Industrial Transformation MEXICO—-a HANNOVER MESSE event—-

October 9-11, 2019
Poliforum León
León, Guanajuato ▪ Mexico
industrialtransformation.mx
#ITM2019

Deutsche Messe
The New Platform for Digital Transformation and Intelligent Manufacturing in Mexico
Industrial Transformation MEXICO is Getting Closer by the Day!

What is Hannover Messe?

Industrial Transformation MEXICO 2019

Mexico-Germany Bilateral Relationship

Deutsche Messe Launches Industrial Transformation MEXICO 2019

Mexico’s Industrial Innovation Strategy

Modernizing the Regulatory Framework for Digitalization in Mexico

Guanajuato as the Venue for ITM 2019

En Route toward the Digital Transformation of Guanajuato

Annual Industrialists Meeting

Experience in Technology, Manufacturing and Solutions

Siemens Celebrates its 125th Anniversary at ITM 2019
## TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>36</td>
<td>ITM 2019 Floor Plan</td>
</tr>
<tr>
<td>38</td>
<td>Partners in Education</td>
</tr>
<tr>
<td>40</td>
<td>CAMEXA and Learning Networks</td>
</tr>
<tr>
<td>41</td>
<td>ITM 2019 Educational Program</td>
</tr>
<tr>
<td>42</td>
<td>Dual Education in Mexico</td>
</tr>
<tr>
<td>44</td>
<td>SOS Children’s Villages Mexico</td>
</tr>
<tr>
<td>46</td>
<td>A Taste of Culture at ITM!</td>
</tr>
<tr>
<td>48</td>
<td>About León</td>
</tr>
<tr>
<td>50</td>
<td>How to Get There</td>
</tr>
<tr>
<td>56</td>
<td>Flight Discounts</td>
</tr>
<tr>
<td>58</td>
<td>Hotel Discounts</td>
</tr>
<tr>
<td>63</td>
<td>Discounts at Restaurants</td>
</tr>
<tr>
<td>64</td>
<td>Restaurants</td>
</tr>
<tr>
<td>66</td>
<td>Our Events</td>
</tr>
<tr>
<td>68</td>
<td>Our Strategic Allies</td>
</tr>
<tr>
<td>70</td>
<td>Turibús León</td>
</tr>
<tr>
<td>71</td>
<td>Useful Telephone Numbers</td>
</tr>
</tbody>
</table>
Industrial Transformation MEXICO is Getting Closer by the Day!

Industrial Transformation MEXICO (ITM) is the first edition of Hannover Messe to take place on the American continent. Planning began in 2018 and to date, more than 120 exhibitors and 10,000 industry experts have confirmed their attendance, in addition to 200 private- and public-sector leaders from Mexico and other countries. The event is part of a robust agenda that, together with the Annual Industrialists Meeting, will indubitably establish ITM as an Industry 4.0 yardstick in Latin America.

ITM will showcase Mexico as an industrial innovation partner par excellence in keeping with the augenhöhe concept i.e. a partner on a par with global leaders. The leading G20 exporter of mid- and high-tech goods, Mexico is also ranked third on the global digital transformation index and manufacturing accounts for approximately 16% of our GDP.

We are pleased to say that, over the last few months, ITM 2019 has shaped up as an industrial, educational and innovation platform that will shore up the role of Mexican industry globally. Our goal is to establish this event as a benchmark for all those interested in industrial transformation, automation, digital manufacturing, smart logistics and related fields.
On exhibit will be Industry 4.0 trends, innovations and new launches that are sure to impact Mexico’s present and future.

Many strategic partners, local and international associations and industrial leaders have already acknowledged the importance of the event as a platform for promoting the country’s economic development, reason why it has garnered the support of the State Government of Guanajuato, the Mexican Confederation of Industrial Chambers (CONCAMIN), the Technology, Manufacturing and Solutions Association (ATMS), the Mexican-German Chamber of Commerce and Industry (CAMEXA), the National Electronics, Telecommunications and IT Industry Chamber (CANIETI), the Mexican-German Entrepreneurs Association (EMAAC), the German Society for International Cooperation (GIZ), the German Engineering Federation (VDMA) and Siemens, which will be celebrating its 125th anniversary within the framework of the event.

For all these reasons and more, ITM 2019 looks set to become a platform for the sharing of valuable information that will determine the future of industry, the forging of new partnerships and the strengthening of existing ties.
We would like to invite all you entrepreneurs out there to take part, network, showcase your technological innovations and see for yourselves the latest Industry 4.0 trends. If we work together, industrial transformation has the potential to make Mexico increasingly competitive and establish us as a more active leader in the future. We hope you will join us at the first Industrial Transformation MEXICO 2019 event and help kick start the industrial revolution in Mexico and Latin America!

