC's Managing Director for Sustainability and Climate Change Carlos Mendoza Ayala. On day second and the third, members of AMPIMM offered hands-on seminars and workshops complementing the program with their broad expertise on varnishes, coatings, state of the art surface treatments and adhesives.

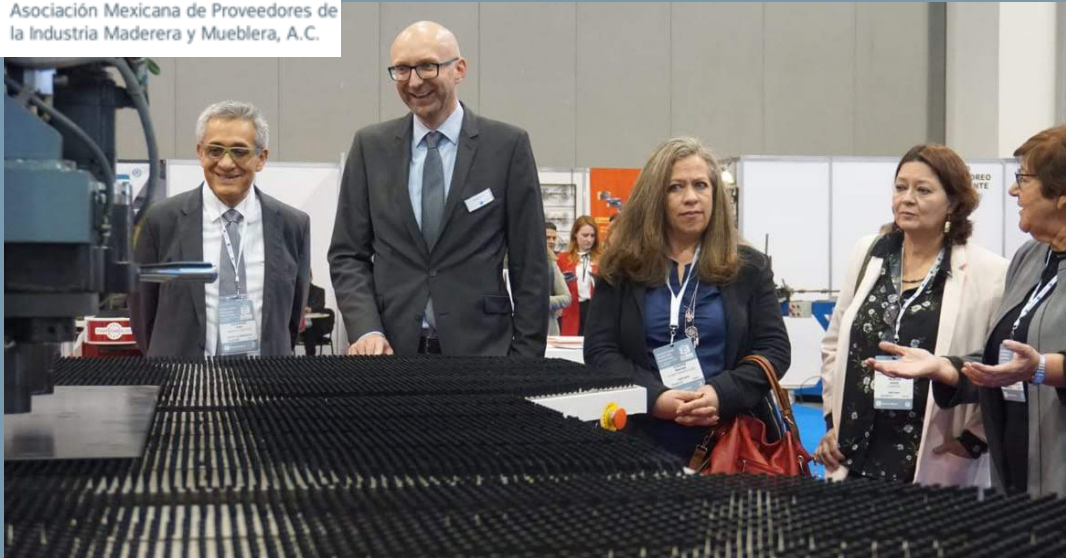
“Leading Trends & New Technologies in the Age of Industrial Transformation”

conference program featured top-notch lectures and training seminars on the novations in the wood and furniture different backgrounds introduced and latest trends and technologies. Dennis Woodworking Machinery Manufacturer's Association (VDMA) described the transition to fully integrated digital factories, world leading manufacturers (WEINIG, by subsequent talks on Industry 4.0 (ROBOTICA), solutions for Integrated impact of Digitalization across departments (imos AG). During the special panel session on day one of the show, academics and leading experts from different government bodies (COPARMEX, INECC) discussed a variety of topics, including compliance and certification for achieving sustainability along the value chain – a topic further developed by the final keynote by PwC's Managing Director for Sustainability and Climate Change Carlos Mendoza Ayala. On day second and the third, members of AMPIMM offered hands-on seminars and workshops complementing the program with their broad expertise on varnishes, coatings, state of the art surface treatments and adhesives.

During all three days, attendees were exposed to a diverse, full-length program that offered a glimpse into a wide range of new processes and solutions. In showing the trends and technologies for the New Age of Manufacturing, exhibitors and visitors alike were given a practical overview and guideline to access new market opportunities and boost their global competitiveness.

SPECIAL DISPLAYS

EVENT HIGHLIGHTS



Strategic partnership with AMPIMM: Boosting the Mexican Wood & Furniture Industry

The synergies stemming from the collaboration between AMPIMM, the Mexican Association of Suppliers of the Wood and Furniture Industry A.C., and Hannover Fairs México, S.A. de C.V., a regional subsidiary of the globally trade fair organizing company Deutsche Messe AG, allows for the consolidation of what is already the most important supplier event in machinery, equipment, materials and supplies for the transformation of wood and furniture manufacturing, expanding the call of participation to new companies and groups of product as well as facilitating the attraction of professional buyers of all the related sectors.

As Christian Pfeiffer, Director of LIGNA and Woodworking Fairs at Deutsche Messe AG, pointed out during his opening speech: "The efforts taken over the preceding months to align the show with current market requirements have clearly paid off. By partnering with AMPIMM, the Mexican Association of Wood Industry Suppliers, we have been able to create an industry platform which not only showcases machines in action as well as the latest technologies and applications, but which now also features materials, accessories, fixtures and fittings. Our international clients have been showing increasing interest in developing Mexico's and South America's fast-growing markets. MEM Industrial is the perfect platform for them because it efficiently matches their offering with local buyers."

The association's main objective is to represent national importers, distributors and manufacturers of machinery, components, and raw material, as well as companies that provide services to the wood and furniture industry in Mexico. AMPIMM gathers all these actors for its representation, advocacy and information, in addition to providing training for the wood processing and woodworking industry. Thanks to the agreement struck between the two entities, from 2019 on AMPIMM and Hannover Fairs Mexico will join forces in Magna Expo Mueblera Industrial in order to provide the wood and furniture industries with a business platform that provides greater opportunities for marketing and networking, that facilitates the exchange of information and ideas, and that offers training and relevant content for the development of the national sector.

