Industrial Transformation MEXICO
- a HANNOVER MESSE event -

The New Platform for Digital Transformation and Intelligent Manufacturing in Mexico

October 9 - 11, 2019
Poliforum León • León
Guanajuato • Mexico

industrialtransformation.mx #ITM2019

Deutsche Messe
Mexico’s industrial value chain is booming. However, in order to improve its efficiency in the short term, the implementation of innovation is a growing necessity. For Mexico’s most important sectors, this efficiency will be achieved through the integration and digitalization of industrial transformation processes.

Additionally in the short term, SMEs will inevitably face higher quality and productivity requirements that will only be achieved through the integration of industrial modernization, along with the continuous training of the most important resource that any company has: human resources.

HANNOVER MESSE has been the cradle of industrial innovations which has helped revolutionize the world for more than 70 years. Since 1947, industrial technology has transformed production processes to the point in which a company must implement Industry 4.0 in order to survive an environment with constant global competition.

Mexico is undoubtedly an industrial power, thus in order to maintain its dynamic growth and development, it is essential to have a business, education and political platform where Mexican and international companies can present their latest developments: a place where they can learn first-hand about technologies of the future and train their staff.

For this reason, we are pleased to announce that the outstanding Mexican participation as guest country at the Hannover Messe 2018 resulted in Industrial Transformation MEXICO (ITM), the new platform for digital transformation and smart metallurgy in the country. ITM 2019 will be a fundamental event with three main priorities: expose, educate and innovate.

All participants (both exhibitors and visitors) will contribute to the creation of a joint Mexican and Latin American Industry 4.0 agenda.

We hope to see you at Industrial Transformation MEXICO 2019!

Bernd Rohde,  
Managing Director  
Hannover Fairs  
Mexico SA de CV

Eduardo López,  
International Relations Director,  
Hannover Fairs  
Mexico SA de CV

Arturo Lozano,  
President  
ATMS

Welcome to Industrial Transformation MEXICO

Strategic Allies

Education Partner
98 research centers for innovation and advanced manufacturing

Mexico’s Industrial Sector at a Glance!

The 10th country with the most patents granted worldwide
Mexico - Partner Country at HANNOVER MESSE 2018

With over 172 exhibitors and over 3,400 net sqm. Mexico’s participation as Partner Country at HANNOVER MESSE 2018 was an overwhelming success and laid the groundwork for new business opportunities. Satellite pavilions in segments as “Research & Technology”, “Industry Supply”, “Digital Factory”, “Industrial Automation, Motion & Drive”, as well as CeMAT, were all proof of the enormous Industry 4.0 potential currently developing in Mexico.

<table>
<thead>
<tr>
<th>Over 172 exhibitors</th>
<th>3,445 sqm exhibition space</th>
<th>High Rank Delegation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mexican President 4 Federal Ministers 11 State Governors Presidents and CEOs of leading Mexican companies, chambers and associations.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2,500 Mexican visitors</td>
<td></td>
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<table>
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<tr>
<th>$</th>
<th>The largest exporter of medium and high-tech manufactured goods from all G20 economies</th>
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<td>Long-term Industry 4.0 ecosystem strategy</td>
<td></td>
</tr>
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<td>Annually, over 223,000 graduates from STEM careers</td>
<td></td>
</tr>
<tr>
<td>The 9th most attractive destination for FDI, with two-thirds going into manufacturing</td>
<td></td>
</tr>
</tbody>
</table>

| 30 billion USD in FDI in 2017 (45% invested in the advanced manufacturing industry) |
| The largest exporter of medium and high-tech manufactured goods from all G20 economies |
| Long-term Industry 4.0 ecosystem strategy |
| Annually, over 223,000 graduates from STEM careers |
| The 9th most attractive destination for FDI, with two-thirds going into manufacturing |

| 21 plants from automotive OEMs - pioneers in smart factory technology |
| 34 clusters implementing Industry 4.0 technologies and IOT solutions |
| 3rd in the digital transformation index |
| Mexico will launch two more hyper flexible manufacturing clusters in 2019 and 2021 |
| 4th largest exporter of light vehicles in the world |

Source: PROMÉXICO (2018)
León - a strategic location in Mexico

- **In the heart** of one of the biggest industrial buyer regions within Mexico
- **International airport** and excellent infrastructure
- **State-of-the-art exhibition center:** Poliforum León

Mexico is not only macroeconomically stable, but it carries a great relationship with most nations worldwide. The country is well known for its hospitality, food and natural beauty, making it a highly attractive destination.

