



THE LEADING DIE CASTING SHOWS

PRESS RELEASE

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EUROGUSS MEXICO launches in 2021 with “Virtual Weeks”

- Platform for online networking from 4-18 May 2021
- Focus on entire process chain for non-ferrous casting

EUROGUSS MEXICO, which was originally scheduled to take place from 4 to 6 May 2021, is moving online. The on-site event at the Expo Guadalajara exhibition centre will be replaced by the **EUROGUSS MEXICO Virtual Weeks**, an online event just under three weeks long. During the event experts and end users from the entire spectrum of the non-ferrous casting segment will be able to share information and network with one another in the virtual space. On each Tuesday, i.e. 4, 11 and 18 May, the virtual platform will also offer a comprehensive programme of presentations, lectures and seminars that will then be available on demand for the entire duration of the event.

For a period of around three weeks, exhibitors and visitors can share information, set up meetings and communicate live via chat and video functions on the online platform for the **EUROGUSS MEXICO Virtual Weeks**. A sophisticated matchmaking system allows participants to make new contacts based on shared interests and get to know suitable experts or vendors from the non-ferrous casting sector. During the event, foundries, toolmakers and mould fabricators, foundry machinery and equipment suppliers, designers, developers, and procurement managers will have the opportunity to network intensively on the platform while keeping track of their day-to-day business.

euroguss.de/international

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Exhibitors will have their own profile pages on the platform, where they can showcase their companies and upload extensive information in the form of texts, images, videos or brochures and product sheets. They also have the option of reporting on their innovations and passing on their expertise in presentations and webinars. Exhibiting firms can use the data from profile visits, presentation participants and contact queries to generate promising leads for their business development, despite the travel restrictions in force that are curtailing international trips.

Comprehensive supporting programme on the Tuesdays

On each Tuesday (4, 11 and 18 May) of the EUROGUSS MEXICO Virtual Weeks the focus will be on disseminating knowledge about light metal casting. On these days there will be a comprehensive programme of “live activities”, i.e. presentations, seminars and discussion panels that explore the latest trends and challenges in the industry and cover the entire process chain for non-ferrous casting. As well as die casting, other types of casting like permanent mould chill casting or sand casting, including upstream and downstream processes, will be explored. With its focus on the main non-ferrous casting processes, the event therefore offers the ideal gateway to the Mexican market, even in these turbulent times. As well as presentations by exhibitors, the programme will also feature Mexican and other international industry experts and representatives of associations and the R&D community. During the live stream, visitors will be able to ask questions and join in the discussions, or they can download all the presentations afterwards to listen to at their leisure.

For more information on the EUROGUSS MEXICO Virtual Weeks, the exhibitor packages available, and registering as a visitor, please go to: www.euroguss-mexico.com. The next EUROGUSS MEXICO will take place from 4 to 6 October 2022 at the Expo Guadalajara exhibition centre.



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About the EUROGUSS trade fair family:

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In all even years, the European die casting sector comes together at the EUROGUSS trade fair in Exhibition Centre Nuremberg in Germany. Over a three-day period, some 750 exhibitors and 15,000 visitors find out about the latest technology, processes, and products. EUROGUSS is the only event covering the entire die casting process chain, from high-tech machines to new materials and efficient services. In the die casting segment, NürnbergMesse Group is also active at CHINA DIECASTING (every year in Shanghai), ALUCAST, which takes place at different locations in India in all even years, and EUROGUSS Mexico, which will be held in Guadalajara.

For more information please go to: www.euroguss.de/international

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