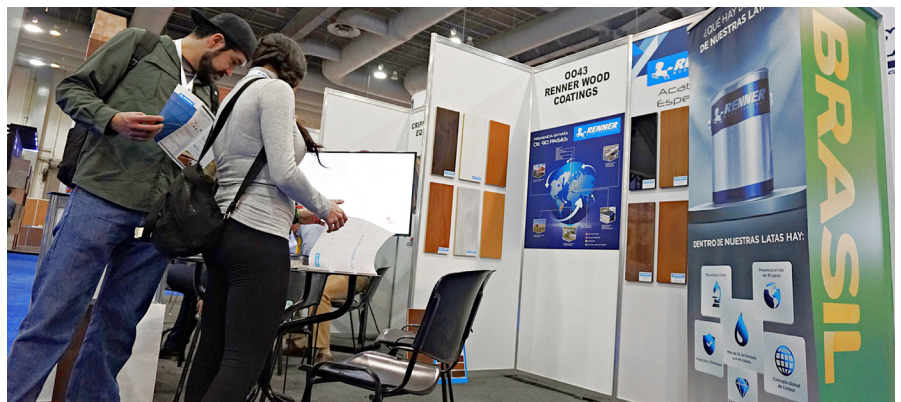


FEATURED INTERNATIONAL PAVILIONS

Germany's national pavilion, which was aptly themed "Made in Germany", featured a particularly high concentration of cutting-edge technologies as well as key technology trends. It featured exhibits by leading German companies and organizations, including Altendorf, Awuko, Kaeser Kompressoren, the German Forestry Council (KFW), imos AG, Schmalz, Serra, Tigra and Venjakob. It also provided an adequate stage for the exclusive reception organized by the German embassy on the second day of the trade fair.



China's national pavilion also featured high-tech machines and applications from a number of companies, with Tiantai Tianmeida Machinery Co., Ltd and Linyi Liran Decorative Material Co., Ltd. particularly standing out, testifying to the importance and attractiveness of the Mexican market. 2019 was the second consecutive time that China presented itself at MEM Industrial with a national pavilion.



Brazil's first national pavilion at MEM Industrial surprised with a wide variety from machinery, specialized varnish and coating products to furniture fittings, including well-known brands as CIPATEX, RENNER Wood Coatings. Their joint participation was a clear statement for the growing interest in the opportunities of Mexico's unique geographical and economical position as manufacturing powerhouse with ideal access to North and Central American markets.

University Design Pavilion "eco&smart"

A definitive show highlight was the first-ever University Design Pavilion showcasing the work of young Mexican talents. Industrial and interior design students and graduates from Mexico's most respected universities (IBERO, LA SALLE, UP, IDAC and UAM) used the pavilion to present their projects and network with industry professionals.

"eco&smart" – this year's theme reflected current trends and topics within the designer community, concentrating on the creation of "smart spaces for a greener tomorrow". The presented projects had to be based on innovative concepts and fulfill at least two of the election criteria: multifunctionality, sustainability and outstanding design.

For the students and young professionals, the participation in the University Pavilion not only represented a distinction for their creativity and a semester's hard work but a unique experience to present and position themselves among internationally renowned companies making an important step forward into professionalizing their work and laying the foundations for their own career and future endeavors.





Strategic Partner



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Our Exhibitors



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5 reasons why you should participate as exhibitor:

- Generate new sales prospects in the largest event of the industry
- Be part of the ideal showcase for new product launches and technical machine demonstrations
- Meet face to face with actual decision makers
- Promote your brands and products among a professional audience
- Get access to international visitors and press coverage through the new administration of Deutsche Messe and the integration into the LIGNA worldwide network

Exhibitor Participation Rates (valid until June 30th, 2019)

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

Basic Package (minimum 18 sqm)	MXN
Inclusions:	\$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
Inclusions:	\$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.**

To participate, please send us your filled and signed space contract, indicating your three preferred locations, together with a 20% down payment in order to receive a space assignment.

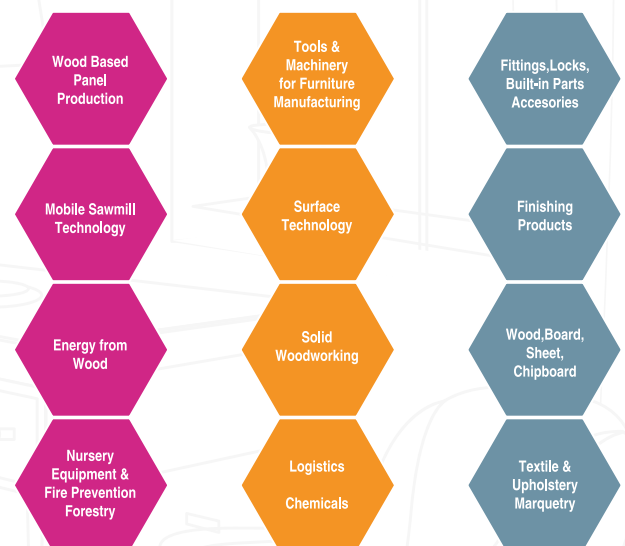
Cash Payment Discount: To support our costumers' decision making process, you will receive a 5% discount if your total participation bill is paid by June 30th, 2019.

Magna Expo Mueblera Industrial presents a clear and organized product and services segmentation, covering the forestry, woodworking and furniture manufacturing industries.

Sectors



Products



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You can find us on the following networks



MEM 2020

Leading Trade Show for Wood Processing,
Woodworking and Furniture Manufacturing

22 – 24 January 2020

Centro Citibanamex ▪ Mexico City ▪ Mexico

MEMIndustrial.mx



Deutsche Messe

Making more out of wood



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