Bernd Rohde,
Director
Hannover Fairs México
(right)

Eduardo López Macías,
ITM Director
Hannover Fairs México
(left)
What is Hannover Messe?

Founded in Germany in 1947, Hannover Messe is today the world’s most prestigious industrial fair, renowned for its valuable contribution to technological innovation and for introducing the world to the Industry 4.0 concept, a term that was first used at the fair’s 2011 edition.

This year’s edition, whose main theme was industrial intelligence, was attended by some 6,500 exhibitors from 75 countries—primarily companies specializing in automation, robotics, industrial software, energy technologies, R&D and related fields.
Following our exceptional participation in Hannover Messe 2018 as a partner country, Deutsche Messe chose Mexico to host the first edition of its new platform for digital transformation in Latin America — Industrial Transformation MEXICO (ITM).

ITM will take place on October 9-11 at the Poliforum León in León, Guanajuato, and will boast more than 160 exhibitors who will be showcasing the country’s main Industry 4.0 innovations and launches. Over 200 sector leaders, including company presidents and CEOs, investors and high-level government officials from different countries will be attending the event, which will feature an extensive program of 50 conferences, workshops and seminars. The main themes of this first edition will be automation, digital manufacturing, ICTs and smart logistics, among others.
45% of foreign direct investment was channeled into advanced manufacturing in 2017.

Mexico exports more mid- and high-tech goods than any other G20 economy.

Ranked 3rd on the digital transformation index.

21 OEM car plants - smart manufacturing pioneers.

34 clusters implementing Industry 4.0 technologies and IoT solutions.
With a long-term strategy for the implementation of Industry 4.0

Mexico produces over 223,000 science, technology, engineering and mathematics graduates every year

World’s 4th-largest exporter of light vehicles

9th-most-attractive country for foreign direct investment

Mexico plans to launch two hyper-flexible manufacturing clusters, one in 2019 and a second in 2021
Germany and Mexico are friends, partners and allies in a world that is being rapidly changed by new technologies. Since the naturalist Alexander von Humboldt visited Mexico over two centuries ago, trade and innovation have been central to our shared history.

Our ties of friendship and exchange have today evolved into an authentic strategic relationship that has resulted in diplomatic, cultural, social and especially trade agreements — as corroborated by Mexico’s successful participation in Hannover Messe 2018 as a partner country.
At the dawn of the Fourth Industrial Revolution, our bilateral relationship is founded on shared values and our determination to assume global responsibility, mainly in the areas of innovation and sustainable development.

Industrial Transformation MEXICO is the culmination of a large-scale bilateral undertaking that seeks to reaffirm our joint commitment to creating a platform for innovation in industry, business and education, with a view to promoting the growth of Industry 4.0 in Mexico.
Following Mexico’s successful participation as the first Latin American partner country in the 2018 Hannover Messe industrial fair, I am particularly gratified to learn about the launch of Industrial Transformation MEXICO this year.

This first edition of the largest Industry 4.0 fair in Latin America is the fruit of ongoing cooperation between Mexico and Germany as regards the digital transformation of industry, which is a priority issue for both countries. Industry 4.0 opens up enormous opportunities for technological breakthroughs and innovation, and promises to contribute to the growth and prosperity of both Mexico and Germany. It also promises to foster more efficient use of resources and create attractive new lines of work.
Those who wish to benefit from Industry 4.0 need to address the challenges this entails to ensure they are not left behind by their global competitors. On this note, the Mexican equivalent of Hannover Messe has come just at the right moment.

I sincerely hope the Industrial Transformation MEXICO 2019 industrial fair makes a triumphant debut and trust that our countries will successfully make the digital transformation as partners.

Peter Tempel
German Ambassador to Mexico
Mexico’s Industrial Innovation Strategy

Mexico’s industrial innovation strategy is a three-pronged one:

**Transversal innovation**: promote innovations that can be applied to different productive areas.

**Evolution of Industry 4.0**: big data, autonomous robots, process simulation, the Internet of Things, cybersecurity, 3D printing and augmented reality.

**Promotion of the digital economy and e-commerce**: maintain conditions that foster free competition and innovation in services.

To ensure full coverage of these three areas, Mexico’s Ministry of the Economy, via the Software Industry Development Program (PROSOFT), has taken upon itself the task of promoting economic innovation by setting up Industrial Innovation Centers (CII) and introducing public policies that encourage the development of innovation ecosystems.

CII must create regional economic synergies.
Likewise, they must help capitalize on opportunities arising from transversal concepts (Industry 4.0, the Internet of Things in services and logistics) by adopting technological trends, producing specialized human resources, transferring know-how and promoting public policy initiatives that foster productivity in Mexico.