Furthermore, the transition the economy has undergone in recent years is indisputable, as it is among the world’s leading manufacturers along with the largest exporter of both medium and high-tech goods from all G20 economies (measured as a percentage of GDP). Aerospace, automotive, electronics, information technologies, medical devices, metal mechanics, extending all the way into agro-foods, biotechnology, and creative industries are just a few examples of Mexico’s industrial strengths.

Mexico is welcoming Industry 4.0 with open arms. From the digital factory in Puebla, to the aerospace corridors in Querétaro, Guanajuato, Baja California, Sonora, Chihuahua and Nuevo León, all exemplify the established throughout the country. This is all part of a long-term strategy which will foster the development of an entire Industry 4.0 ecosystem with automated production.
The Mexican Market is BOOMING!

facilities that will exploit economies of scale, creating both development and growth opportunities.

The new competitive paradigm is rooted in innovation, hence the need to redirect efforts towards the integration of cutting-edge international networks, the transfer of technology, intellectual property and talent management, all of which are geared strategically towards a knowledge-based economy. Different layers of government are injecting federal, state and local budgets in entrepreneurship and technology developments via grants, loans and even direct investment into start-ups and venture capital funds, all of which are helping spark a new culture.

In summary, an increase of efficiency improvement is a prime driver of automation in Mexico, and industrial control devices are making it possible for organizations to industrial control devices are making it possible for organizations to standardize their production activities while cutting costs, reducing waste and improving safety.

Source: PROMÉXICO (2018)
Why You Should Exhibit

Unique business platform
showing solutions to master the industry’s digital transformation

Industrial Transformation MEXICO
will encompass a 360° perspective on the intelligent manufacturing industry

A completely different format of live communication
based on three pillars: exhibition, education and conference

The support
of government, leading associations, opinion leaders and influencers,
all which will guarantee a high-quality of visitors/buyers

Showcase your innovations
to a booming market

Benefit
from Deutsche Messe’s longterm experience in the exhibition industry and worldwide network

Build and strengthen your business relationships
with current and future customers

Educate clients
on the use and application of new products and technologies

Display your products and services
to the Mexico and Latin American market

Source: PROMÉXICO (2018)
Mexico has access to over **1 billion consumers** through its free trade agreements.

Reach an audience of **decision-makers** from all segments of the industry.

Promote your **products** to a professional, focused and selected audience.

Generate new sales **prospects** at the first event of its kind in Mexico.
Exhibitor Profile

**Metalworking / ATMS**
- Sheet Metal Processing
- Forming and Separation Technology
- Advanced Welding, Joining, and Fastening Technology
- Welding Automation Systems
- 3D Printing / Additive Manufacturing
- Laser Technology and Application
- Lightweight Construction
- Machine-tools
- Clamping devices
- Cutting devices
- Measurement equipment
- Automation
- Peripheral equipment

**Automation, Robotation & Motion**
- Assembly and Handling Systems
- Electrical Power Transmission
- Fieldbus Systems
- Industrial Image Processing
- Linear Drives
- Micro-Technology
- Motion Controls
- Process Automation
- Pneumatic Automation Technology
- Robotics & System Integration
- Security Components & Systems
- Sensors and Actuators
- Measurement, Process & Quality Control

**Digital Factory / ICT**
- Asset Management Systems
- Big Data Management
- Cloud Computing
- Design & Product Development
- Industry 4.0 - IoT
- Enterprise Resource Planning (ERP)
- Machine Learning
- Manufacturing Execution Systems (MES)
- Product Life Cycle Management (PCM)
- Security Technology
- Virtual & Augmented Reality

**Smart Logistics**
- Automated Guided Vehicles (AGV’s)
- Conveying Systems
- Labelling & Identification Systems
- Lifting Platforms
- Logistics IT
- Packaging Systems
- Racking Systems
- Robots & Handling Systems
- Shelf Storage & Retrieval Equipments
- Supply Chain Management Systems
- Turnkey Systems for Logistics
- Warehouse Management Systems

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**Comprehensive educational platform**

**First exhibition focused on Industry 4.0 in Mexico**

**Over 12,000 sqm**
Science fiction or reality?

At Research Institutions science experts will give a vision of the future, including products and services that are about to hit the markets.

- Innovation promotion
- Knowledge sharing
- Cooperation with research institutions
Making new contacts and finding applications for new technology are the key goals of the Research Institutions area, and in order to achieve this we put our extensive services at your disposal.

**Industrial context**
Place your company at the focus of key user industries

**Networking**
Make new contacts at global networking events

**Innovation**
Play a role in the key topics of Industry 4.0

**Transfer of know-how**
Use our professional services for your own marketing

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**Participation Options**

**Research Counter**
- Your own stand area (minimum 9 sqm)
- Marketing services
- Attractive stand

**Institutions Park**
- Space for institutions
- Stand area for the institutions (minimum 18 sqm)
- Marketing services
- Attractive stand
- One research presentation per day

Contact us at info@industrialtransformation.mx
Business Services

Are you looking to expand your business to other markets? Do you need allies in order to develop your project? **Come and discover your opportunities at the Business Services area.**

Let the experts walk with you in your business venture, including soft-landing services, financing, subsidies, international business among others.

- Industrial Parks
- Industrial transfers and development schemes
- Public financing, including infrastructure, clusters and research
- Private investment, venture capital, incubation concepts

The Business Services area will be a space for dialogue, networking and information transference; you can have your business meetings at the exclusive business lounge area.

**Participation options at Business Counter**
- Your own stand area
- Marketing services
- Attractive stand
- Use of exclusive business lounge

Contact us at info@industrialtransformation.mx
Startups @ ITM offers a space for innovation and new trends, where new thinkers and pacesetters get together to bring new solutions and ideas to established companies, as well as to network with potential investors.

Exhibitions + Presentations + Pitches + Networking

Startups @ ITM aims to be a reference for the industrial startups by offering a high-level platform for new solutions presentations, as well as dialogues that foster effective alliances.

Do you have a potential startup or do you want to support a new project? Then Startups @ ITM is the place to be, here you will find support for new business, projects and products. It’s where people with exciting new ideas meet people excited by new ideas.

Industry 4.0, artificial intelligence, virtual reality, augmented reality, big data, cloud computing are all the key technological themes that will shape the future and all of them will be at Startups @ ITM.

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Visitor and Conference Delegate Profile

Industries

- Aerospace
- Automotive
- Electrical & Electronics
- Food & Beverage
- Healthcare
- Infrastructure, Facilities, Urban Solutions
- Logistics & Supply Chain Management
- Machine Tool Industry
- Mechanical & Plant Engineering
- Packaging
- Pharmaceutical & Biotechnology
- Process Industries (Steel, (Petro) Chemical)
- System Integrators

Job Levels

- Senior Management
- Consultants
- Decision Makers
- Department Heads
- Engineers
- Factory Planners
- Procurement Managers
- System Managers
- Traders

Key Audience Groups

Industrial Transformation MEXICO takes advantage of network synergies to bring together stakeholders and audience groups from every point along the industrial value chain. This provides opportunities for intensive networking, global knowledge transfer, and new businesses.
Take advantage of:

Networking Lounge

Start-ups @ ITM

Conference Program

Comprehensive Educational Platform
Poliforum León, Blvd. Adolfo López Mateos S/N, Oriental, 37500 León, Guanajuato Mexico.

October 9 - 11, 2019.

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Exhibitor Fees

**Raw space**
- 36 sqm minimum
- USD 300/sqm + VAT

Includes:
- Exhibitor badges, visitor tickets for both your clients, & exhibitor directory listing.

