



Grow
YOUR BUSINESS!



FITMA
2023

2ND EDITION

**THE INTERNATIONAL EXPO OF
TECHNOLOGY AND MANUFACTURING**

June 20 - 22, 2023
Centro Citibanamex, Mexico City, Mexico

FITMA-LA.COM



**FITMA
2023**

Advancing **MEXICO AND LATAM MANUFACTURING**

Your presence at FITMA 2023 will grow your business for years to come in this market.

The International Expo of Manufacturing Technology (FITMA) will present the latest technology and machinery from the international industrial market, connecting leading manufacturers, OEMs and suppliers of machinery, equipment, and services of the metalworking sector.

- **High-Level International Exhibition**
- **Networking Experiences**
- **Technical Training**



Engage

MEXICO AND LATAM'S MANUFACTURING PROFESSIONALS

As a world-class supplier to manufacturers looking for process efficiencies and technology solutions, your company's innovations will help grow Mexico and LATAM's manufacturing future.

Sell

your products and services to manufacturing engineers and buyers

Reach

new prospects and reconnect with your existing clients

Grow

your brand presence to buyers searching for new technology

Network

with active and engaged buyers from all Latin America

Compete

at an international level. Let your competition know you are here

FITMA 2023 provides you the business environment to grow your business.



Exhibitor Impact!

"We decided to participate in FITMA because of GARDNER's reputation in both media and events, and I must say that I am pleasantly surprised. This show is a platform for quality business, and we are excited to be part of FITMA to explore its potential for years to come."

- RODRIGO ARRIAGA
Inside Sales/Marketing
Hainbuch Mexico





INTERNATIONAL ATTENDEES FROM 12 COUNTRIES

- Austria
- Brazil
- Canada
- China
- Denmark
- D.N.R
- Ecuador
- Germany
- Mexico
- Spain
- Taiwan
- USA



Led by manufacturers of machinery, equipment and services, FITMA 2023 is the international gateway to Mexico and Latin America’s expanding metalworking services.



FITMA 2022 connected decision-makers from 23 of the 32 states of Mexico

BY THE Numbers

FITMA 2022
Pre-Registrants
11,709

Total
Badge Scans
8,768

Decision-Making
Professionals
85%

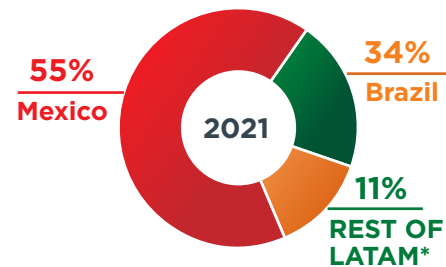
Capacity

QUALITY. CAPABILITY.

LATAM's ongoing economic growth and globally positioned OEMs have created a strong demand for metalworking manufacturing across all market sectors in Latin American.

MEXICO & LATIN AMERICAN MARKET

Consumption Mexican Market - Machinery Equipment (AMT)

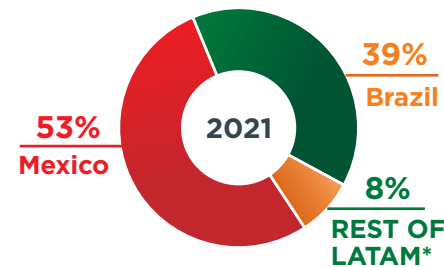


\$3.9 Billion

\$3.9b USD of manufacturing technology including machine tools, cutting tools and workholding systems were consumed by Mexico in 2021. The whole of Latin America consumed \$6.8b USD.

(including Brazil, Argentina, Colombia and Chile)

Automation Systems Consumption



\$760 Million

Total automation systems consumption in Latin America (AMT)

\$4.0 Billion

Total capital equipment consumption in the top 5 Latin American countries (AMT)

\$9.3 Billion

2023 aerospace exports are expected to grow globally at 13%. Growth in 2022 is 16%, reaching 9.3 million dollars in exports. (FEMIA)

"Mexico consumes...

...technology for manufacturing for more than \$4.4 billion dollars per year (2019 figures). But if we add the consumption of countries such as Colombia, Argentina, Brazil and the rest of the economies of the region such as Costa Rica, we are close to \$8 billion dollars or \$9 billion dollars per year. This leads us to compare ourselves in size with the United States or to be very close to the consumption of Western Europe."

— CARLOS MORTERA
Intl. Director for AMT,
Latin America.



* Rest of LATAM includes Argentina, Chile, Colombia, Costa Rica and Panamá

Connecting

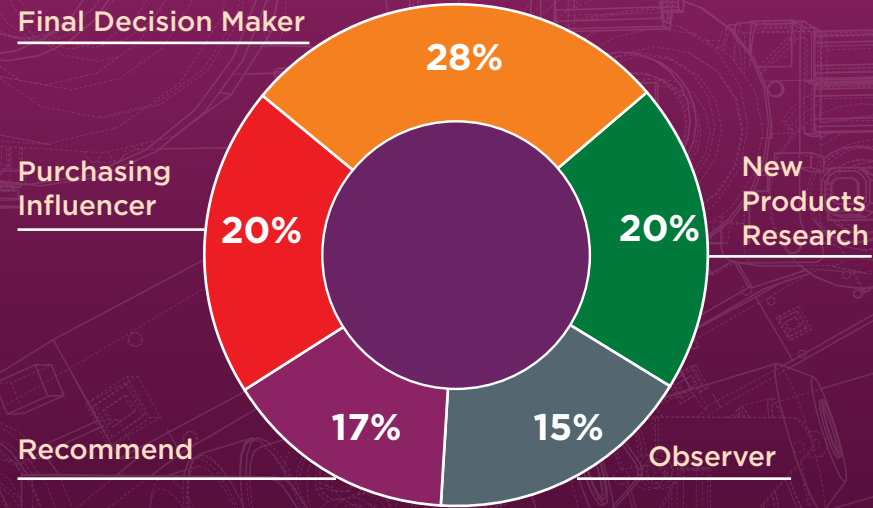
EXHIBITORS WITH BUYERS

Latin America's manufacturing sector is experiencing robust technology growth. This region's continues a trend to high-quality discrete part manufacturing.

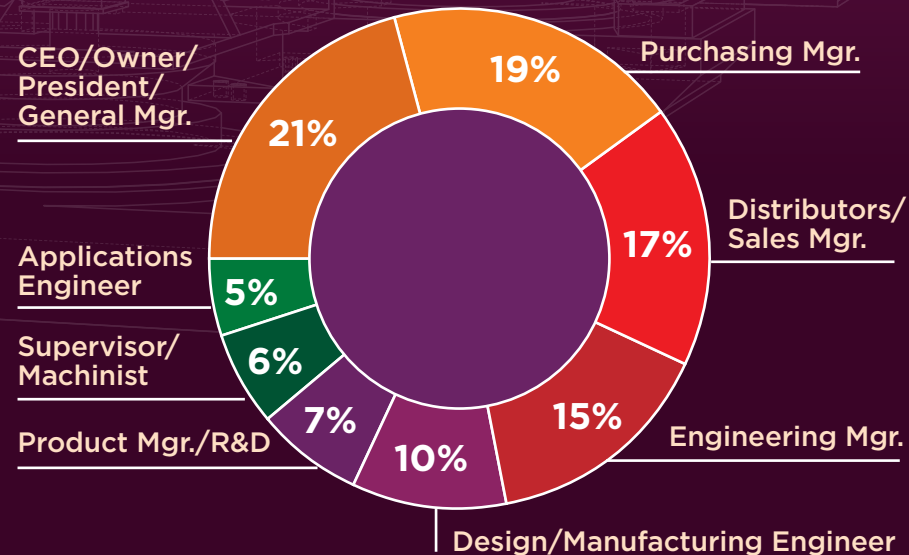
EXHIBITOR PROFILE

- Machine Tools/Capital Equipment
- Cutting Tools
- Workholding and Handling
- Machine Components & Accessories
- Robots and Automation
- Fabrication
- Additive Manufacturing Equipment
- CAD/CAM and Manufacturing Software
- Inspection and Measurement Equipment
- Forming and Fabricating Equipment
- Finishing and Coating Equipment

PURCHASING ROLES



JOB FUNCTION



High-Value ATTENDEES

An international event attracting active decision makers within the industries you serve across LATAM manufacturing and the global supply chain.



ATTENDEE PROFILE

- Owners/Shops Owners
- General Managers/Area Director
- Process Engineers
- Design Engineers
- Purchasing Managers
- Production/Plant Managers
- QC Managers
- Machine Operators

SOME COMPANIES YOU WILL MEET

- Airbus Helicopters Mexico
- Avance Industrial
- Bocar Group
- Bombardier
- CNC Soluciones
- Comercializadora Automotriz Lugoda
- Daimler
- Fabricaciones DITSA
- Ford Motor Company
- Fullcad
- General Motors
- Impex Gurosa
- Manufacturas Metálicas Alme
- Mexxon Precision
- Nissan Mexicana
- Sierra Manufacturing
- Stellantis Mexico
- Tremec
- Volkswagen de México
- and many more...

FROM THE SHOWFLOOR

"It was a very good event, I learned many things and many of my doubts about the problems I had in my processes were clarified"

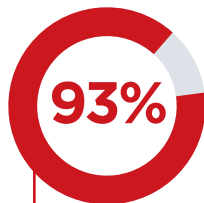
- JESÚS ANTONIO GUZMÁN
Siosa Process Engineer

"It was a very interesting expo because we were able to inform ourselves of the newest technologies that are taking place for different operations within the industry."

- GERARDO MEDINA
Engineer at Kraft
Powercon



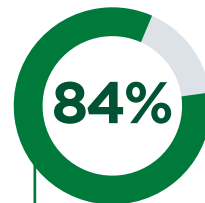
Would recommend their colleagues visit FITMA 2023



Commented that the machinery presented was state-of-the-art



Said that the technology presented by the pavilions was excellent



Will participate in the conference program of the next edition

Equipment PAVILIONS

FITMA exhibitors include global machine manufacturers, suppliers and distributors that are showcasing their technology, machinery and services.

FITMA 2022

"Mazak Corporation was pleased to be part of the inaugural FITMA manufacturing and technology exhibition. From logistics to promotion, the event was targeted, organized and well-managed. Most importantly, as an exhibitor, the event opened doors to new customers in Latin America and the opportunity to renew existing friendships."

— CHUCK BIRKLE
Vice President Sales and Marketing,
Mazak Corporation



Machine Tools/ Capital Equipment

Leading global manufacturers of metalworking capital equipment, fabricating equipment, additive manufacturing equipment and other state-of-the-art technology.

Cutting Tools/ Workholding

Tooling solutions and workholding devices for efficient and effective CNC machining of metal workpieces.

Inspection/ Measurement

Devices to ensure precise quality control of today's increasingly complex manufactured parts.

CAD/CAM and CNC Controls

Design, manufacturing and machine tool programming software and controls to enhance production of metal parts.

Automation/ Robotics

Equipment to automate manufacturing processes to minimize human intervention.

Finishing/ Coating

Showcases companies that supply liquid or powder painting solutions, plating or mass finishing.

CO-LOCATED AT FITMA 2023

MSC EXPO

MANUFACTURING SUPPLY CHAIN EXPO 2023

Supply Chain PAVILION

**Connecting Tier 1 suppliers and OEMS
with LATAM's contract manufacturers**

Emerging and established Tier 1 and OEM manufacturers are ready to connect with you. They need your facility's manufacturing capacity to meet the demands influenced by Foreign Direct Investment (FDI), the USMCA and the ongoing evolution in the global supply chain.

If you are a Tier 2, 3 or 4 supplier looking to grow new business and support existing contracts, then MSC Expo is the right place to showcase your company's manufacturing capacity.

Reserve your space now for MSC Expo 2023!



Let's Talk!

Discover the benefits of participating in FITMA, the international manufacturing event focused on all of Latin America and Mexico.

FITMA PACKAGES INCLUDE	PREMIUM PACKAGE	RAW SPACE 18 sqm minimum
Exhibit Space	X	X
Inclusion in Exhibitor Directory	X	X
24-Hr. Security	X	X
Aisle Cleaning	X	X
Drayage for 18' sq/m or more		X
Back and Lateral White Walls	X	
Carpets in Halls and Booth	X	
1 Table / Table Cloth	X	
2 Chairs	X	
1 Waste Basket	X	
1 110V AC Outlet	X	
Booth Lighting	X	
INVESTMENT (PER SQUARE METER)		
STANDARD RATE	\$420 USD	\$380 USD

Any exhibit space below 18sqm will be sold as a premium package.

RESERVE YOUR BOOTH TODAY!

For more information contact:

sales@fitma-la.com

"We decided to participate in this first edition of FITMA and, to our pleasant surprise, we managed to close a project involving 10 machines at a manufacturing plant in Querétaro, something that was not in our calculations. We noticed that the quality of assistance was extremely important; good, qualified profiles, high level."

- APOLOS RODRIGUEZ
Project Director, Dinamaq SMEC
(Samsung Machine Tools)





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CO-PRESENTED BY



MEMBER



For more information visit:
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