To date, PROSOFT has financed 25 CIIIs. Additionally, the Ministry of the Economy is promoting an Industry 4.0 (I 4.0) public policy for the application of tools to make Mexican industry more productive and more competitive.

“When it comes to innovation, we believe that it is only by adopting and adapting technology that we can achieve high, sustained growth in the decades to come.”

Graciela Márquez Colín
Minister of the Economy

Presentation of the Ministry of the Economy’s program and signing of the decree granting tax incentives for the Northern border region (December 29, 2018).
Modernizing the Regulatory Framework for Digitalization in Mexico

As part of the activities taking place within the framework of Industrial Transformation MEXICO 2019, the Global Project Quality Infrastructure (www.gpqi.org) commissioned by Germany’s Federal Ministry of Economic Affairs and Energy (BMWi) will be organizing the Annual Meeting of the Mexican-German Quality Infrastructure Working Group set up by Mexico’s Ministry of the Economy (SE) and the BMWi.

This meeting, which is scheduled to take place on October 10, 2019, is of the utmost importance, since it will define strategic lines of bilateral cooperation.
“The ITM fair will be one of the largest exhibitions on digital transformation that Mexico has ever seen. The event will feature round tables, conferences, courses and workshops where international experts will address topics of interest related to Industry 4.0, such as machine security, IT-security, predictive maintenance, electric mobility, sustainable mobility technologies, smart cities and many other issues. I would also like to underline the importance of an Industry 4.0 regulatory framework and the digitalization of the economy to guarantee the compatibility and safety of goods on the one hand, and the standardization of international regulations on the other to facilitate trade between nations.”

Dennis Quennet
GIZ Director of Urban Development and Industry Programs
The Digital Agenda being promoted by Guanajuato’s Ministry of Innovation, Science and Higher Education in conjunction with the National Electronics, Telecommunications and IT Industry Chamber (CANGETI) seeks to boost the competitiveness and productivity of companies operating in core sectors, such as the automotive, agro-industrial, aeronautical, fashion, logistics and tourism industries, by encouraging the use of technologies for the integration and digitalization of their industrial processes.
“As regards the Digital Agenda, I believe Industrial Transformation MEXICO will help familiarize our entrepreneurs, company owners, students, academics and citizens in general with the most advanced digital tools on the market by providing them with first-hand information on the latest applications related to the Internet of Things, cybersecurity, e-commerce, the automation of industrial processes (digital manufacturing) and the like.

As part of our strategy, we aim to attract investment in technology centers for the development of embedded software and the integration of electronic components, and initiatives for the migration of existing industrial processes to automated productive systems supported by information updated in real time (big data).

The world’s largest innovation fair has set its sights on León, Guanajuato, where it will be launching its first edition in Mexico. We cordially invite you to join us on October 9-11, 2019, at the Poliforum León and to be a part of this initiative backed by Hannover Fairs Mexico.”

Diego Sinhué Rodríguez Vallejo
Governor of Guanajuato
Since 2017, CANIETI has been helping draw up the Guanajuato Digital Agenda, which constitutes an important step toward the state’s digital transformation and economic development, based on information and communications technologies (ICTs) and know-how.

Launched in May, the Digital Agenda has established Guanajuato as a pioneering force, with the implementation of more than 200 public policies and industry projects that will help strengthen the region. The goal is to create a productive, competitive and sustainable ecosystem that fosters innovation and development in the ICT sector, that is in line with the needs and demands of today’s market and whose benefits can be reaped by society at large.
Guanajuato is strategic to the Mexican economy. The state’s high productivity indexes and globally competitive industries stand to benefit from ITCs, ushering it into a complete digital transformation that fosters innovation and shores up the digital ecosystem of the future.

This tool has three main objectives:

- **Boost the productivity and competitiveness of the region’s industry**
- **Efficient and transparent digital government**
- **Implement educational programs aligned with the needs of the ICT industry of the future**

Guanajuato is strategic to the Mexican economy. The state’s high productivity indexes and globally competitive industries stand to benefit from ITCs, ushering it into a complete digital transformation that fosters innovation and shores up the digital ecosystem of the future.
“The Guanajuato Digital Agenda will transform the state into a truly digital economy, with interactive resources that facilitate the sharing of ideas, experiences and know-how, and public policies designed to achieve a Guanajuato with innovative, vanguard technology and a competitive digital economy.

The Agenda also seeks to close the region’s inequality gap by introducing ICTs to the production processes of core industries like the automotive, aeronautical, logistics and agro-industrial businesses, among other sectors that are important to the state.
This triple-helix initiative, implemented by the Innovation, Science and Higher Education Ministry of the Guanajuato State Government, is the result of a successful synergy between CANIETI, the UG Innova Tecnoparque (within the framework of the Ecosystem for Liaison, Innovation, Development and Application of Know-how), the University of Guanajuato and the Guanajuato IT Industry Cluster.”

Carlos Funes
National President of CANIETI
“CONCAMIN promotes events that generate industrial know-how and build on the sector’s strengths so it can take a more decisive lead in innovation. The decision to hold the ITM fair and the Annual Industrialists Meeting (RAI) at the same time goes to prove just how important industrial transformation is becoming in Mexico.

Our goal now is to build competencies, strengthen talent and increase the transferal—not just of technology, but of know-how—in our country, because without these we will not be viable. This is why events like Industrial Transformation MEXICO (ITM) are so important. It is no coincidence that a German company like Deutsche Messe has singled out Mexico as strategic and decided to hold the first Hannover Messe fair on the American continent here.

The world’s most prestigious industrial fair, Hannover Messe is where the term “Industry 4.0” was coined. ITM will showcase our country’s advanced level of development and what Mexican companies have to offer, while demonstrating our main strengths and technological innovations. It will also serve as a valuable training opportunity as concerns the main industry trends. No doubt it will become an increasingly important industry benchmark, reason why we have decided to hold RAI 2019 on the same date and at the same venue, so we can celebrate our sector’s promising future together.”

Francisco Cervantes
CONCAMIN President
ITM 2019 will also serve as a framework for other events that are key to the industrial sector and digital transformation, which, in turn, will strengthen the fair’s standing in Mexico and Latin America.

RAI is Mexico’s principal business event that brings together over 800 industrial leaders and entrepreneurs. It is attended by leading representatives of the country’s economic, political and social spheres, who meet every year to analyze the progress the sector has made and the obstacles it faces, and discuss sustainable industrial development initiatives and projects.

<table>
<thead>
<tr>
<th>Participant Profile</th>
<th>Previous Venues</th>
</tr>
</thead>
</table>
| • The president of Mexico  
• Cabinet members  
• Industrialists and the business community  
• Industrial leaders  
• Governors  
• Heads of political parties  
• Senators | Boca del Río, Veracruz; Los Cabos, Baja California; Cancun, Quintana Roo; Puerto Vallarta, Jalisco; Mexico City; Guadalajara, Jalisco; Monterrey, Nuevo León, among others.  
• Members of congress  
• Representatives of the judiciary  
• Ambassadors  
• Journalists  
• The media  
• Opinion leaders |
“Innovation is the main pillar of our industrial policy proposal. There can be no denying industrial transformation is strategic to the country’s development. We believe the best approach is to fully embrace Industry 4.0, with all the obstacles and challenges it poses. We need to reinvent ourselves and root our sector in cybersecurity, automation, artificial intelligence and robotics, among other innovations.”

Manuel Pérez-Cárdenas
Head of the Office of the CONCAMIN Presidency
The first and only association in Mexico dedicated exclusively to the machining and tooling industry will be holding its second edition of Experience in Technology, Manufacturing and Solutions (ETMS) at ITM 2019.

After a highly successful first edition in 2017, ETMS is back in October 9-11, 2019, at the Poliforum León. This time around over 40 exhibitors specializing in CNC machine tools, clamping devices, cutting tools, measuring equipment and automated manufacturing processes will be taking part.

In partnership with Industrial Transformation MEXICO, the second edition of ETMS will take a high-tech approach applied to the world of manufacturing, with innovative dynamics that provide for the man-machine interactions required to boost production and improve manufacturing processes.

For the three days of the event, visitors are invited to enjoy a unique and memorable experience that showcases the latest technological breakthroughs in the metal-mechanical sector. ATMS exhibitors will have exclusive access to an upgraded version of VIP Day, where they will have the opportunity to expand their business networks with a select sector-oriented group. Another highlight of ETMS 2019 will be technological plazas—four open spaces where visitors can interact with experts, manufacturers and distributors, and learn
about the latest trends and methods for improving industrial production processes.

ETMS 2019 looks set to take already growing demand in Mexico to a whole new level, positioning this as a highly competitive sector in today’s globalized market.

Don’t miss this chance to participate in the most innovative event of 2019, focused exclusively on the development, growth and strengthening of the manufacturing sector!

“Innovation implies obstacles to be overcome and goals to be reached, reason why we are committed to organizing events on the technology being developed across the world, so we can offer the metal-mechanical sector the very best in manufacturing methods.”

Arturo Lozano
President of the Association for Technology, Manufacturing and Solutions, A.C.
For the last 125 years, Siemens has been contributing to Mexico’s economic development and has improved the quality of life of countless Mexicans. A pioneer in electrification, Siemens is closely tied in with the country’s history as the first company to illuminate Mexico City’s principal boulevard, Paseo de la Reforma, back in 1894.

