

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



MEM
INDUSTRIAL

Welcome to MEM - the most important business platform where you will find machinery and accessories for the wood and furniture industry in Mexico.

Why should you exhibit in MEM Industrial 2020?



Dear industry professionals:

We are pleased to invite you to take part in **MEM Industrial 2020**, the most important business platform in Mexico for the wood processing and furniture manufacturing industry, with the direct participation of top companies and brands, which will be presenting the latest innovations in terms of technology and supplies to thousands of professional buyers.

MEM Industrial is organized by **Deutsche Messe** with the support of the Mexican Association of Vendors from the Wood and Furniture Industries (**AMPIMM**, as per its Spanish acronym), the European Committee of Woodworking Machinery Manufacturers (**Eumabois**, as per its French acronym), and the Mechanical Engineering Industry Association (**VDMA**, as per its German acronym). **MEM Industrial** offers the largest and most typical range of machines, tools, equipment, materials, locks, supplies and accessories and gathers thousands of professional buyers in search of product processing solutions.

In addition to serving as the largest business display for these two represented sectors, **MEM Industrial** offers additional slots to companies of the industry to disseminate information and content, including special demo areas, conferences and technical seminars, fostering face-to-face and buyers fostering face-to-face interactions with buyers and suppliers which, in turn, creates a trustworthy environment when it comes to exchanging information and therefore leading to successful business bonds. All of this while in a professional environment, requiring a minimal disposal of time and resources.

By taking part as a speaker in **MEM Industrial 2020**, you will not only have direct access to hundreds of leads but will have the potential to conduct short and long-term businesses while at the same time incorporating relevant content and information into our communication strategy. This, in return, will benefit your company by making use of the industry's targeted professional channels, contribute to the creation of synergies which will result in a successful event, and furthermore, help fuel the market.

We are counting on your participation in the most important business platform for the wood and furniture industry, **MEM Industrial 2020**, in Centro Citibanamex, in Mexico City.


Eugenio Carrillo
MEM Industrial
Project Director


Bernd Rohde
Hannover Fairs Mexico
Managing Director

Increase your sales



Find new sales leads at the largest industry meeting



Gain access to new domestic and international buyers through the **Deutsche Messe** world network



Have direct discussions with actual **decision makers**



Develop and grow **business relationships** with your existing and future clients

Strengthen your marketing strategy



Promote your **brands** and **products** to a targeted **professional audience**



Train your **customers** in the use and application of **new products** and **technologies**



Become part of the **ideal platform** to launch new products and make technical demos



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



Get coverage from **international press** through the **LIGNA** press and media hub integration plan



Entry fee 2020

Do not miss our
early bird rate and
register before
June 30, 2019!

Free area (starting on 54 m ² or 581 sq ft ²)	Early bird rate	Standard rate
It includes:		
Exhibition area (no carpet)	\$1,550 MXN /m²+ VAT	\$1,700 MXN /m²+ VAT
Double 110V power outlet		
Staff badges		
Listing in the exhibitor directory		

Basic Standard Package (starting on 18m ² or 193 ft ²)	Early bird rate	Standard rate
It includes:		
Carpeted area	\$2,000 MXN /m²+ VAT	\$2,200 MXN /m²+ VAT
Divider screens		
Company name in vinyl lettering		
Double 110V power outlet		
Staff badges		
Listing in the exhibitor directory		

Equipped Standard Package (starting on 18m ² or 193 sq ft ²)	Early bird rate	Standard rate
It includes:		
Carpeted area	\$2,700 MXN /m²+ VAT	\$3,000 MXN /m²+ VAT
Divider screens		
Ledge and company name in vinyl lettering		
Double 110V power outlet		
Slimline lamp		
Counter with display and stool		
Round table and three chairs		
Staff badges		
Listing in the exhibitor directory		



Surface available with 9 m² or 97 sq ft² increases. Do not hesitate to contact us for further information.
Do not miss our sponsorship opportunities and digital marketing campaign.



Sectors and displayed products

MEM Industrial 2020 showcases a broad range of product and services from the forest, wood and furniture production chain industry in a clearly defined and organized manner.

This results in the participation of an audience made up of specialized buyers and decision makers from the industry.



Testimonials MEM 2019



"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
President AMPIMM & CEO MYPSA



"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



"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
General Manager 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



"...It has been an exhibition with a very important flow of clients and we are present with new features this year; a stand well organized, there are innovations in the part of the veneers, we have an automatic paint booth of the range. We have a very important loading-unloading robot with an inserter. The event is important, we are at the beginning of the year and the market looks good ..."

"... In this country there is enough optimism, Mexico is a country with 120 million people, many young people and it has all the fundamentals to go forward."

Marco Pedroni
General Manager SCM



Deutsche Messe

Hannover Fairs México
Reforma 381, 1er piso
Col. Cuauhtémoc
06500, Ciudad de México
México

Phone: +52 (55) 7028 3335
info@hfmexico.mx
www.hfmexico.mx

Deutsche Messe
Messegelände
30521 Hannover
Germany

Phone: +49 511 89 - 0
Fax: +49 (511) 89 - 32626
info@messe.de
www.messe.de

Your personal contacts:

Eugenio Carrillo
Project Director
MEM Industrial

Phone: +52 (55) 7028 3335
Eugenio.Carrillo@hfmexico.mx

Michael Bartos
International Project Director
Woodworking/Wood Processing Events

Phone: +49 (511) 893 4249
Michael.Bartos@messe.de

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

Strategic Ally:



Supported by:



Woodworking Machinery

You can also find us on
the following networks:



In partnership with:

