



## PRESS RELEASE

November 2018

### Successful premiere for EUROGUSS Mexico

- **Premiere of EUROGUSS Mexico a resounding success**
- **Trade visitors impressed by exhibition and conference**

**From 24 – 26 October 2018, EUROGUSS Mexico made its debut at the Fundiexpo, Mexico's biggest foundry exhibition, in Guadalajara. Exhibitors and visitors alike were extremely happy with the outcomes of their trade fair participation. The entire area of the EUROGUSS Mexico pavilion was fully booked well before the event and offered clear proof of the interest there is in doing business in Mexico. The next EUROGUSS Mexico will take place in autumn 2020.**

With EUROGUSS Mexico, NürnbergMesse is paving the way for companies to establish and expand business operations in the Mexican market. Mexico is an important player in the automobile market, which is one of the biggest customers for the die-casting sector. Exhibitors and trade visitors see Mexico as an important strategic market for the die-casting industry.

#### **EUROGUSS Mexico impresses participants**

The exhibitor pavilion was the largest pavilion at the Fundiexpo and the total 32 exhibitors found their expectations exceeded by far. They not only praised the quantity but also the quality of visitors and the discussions they had. New contacts could be made and existing networks reinforced and expanded. There were a lot of productive conversations that are set to continue after the event.

Lisa Aulbach-Heinecke, Managing Director of Aulbach Automation GmbH abk-Pressenbau, had positive words about her experience: "This was the first time that we had taken part in an overseas fair in Mexico and presented our firms Aulbach Entgratungstechnik GmbH and Aulbach Automation GmbH abk Pressenbau to the professional audience. From the very start we were impressed by the marketing concept for EUROGUSS

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and this was also part of the reason why we decided to take part. As a supplier of deburring presses and tools we see great potential with steady growth in the Mexican market. We were extremely satisfied with the calibre of visitors and the contacts made during EUROGUSS Mexico, and this has reinforced our decision to invest even more in the Mexican market in the future. We'd also like to take part again in the next EUROGUSS Mexico.”

The more 6,000 trade visitors included representatives of foundries and renowned suppliers to the automobile industry such as BOCAR, NEMAK, COSMA Casting, Mahle, ZF or Robert Bosch. But EUROGUSS Mexico also featured well-known OEMs like HONDA North America, Volkswagen de Mexico, Tesla Motors Inc., NISSAN Mexicana and Fiat Chrysler.

“That was a hugely successful premiere for EUROGUSS Mexico and exactly the right time to expand our die-casting product family in Mexico. We received a consistently positive response from all participants who praised above all the calibre of the trade visitors. The mood in the packed exhibition halls was outstanding. We are already looking forward to the next EUROGUSS Mexico in autumn 2020”, says Christopher Boss, international product manager and exhibition director EUROGUSS at NürnbergMesse.

## **Visit to NISSAN**

As well as the pavilion, NürnbergMesse organized a trip to Aquasilientes for participants to visit NISSAN's oldest production facility outside Japan. The around 15 participants gained insights into the production and die-casting processes of the renowned automobile manufacturer during the visit to the plant. They took the opportunity to expand their Mexican network and get to know the Mexican market better.



## **Experts provided useful insights at conference**

The accompanying conference programme offered sound insights into the latest hot topics in the sector. In more than 15 presentations by experts from the die-casting industry, including exhibitors at EUROGUSS Mexico, trade visitors found out about various aspects of light metal casting. The topics covered included tool-making, robotics, Industry 4.0 and die-casting technology. Participants also obtained detailed information about the Mexican foundry industry.

## **University Meet-Up encourages networking among research establishments**

The foundry market and research in this area are becoming increasingly more global, which makes knowledge-sharing and networking among research establishments all the more important. As part of the conference, a meeting was therefore organised between German and Mexican universities.

Christopher Boss is delighted about the keen interest on the part of Mexican universities: "With the University Meet-Up we have laid the foundation for networking between research establishments. Hopefully this has allowed us to push-start some joint German-Mexican projects. The event was so successful that in future we would like to establish these kinds of meetings at all our events from the EUROGUSS trade fair family."

## **About the EUROGUSS trade fair family:**

### **THE LEADING DIE CASTING SHOWS**

In even years, the European die-casting industry meets in Germany at the EUROGUSS trade fair at Exhibition Centre Nuremberg. For three days, some 640 exhibitors and 15,000 trade visitors learn about the latest technology, processes and products. EUROGUSS is the only event covering the entire die casting process chain, from high-tech machines through new materials to efficient services. In the area of die-casting, the NürnbergMesse Group is also active at CHINA DIECASTING (held annually in Shanghai) and ALUCAST, held at different locations in India in even years. This year, NürnbergMesse is organising for the first time the pavilions EUROGUSS Mexico at the Fundiexpo and EUROGUSS ASIA PACIFIC as part of METAL AP in Bangkok, Thailand.



Internationale Fachmesse für Druckguss: Technik, Prozesse, Produkte  
International Trade Fair for Die Casting: Technology, Processes, Products

For more information please visit: [www.euroguss.de/international](http://www.euroguss.de/international)

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