Siemens remains just as committed to Mexico today with its extensive technology portfolio and support services, which are used by 60% of the automotive industry and 76% of the cement industry, while over 50% of the country’s electricity is distributed using Siemens technology. The company has no less than seven production plants in Mexico that employ some 6,000 people.
ITM is an opportunity to shore up Siemens’ role as a leading company that has contributed to Mexico’s development with solutions that transform and have a positive impact on society. For the last 125 years, we have been harnessing the potential of Mexican industry with innovative technology for its automation, digitalization and energization, with a view to fostering the development of the domestic economy and improving the wellbeing of the Mexican people.

Juan Ignacio Díaz
CEO Siemens Mexico, Central America and the Caribbean
ITM 2019 Floor Plan

October 9-11, 2019

Blvd. Adolfo López Mateos S/N, Oriental, 37500 León, Guanajuato, Mexico.
Automation, Robotics and Power Transmission

Smart Logistics

Machining–tooling / ATMS

Research Institutions

Digital Manufacturing and ITC
Training and education are key components of ITM, which will be organizing some 50 workshops, conferences and seminars in conjunction with the country’s leading experts in industrial transformation.

More and more companies are coming to realize the benefits of incorporating robotics and automation into their processes, not least the increase in productivity that enables them to compete successfully on today’s global markets.

The face of Mexican industry is changing rapidly and to support the transition, the Association for Association for Advancing Automation set up its A3 group in Mexico in 2017—a 30-member-strong organization that is working with companies involved in automation.

ITM will play an important role in the process by bringing the companies that develop these solutions into contact with final users that are looking for these technologies, while the educational and training opportunities on offer at the event will help smooth the transition to automation.

It is for this reason that we have partnered up with ITM, because we are eager to be a part of its efforts to support the growth and development of the automation industry in Mexico.
“We are excited to be able to work shoulder-to-shoulder with ITM and bring the latest in robotics and automation technologies to the event.

These are the technologies that will help Mexico progress more rapidly in advanced manufacturing.”

Bob Doyle
A3 Vice-president
CAMEXA and Learning Networks

CAMEXA’s learning networks make it possible for companies within the same sector to share experiences and best practices, the goal being to achieve greater energy efficiency via the implementation of a modern energy management system.

These networks are spaces shared by a group of companies, where a series of techniques, tools and instruments are employed to encourage hands-on experiential learning: CAMEXA

- Practical exercises
- Visits to plants
- Workshops and webinars
- Specialized consulting services
- Reflection, debate and dynamics
helps connect companies and train project personnel. It also disseminates Industry 4.0 know-how in Germany to guarantee the broadest transfer of technology possible.

There are four stages to each project:

1. Creation of a network
2. Diagnosis
3. Network development
4. Closure

A learning network generally lasts 12 months, although it is often extended in the interests of efficiency and to keep participants updated.

For more information: https://redesdeaprendizaje.org/

“Its broad educational program will establish Industrial Transformation MEXICO as an important forum for disseminating information on the Mexican dual education model, helping attract more young people to this ambitious training program.”

Johannes Hauser
CAMEXA Director-General
ITM 2019 Educational Program

Industrial Transformation Mexico will establish Mexico as a promotor of innovation, development and know-how by providing a business and educational platform companies can use to showcase their latest products and services, while serving as a vehicle for the creation of cutting-edge international networks.

Featuring some 50 conferences, workshops and seminars, ITM’s extensive educational program is geared toward positioning Mexican and international companies on a constantly evolving market. Visitors to our Research Institutions can learn about science experts’ vision of the future, including products and services that are about to be launched, as well as solutions to improve the efficiency of their businesses and cut costs.
Dual Education in Mexico

There are presently over 2,000 German companies operating in Mexico in virtually every industrial and high-tech branch of the economy. As a result of the participation of leading German firms in the dual education model, Mexico has been able to expand its horizons and marry academic education with hands-on work experience.

Unlike the German edition of Hannover Messe, Industrial Transformation MEXICO will be promoting educational programs focused on industrial activities, like the dual education model, which has produced excellent results in countries like Germany and that many companies in Mexico are now offering.
In 2019, Hannover Fairs Mexico assumed a commitment to the wellbeing of Mexico’s children by supporting Aldeas Infantiles SOS México. Each of our fairs features a space dedicated exclusively to this international organization, where exhibitors and visitors can learn more about its sponsorship, donation and volunteer programs.

We invite you to contribute to this worthy cause. For further information, contact:

Elizabeth Alanis  
Corporate Alliances Coordinator  
+52 (55) 5336 - 0809 ext. 4651  
elizabeth.alanis@aldeasinfantiles.org.mx
At ITM 2019, you can learn about all the latest Industry 4.0 technological innovations.