Does NOT include carpet, construction, furnishing or utilities.

**Shell Scheme (Basic Option)**
- 9 sqm minimum
- USD 360/sqm + VAT

Includes:
- Carpet (show color), hard wall booth construction, signboard and lettering, lighting, standard furnishing, 1 electrical outlet, exhibitor badges, visitor tickets for your clients & exhibitor directory listing.

**Shell Scheme (Comfort Option)**
- 18 sqm minimum
- USD 400/sqm + VAT

Includes:
- Carpet (show color), hard wall booth construction, signboard and lettering, lighting, standard furnishing, 1 electrical outlet, exhibitor badges, visitor tickets for your clients & exhibitor directory listing.

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Metalworking / ATMS
Smart Logistics
Research Institutions

¡Reserve your booth now!
**Sponsorship Options**

**Sponsorship Package Benefits**

<table>
<thead>
<tr>
<th>Level</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Silver Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>USD 13,000</td>
<td>USD 10,000</td>
<td>USD 7,500</td>
</tr>
</tbody>
</table>

- Mention of name and logo across all planned electronic and printed campaigns to an extensive attendee database.
  ✓ ✓ ✓ ✓
- Featured article in selected electronic direct mailing campaign across extensive attendee database across (LATAM).
  ✓ ✓ ✓ ✓
- Invitation to participate in planned event Press Conferences.
  ✓ ✓ ✓ ✓
- Company placed on event collateral, advertising, event website, and social media.
  ✓ ✓ ✓ ✓
- Company logo and profile featured on event website.
  ✓ ✓ ✓ ✓
- Products/services featured (150 words max) on social media platforms.
  ✓ ✓ ✓ ✓
- Information about company included in selected press releases (100).
  ✓ ✓ ✓ ✓
- Access to private exclusive events.
  All events Selected Events

<table>
<thead>
<tr>
<th>Onsite Events Benefits</th>
<th>72 sqm</th>
<th>54 sqm</th>
<th>36 sqm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference speaking opportunity</td>
<td>Keynote</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Static ad plus video on loop during conferences at registration area (partners must provide material)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Naming rights at one selected Learning Lab within exhibition</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Start-up pitches/workshop involvement</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logos on show information boards</td>
<td>✓ ✓</td>
<td>✓ ✓</td>
<td>✓ ✓</td>
</tr>
<tr>
<td>Logos on selected banners throughout the city of Hannover</td>
<td>✓ ✓</td>
<td>✓ ✓</td>
<td>✓ ✓</td>
</tr>
<tr>
<td>Complimentary conference passes</td>
<td>✓ ✓</td>
<td>✓ ✓</td>
<td>✓ ✓</td>
</tr>
<tr>
<td>Complimentary Networking receptions</td>
<td>✓ ✓</td>
<td>✓ ✓</td>
<td>✓ ✓</td>
</tr>
<tr>
<td>Complimentary passes to exclusive dinners</td>
<td>✓ ✓</td>
<td>✓ ✓</td>
<td>✓ ✓</td>
</tr>
<tr>
<td>Access to VIP events</td>
<td>✓ ✓</td>
<td>✓ ✓</td>
<td>✓ ✓</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Post Event Benefits</th>
<th>4 Platinum</th>
<th>6 Gold</th>
<th>8 Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mention in post event marketing collaterals</td>
<td>✓ ✓ ✓ ✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Name of company with logo in post event report distributed to attendees</td>
<td>✓ ✓ ✓ ✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Post-event educational programme</td>
<td>✓ ✓ ✓ ✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Banner advertisement placed on post-show electronic direct mailings to attendees</td>
<td>✓ ✓ ✓ ✓</td>
<td></td>
<td></td>
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**Platinum Sponsor**
- USD 13,000

**Gold Sponsor**
- USD 10,000

**Silver Sponsor**
- USD 7,500

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Contact us for more Sponsorship Options

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- COECA
- DECAM
- DEMAAC
- DGTI
- GIZ
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- SIEMENS
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