And while you’re here, take in some culture with a visit to the International Cervantine Festival. Canada and the state of Guerrero are the guests of honor at the 2019 edition of Guanajuato’s most celebrated cultural event of the year, which will be taking place on October 9-27.

https://festivalcervantino.gob.mx/

A Taste of Culture at ITM!
The city of León, Guanajuato, was founded in 1576 as “Villa de León”. One of the most highly developed tourist destinations in the central region of the country, León is a perfect mix of old and new, boasting great weather, excellent roads and transportation, delicious food and local arts and crafts. Visitors are assured a warm welcome to Mexico’s Footwear Capital. Here in León you can find an extensive variety of leather goods, from shoes to luggage, saddlery and craftwork. A leading proponent of Industry 4.0, the city also has flourishing automotive and IT industries.

Ranked among the Latin American cities with the highest standard of living, the so-called “pearl” of the Bajío region is also home to architectural gems like the Cathedral of Our Lady of Light, the Church of the Sacred Heart, the Metropolitan Park and the Cultural Forum.

The city of León is the standard-bearer of modernity in the state of Guanajuato, setting the bar in terms of conventions and business tourism. In 2018 alone, the Poliforum León hosted over 450 events, while exhibitions like the International Balloon Festival have put León on the world map.
Guanajuato Museum of Art and History
The museum has an exhibition area spanning 4,000 square meters and three levels with halls dedicated to: regional culture, Mexican sculpture and temporary exhibitions.
Prol. Calzada de los Héroes No. 908, Col. La Martinica
Tuesday through Friday, 10:00 am-5:00 pm
Saturdays and Sundays, 11:00 am-6:00 pm

Expiatory Church of the Sacred Heart of Jesus
One of the city’s most emblematic buildings, this church is built in the Neo-Gothic style and took almost 90 years to complete. It has stained glass windows depicting passages from the Bible and seven catacombs.
Francisco I. Madero No. 721, Col. Centro.
Metropolitan Basilica-Cathedral
This Catholic church in the Historic Center of León is the metropolitan seat of the archdiocese of León.
Álvaro Obregón No. 112 Col. Centro
http://madresantisimadelaluz.org/

Plaza del Zapato
Latin America’s first shopping mall specializing in footwear stocks over 80 Mexican and international brands, making it the largest in Mexico and the most well-known in León.
Blvd. Adolfo López Mateos No. 1601, Col. Los Gavilanes.
Monday-Sunday, 10:00 am-8:30 pm

Metropolitan Park
This beautiful park is one of the city’s main attractions and offers a full range of services. Perfect for a day with the family in the great outdoors.
Blvd. Adolfo López Mateos, Col. Presa el Palote
http://www.parquemetroleon.com/
Just 24 km from León is the Guanajuato international airport, also known as the Bajío international airport (BJX). The terminal operates 264 domestic and international flights a week, 66 of which are direct flights to Dallas, Houston, Los Angeles and Chicago, from where travelers can catch connections to virtually anywhere in the world.
Large choice of restaurants
See Restaurants

23 hotels in a radius of 2.5 km
See Hotels

2,695 rooms available*
GT, CE, 5, 4 and 3 stars

1,428 rooms available*
For congresses

15 minutes to Factory Outlet
15 minutes to Mulza Outlet
24 minutes to inland port
37 minutes to airport
Aeroméxico is offering discounts on flights to León, Guanajuato, exclusively for ITM participants. You can book your flight using any of the following methods:

• Call our ticket office or call center on +(52) 55 5133 4000.

• Mention the code IT9MXRC00293N1 for domestic and international flights (except the United States) or the code IT9MXRC00320N1 for flights to and from the United States.

**Discounts on domestic flights:**
• 12% in classes Q, T, E, N, R
• 10% in classes U, K, H, L h
• 5% in classes J, C, D
• No discounts are available for classes I, Y, B, M, V

**Discounts on international flights (except the United States)**
• 10% in classes J,C,Y,B, M
• 5% in classes D, I, U, K, H, L, Q
• 3% in class T
• No discounts are available in classes E, N, V
Discounts on flights from the United States

- 10% in classes J, C, W, Y, B, M
- 5% in classes D, I, U, K, H, L, Q
- 3% in class T
- No discounts are available in classes E, N, V

Note
Sales period: May 21- October 16, 2019
Travel period: October 4-16, 2019
Applies to all Aeroméxico flights and flights operated by Aeroméxico to and from BJX/León.
Tourist and Premier classes.

Does not apply to code-share flights.

To obtain a discount, participants are required to present a letter, invitation and/or proof of registration. The discount will be applied at the time the ticket is issued. Changes to flight dates and times are subject to surcharges, depending on the ticket class and rate paid. Name changes are not allowed.

To purchase your ticket on line, log onto:
And enter the following code:

<table>
<thead>
<tr>
<th>Event No.</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>4210726</td>
<td>INDTRAN19</td>
</tr>
</tbody>
</table>
The hotels listed below offer discounts for ITM participants.

To obtain a discount, reservations must be made via Hannover Fairs Mexico.

**HS HOTSSON Hotel León, Blvd. Adolfo López Mateos 1102**

Enjoy a relaxing business trip to León with the luxurious amenities offered by this modern hotel, which range from a heated pool, gym and tennis courts to a full-service spa.

**Courtyard by Marriott Leon Poliforum, Blvd. Fco. Villa 102**

This modern business hotel is ideally located beside the Poliforum León convention center in a busy commercial zone. Amenities include an outdoor pool, gym, restaurant and bar service.
NH Collection León Expo, Prol. Blvd. Adolfo López Mateos 2303

This completely new hotel in Las Bugambilias is just 20 minutes from the Bajio international airport, making it a practical option for both business and leisure travelers.

Radisson Poliforum Plaza, Blvd. Adolfo López Mateos 2611

A striking hotel near the Historic Center of León, just a five-minute drive from the Poliforum convention center, shopping malls, museums and other tourist attractions.

* Fair participants qualify for preferential rates. HFM bookings subject to availability.

Booking contact:
Hannover Fairs México
Tel.: +52 (55) 7028 3335 ext. 816
info@industrialtransformation.mx
The hotels listed below offer direct discounts to ITM participants, including open code rates in European plan for single rooms.

Rates are subject to availability and do not include taxes or gratuities.

**Holiday Inn and Suites, Blvd. Adolfo López Mateos Pte. 2619**

Situated in the heart of León’s financial district, Holiday Inn and Suites is close to the headquarters of major companies, the Guanajuato international airport (BJX) and the inland port industrial zone.

**Holiday Inn Plaza de Convenciones, Blvd. Adolfo López Mateos 2501**

Within walking distance of the Poliforum León convention center and the Guanajuato Cultural Forum, this hotel is also close to the city’s Historic Center and within easy access of the airport.
Holiday Inn Plaza del Zapato, Blvd. López Mateos Ote. 1308

Located just 1 km from the Poliforum León, the Plaza del Zapato leather goods center is just across the way and the Guanajuato Cultural Forum is a mere stone’s throw away.

Crowne Plaza, Blvd. Manuel J. Clouthier 245

The Crown Plaza stands in the golden zone of León, 500 meters from Plaza Mayor. Modern amenities and a relaxed atmosphere make it suited for either work or play.

<table>
<thead>
<tr>
<th>HOTEL</th>
<th>PRICE</th>
<th>CODE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holiday Inn Plaza del Zapato</td>
<td>$1,353 MXN</td>
<td>HN3</td>
</tr>
<tr>
<td>Holiday Inn Plaza de Convenciones</td>
<td>$1,353 MXN</td>
<td>HM7</td>
</tr>
<tr>
<td>Holiday Inn and Suites</td>
<td>$1540 MXN</td>
<td>CI5</td>
</tr>
<tr>
<td>Crowne Plaza</td>
<td>$1,815 MXN</td>
<td>GW5</td>
</tr>
</tbody>
</table>

Please contact:
Alejandro García       (477) 710 0003       ventas.4@hotelesbjx.com
Hotel Ramada, Plaza León, Portal Bravo 14, Centro

Ramada EP / Executive $1,020 MXN
Ramada EP / Luxury $1,070 MXN
Ramada EP / Junior Suite $1,300 MXN
Group code: RPL10-HFMEXICO

E-mail reservations:
reservaciones@ramadaleon.com
WhatsApp: 4776387642
Simply show your exhibitor ID to obtain a discount at the following restaurants:

**COCKTAIL de bienvenida**

**LA CASONA DEL ARCO**
COCINA MEXICANA

CALLE PROGRESO 110 COL. CENTRO
390 9456
Lun: 14:00 - 18:00 horas
Mar/Mie: 14:00 - 00:00 horas
Jue/Vie/Sáb: 14:00 - 02:00 horas
Dom: 9:00 - 18:00 horas

---

**glottone**

Ristorante & Cantinetta

5% ó 10%
De descuento al pagar con tarjeta
De descuento al pagar en efectivo

CALZADA DE LOS HEROES #104
A UN LADO DEL ARCO DE LA CALZADA
9624470 / 13:30-02:30 HORES

---

**FRASCATI**

Ristorante - Pizzeria - Bar

5% ó 10%
De descuento al pagar con tarjeta
De descuento al pagar en efectivo

BLVD. AEROPUERTO 901 - A COL. SAN JOSÉ EL ALTO
251 8040 / 16:00 - 23:00 HORAS

AV. CERRO GORDO 201A, COL. LOMAS DEL CAMPESTRE
773 7154 / 14:00 - 23:00 HORAS

---

**ARGENTILIA**

Ristorante y Pizzeria

10%
De descuento al pagar en efectivo

ó

5%
De descuento al pagar con tarjeta

AVENIDA CERRO GORDO #210 EN CASA DE PIENSA
7183804 / 13:30-23:30 HORAS

---

**LA BIKINA**

RESTAURANTE CANTINA

5%
De descuento al pagar con tarjeta

ó

10%
De descuento al pagar en efectivo

AVENIDA CERRO GORDO #270 EN CASA DE PIEDRA
5303905 / 13:30-02:00 HORAS
MR. PAMPAS / Brazilian cuisine  
Blvd. Gral Francisco Villa S 605  
Plaza Brizza Sur. 37260 León, Gto.  
T: +52 477 771 0333  
www.mrpampas.com

LOS AZULEJOS / Mexican cuisine  
San Fernando 107, La Martinica,  
37680 León, Gto.  
T: +52 477 763-3010  
www.restaurantlosazulejos.com

MA COME NO / Italian cuisine  
Blvd. Adolfo López Mateos No.1317,  
El Coecillo, 37260 León, Gto.  
T: +52 477 637 2062  
www.macomeno.com.mx

LA CASONA DEL ARCO / Mexican cuisine  
Calle Progreso 110 Col. Centro,  
37000 León, Gto.  
T: +52 477 390 9456  
www.lacasonadelarco.com.mx

LA ESTANCIA ARGENTINA / Argentinean cuisine  
Blvd. Adolfo López Mateos 1314,  
La Martinica, 37500 León, Gto.  
T: +52 477 763 3080  
www.laestanciaargentina.com
EL BRASERIO / Mexican cuisine
Blvd. Adolfo López Mateos 1605, Los Gavilanes, 37270 León, Gto.
T: +52 477 215 0990
www.elbraserio.mx

LA COCINOTECA / Mexican cuisine
Calle Emiliano Zapata # 313,
León 37000, México
T: +52 477 266 2262
www.hotelemiliano.mx/la-cocinoteca

AROMAS RESTAURANTE
Mexican & international cuisine
Boulevard Campestre 1101,
Col. Valle del Campestre, León 37150, México
T: +52 477 718 2316
http://aromasrestaurante.com

LA BIKINA / Mexican cuisine
Avenida Cerro Gordo 210, León 37150, México
T:+52 477 331 7693
www.grupoargentilia.com.mx/restaurantes/labiki

MIZAKI / Japanese cuisine
Boulevard Campestre 1711
Col. Lomas del Campestre, León 37150, México
T: +52 477 717 4140
https://mizaki.mx/
Our Events

EVENTOS HANNOVER MESSE

HANNOVER
SINGAPORE
CHICAGO
SHANGHAI
ISTANBUL
WUHAN
SHENZHEN
CALGARY
BEIJING
LEÓN
Our Strategic Partners

Education Partner

In Alliance with

Platinum Media Partner

Partner

Partner

thebusiness\year
Whether it’s tourist attractions, a taste of local culture, historic buildings or shopping, there’s something for everyone in León. Rooted in tradition, yet with its sights set firmly on the future, there are plenty of opportunities to be had here. This route will show you what León is all about and where it is headed.

Visit:
1. Guanajuato Cultural Forum
2. Explora Sciences Museum
3. La Madero
4. Historic Center
5. Barrio de San Juan de Dios
6. Poliforum León
7. Altacia shopping mall (León Aquarium)
8. Enrique Fernández Martínez sports center
9. Leather zone

For further information on opening hours and rates, visit: https://www.leontour.com.mx/
Useful Telephone Numbers

German embassy in Mexico
T. (0052 55) 5283 2200

León Tourism Office
T. +52 477 763 44 00

Honorary German Consulate in León, Guanajuato
T. (0052-477)7735718

Taxi companies in León, Guanajuato
Haciendas El Rosario taxi stand
T. +52 477 717 6677 / 8877

Taxitel
T. +52 477 770 2121

Mi radio taxi León Mi Transporte Privado
T. +52 477 781 0303

Línea Dorada taxi service
T. +52 477 770 4050

Taxi Carga
T. +52 477 784 0989
Hannover Fairs México
Industrial Transformation MEXICO
Eduardo López
Tel. +52 55 7028 3335 ext. 808
eduardo.lopez@hfmexico.mx